

EXPLORING THE DYNAMICS OF TAM JAI INTERNATIONAL COMPANY LTD.

**A MARKETING PLAN SUBMITTED TO THE HIGHER EDUCATION OF HUMBER COLLEGE, ONTARIO,
CANADA**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE COURSE FUNDAMENTAL OF MARKETING
(MKTG-5007) FOR MARKETING MANAGEMENT**

BY:

KRISZLE CARL BAYAS – N01654876

NAPASORN KETKOMOL – N01611082

LYDIA EKARI NAMWERA – N01673553

MOYO OGUNYANWO – N01650025

HAYDEE PADILLA – N01654533

XIE WEIWEI – N01622389

MARKETING MANAGEMENT

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Executive Summary

Tam Jai International Company Ltd is a dynamic and innovative organization specializing in the food and beverage industry. Founded in 1996, the company has quickly emerged as a leader in providing high-quality culinary experiences to customers worldwide.

Mission: *"We pride ourselves on creating delicious, budget-friendly recipes that capture the unique, lingering flavours of what makes the Hong Kong neighbourhood eateries such an unforgettable experience."*

The primary objective is to craft an array of mouth-watering food and beverage options that satisfy customers' taste buds and align with the values of maintaining high standards of quality, innovation, and eco-friendliness. Tam Jai strives to source the freshest and most authentic ingredients to create a culinary experience that delights our patrons. Additionally, the company is committed to reduce environmental footprint by adopting sustainable practices in operations and constantly seeking new ways to minimize waste and conserve resources.

Overview of the Company

Tam Jai International is a prominent restaurant group based in Hong Kong that has expanded its network to over 200 stores in various markets, including Mainland China, Singapore, and Japan. However, the group is not content with its current achievements and has exciting plans to enter the Australian and Philippine markets through joint venture and franchising arrangements. This move highlights the group's commitment to global expansion.

The group's portfolio of well-known brands includes TamJai Yunnan Mixian, TamJai SamGor Mixian, and the Japanese udon brand, Marugame Seimen. The latter was added to the portfolio through a franchise in Hong Kong, further demonstrating the group's dynamic and diverse brand portfolio.

With highly standardized operations, an innovative spirit, and an efficient management model, TJI is committed to providing customers with a quality yet affordable dining experience while ambitiously expanding its global footprint.

Financial Position

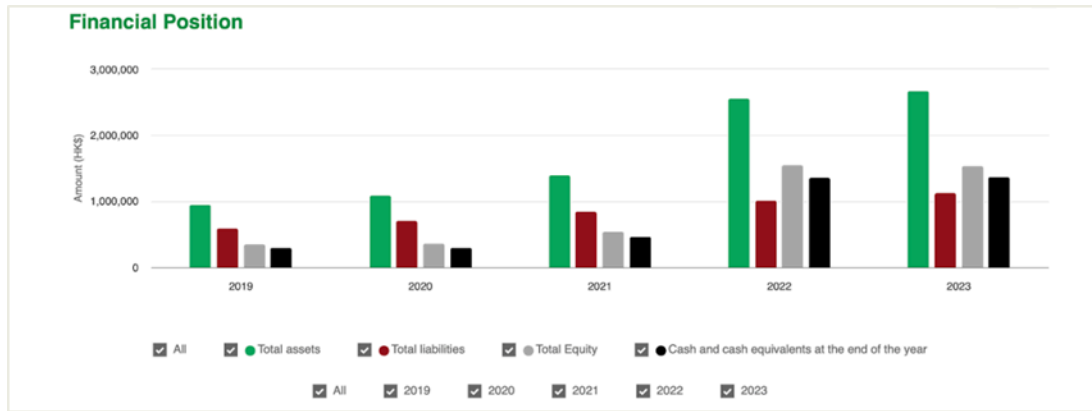
Over the past five years, Tam Jai has experienced significant changes in its financial position.

Total Assets: The Company's assets started at around \$1 million in 2019 and gradually increased to about \$3 million by 2023, with a notable surge in 2021.

Total Liabilities: The liabilities started at around \$600 thousand and rose steadily to over \$1 million in 2023. The significant increase in 2021 contributed to this trend.

Total Equity: Tam Jai's equity remained positive throughout the period. It started at approximately \$300 thousand and ultimately settled around the same value.

Cash and Cash Equivalents: Tam Jai maintained healthy cash reserves. The cash and equivalents started at around \$300 thousand and grew to approximately \$1.5 million by 2023.



Based on the data, Tam Jai's financial health improved over the years, with significant growth in assets and liabilities while maintaining a solid cash position.

Product and Services

Tam Jai is a culinary haven for those who crave bold and flavourful Cantonese-style noodle dishes. The restaurant's specialty is its spicy *"Sichuan-style noodles"*, served with various noodle options such as *"flat rice noodles, thin egg noodles, and wheat noodles."* Each noodle dish is a work of art, meticulously paired with a selection of toppings and sauces that harmonize with the spicy broth. The brand creates a dining experience that's as memorable as delicious.

