

CHIPOTLE MEXICAN GRILL  
OCTAVIA WADE

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## COMPANY INDUSTRY:

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- Chipotle Mexican Grill industries:
- Specializes in Mexican-inspired cuisine.
  - Includes burritos, tacos, bowls, and salads
- Aims to provide a fast and casual dining experience for people and families.
- Known for its raised meats and organic produce.



## COMPANY MAIN PRODUCT/SERVICE:

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- Chipotle Mexican Grill mainly provides:
- Customizable burritos, burrito bowls, taco, and salads.
- Allows customers to personalize their meals with various choice of proteins, toppings, and salsa.



# COMPANY PRIMARY CUSTOMERS:

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- Chipotle Mexican Grill primary customers are typically young adults.
  - Age range within 18-34.
- Many customers are convenience that Chipotle is a healthier fast-food option which grabs the attention to young customers or customers who wants a healthier choice.



# CHIPOTLE MEXICAN GRILL NEEDS CYBERSECURITY...



- Chipotle Mexican Grill needs cybersecurity for countless reasons..
  1. Safeguarding Payment Systems
    - Numerous transactions are processed daily and securing its payment systems will help prevent attacks that can compromise credit/debit card data. This can lead to lawsuit battles and financial losses.
  2. Protection of Customer Data
    - Chipotle handles a large amount of personal and financial information from customers who may order in person or on their mobile app. Cybersecurity will help prevent data breaches that could expose sensitive information to data thieves.