The menu at Tam Jai is a feast for the senses, offering a range of delectable noodle dishes that cater to diverse tastes and dietary preferences. For those who savour meat, there are options like *"succulent beef brisket noodles and flavourful pork chop noodles."* Vegetarians can indulge in a selection of meat-free noodle dishes. The minced meat noodles stand out among the offerings, and they are a customer favourite due to their perfect balance of spiciness and flavour.

Tam Jai's secret to success lies in its broth, which is infused with Sichuan peppercorns and other aromatic spices. The product offer creates a unique and unforgettable dining experience that customers keep returning to. Nonetheless, Tam Jai International takes pride in offering an extensive range of products and services that cater to diverse tastes and preferences.



Key Differentiators

Tam Jai International Company Ltd. distinguishes itself from its competitors through various factors that set it apart. By prioritizing these key factors, Tam Jai International Company Ltd has established itself as a leading provider in its industry, offering customers an unparalleled experience and driving success through its commitment to excellence.

- 1) **Authenticity and Tradition** – Tam Jai International prioritizes authenticity in its culinary offerings by staying true to traditional recipes and cooking techniques, differentiating them from competitors who compromise on traditional flavours for mass appeal.
- 2) **Innovation** – Tam Jai is passionate about innovation and constantly searches for new and exciting flavours, ingredients, and techniques to elevate offered products.
- 3) **Quality Assurance** – Quality is at the forefront of everything we do. We maintain rigorous standards throughout our supply chain to ensure our products' freshness, safety, and integrity.
- 4) **Customer-Centric Approach** – Customers are at the heart of everything. We go beyond satisfying their needs, striving to create memorable dining experiences, and fostering long-term relationships built on trust and excellence - which reflects our commitment to our customers' satisfaction and importance.

Tam Jai International is a leading player in the global food and beverage industry, renowned for its impressive track record of success. The company has secured a significant market share with a strategic expansion strategy that targets critical regions. Tam Jai's unwavering dedication excellence, innovative approach, and customer-centric focus have been the key drivers of its success. The company takes pride in consistently delivering exceptional products and services, striving to exceed customers' expectations. Furthermore, Tam Jai's competitive advantage lies in its ability to anticipate and adapt to evolving market trends without compromising quality standards.

Channel Strategy

Tam Jai International employs a multi-faceted channel strategy to reach and cater to its target audience – a unique approach to providing customers with flexibility, convenience, and accessibility.

- 1) **Physical Locations:** Tam Jai International strategically selects prime locations for its restaurants, targeting areas with high foot traffic and a diverse customer base. By establishing a presence in business districts, and urban centers, Tam Jai ensures visibility and accessibility to its target audience.
- 2) **Franchise Partnerships:** Tam Jai International's franchise partnerships are vital to its channel strategy. These partnerships are not just about expanding into new markets but also about adapting to specific cultural preferences. Tam Jai can effectively penetrate diverse geographic regions by teaming up with entrepreneurs and investors with local market knowledge and resources. This approach broadens its customer base and strengthens its reputation as a brand that respects and caters to local tastes.
- 3) **Online Ordering Platforms:** Recognizing the growing trend of online food delivery, Tam Jai International partners with popular food delivery platforms. It allows tapping into the convenience-driven consumer segment and catering to customers who prefer the ease of ordering food online for delivery or takeaway.
- 4) **Social Media Presence:** Tam Jai International maintains an active presence on popular social media platforms such as Facebook, Instagram, and Twitter. Through engaging content, mouth-watering food photography, and interactive promotions, Tam Jai effectively engages with

its target audience, building brand awareness, fostering customer loyalty, and driving foot traffic to its physical locations.

- 5) **Mobile App:** Tam Jai International's mobile app is more than just a tool for placing orders. It's a gateway to a personalized dining experience. The app allows customers to browse menus, place orders, make reservations, and access exclusive promotions and rewards. This direct customer engagement and retention channel offers a seamless and personalized experience for loyal patrons, enhancing their overall dining experience and fostering customer loyalty.
- 6) **Event Sponsorships:** Tam Jai International partners with local events, festivals, and organizations to increase brand visibility and attract new customers. By sponsoring food-related events and participating in community initiatives, Tam Jai strengthens its connection with its target audience and reinforces its reputation as a trusted and respected brand.

Market Overview

Tam Jai's Mixian is a global chain of rice noodle restaurants that aims to expand its distribution channels and attract more customers. The restaurant particularly appeals to young people between 18 and 35 who are interested in Chinese culinary culture. Canadians, especially in areas like Toronto and Vancouver, are keenly interested in diverse international cuisines, including Chinese dishes. The restaurant's popularity among Asians is also noteworthy, as many Asian culinary cultures have deep connections to elements such as noodles and soups, especially in East Asian and Southeast Asian cultures. Tam Jai's Mixian offers quick, delicious rice noodle dishes that evoke fond memories for its customers.

In addition, the restaurant would also target business and tourist customers who visit Canada, a substantial commercial and tourist center that offers a diverse culinary experience. Tam Jai's Mixian's unique features, such as its varied selection of soups and the ability for customers to customize their dishes to their preferences, make it an appealing choice for vegetarians and spice enthusiasts.

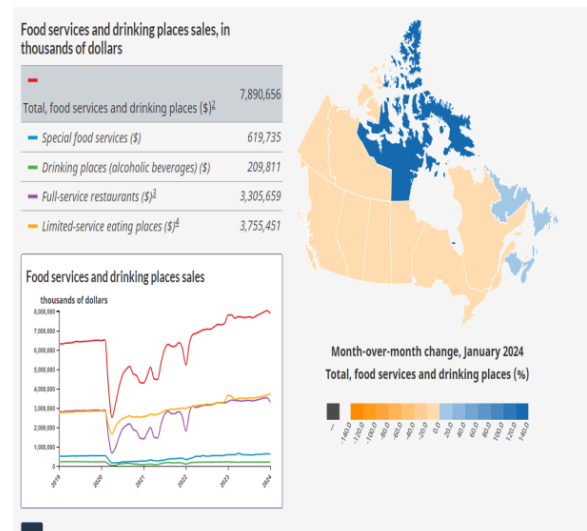
Introducing Tam Jai's Mixian would be a nostalgic treat for Hong Kong customers, as it would allow Hong Kongers living in Canada to savour the authentic flavours of their homeland.

Geography		Canada ¹ (map)				
Prices		Chained (2017) dollars				
Estimates	2018	2019	2020	2021	2022	
Dollars						
Final consumption expenditure	1,730,965	1,756,074	1,681,709	1,769,059	1,849,390	
Household final consumption expenditure	1,241,089	1,260,212	1,179,085	1,240,811	1,304,163	
Goods	546,223	550,894	539,653	566,836	569,425	
Durable goods	165,534	165,793	153,404	167,486	164,415	
Semi-durable goods	87,931	89,630	82,283	93,054	100,060	
Non-durable goods	292,760	295,468	303,441	306,181	305,343	
Services	694,858	709,300	639,966	674,986	736,726	
Non-profit institutions serving households' final consumption expenditure	32,758	33,803	33,932	34,274	35,736	
General governments final consumption expenditure	457,122	462,057	467,908	493,158	508,777	
Gross fixed capital formation	497,330	501,192	482,321	527,182	514,778	
Business gross fixed capital formation	409,754	416,472	395,546	439,896	424,413	
Residential structures	163,508	162,212	166,859	191,210	168,110	
Non-residential structures, machinery and equipment	201,358	207,736	182,117	197,959	205,883	

Forestry, logging and support ²	1,195.16 ^A	1,202.36 ^B	1,269.91 ^B	1,313.93 ^B	1,389.99 ^B
Mining, quarrying, and oil and gas extraction	2,130.03 ^A	2,099.63 ^B	2,171.22 ^B	2,254.28 ^B	2,302.94 ^B
Utilities	1,890.98 ^A	1,910.46 ^B	1,907.29 ^B	1,995.29 ^B	2,121.19 ^B
Construction	1,283.35 ^A	1,320.81 ^B	1,383.54 ^B	1,437.58 ^B	1,491.36 ^B
Manufacturing	1,138.08 ^A	1,157.08 ^B	1,188.75 ^B	1,258.41 ^B	1,311.07 ^B
Services producing industries ³	971.70 ^A	1,049.17 ^B	1,080.40 ^B	1,109.25 ^B	1,145.63 ^B
Trade ⁴	794.04 ^A	835.28 ^B	853.04 ^B	900.63 ^B	914.35 ^B
Transportation and warehousing	1,091.45 ^A	1,157.69 ^B	1,173.38 ^B	1,222.26 ^B	1,248.77 ^B
Information and cultural industries	1,302.57 ^A	1,416.58 ^B	1,573.69 ^B	1,546.36 ^B	1,670.09 ^B
Finance and insurance	1,360.69 ^A	1,454.79 ^B	1,477.79 ^B	1,550.85 ^B	1,586.53 ^B
Real estate and rental and leasing	1,044.35 ^A	1,121.92 ^B	1,183.60 ^B	1,221.97 ^B	1,227.33 ^B
Professional, scientific and technical services	1,439.18 ^A	1,480.73 ^B	1,534.31 ^B	1,633.11 ^B	1,726.28 ^B
Management of companies and enterprises	1,570.41 ^A	1,551.86 ^B	1,541.97 ^B	1,541.75 ^B	1,668.02 ^B
Administrative and support, waste management and remediation services	845.14 ^A	891.67 ^B	955.21 ^B	966.32 ^B	1,017.01 ^B
Educational services	1,069.28 ^A	1,130.22 ^B	1,164.68 ^B	1,160.81 ^B	1,189.21 ^B
Health care and social assistance	937.20 ^A	999.52 ^B	1,004.26 ^B	1,031.02 ^B	1,066.61 ^B
Arts, entertainment and recreation	619.81 ^A	700.73 ^B	723.88 ^B	710.81 ^B	715.07 ^B
Accommodation and food services	419.76 ^A	436.99 ^B	458.0 ^B	465.13 ^B	484.87 ^B
Other services (except public administration)	854.91 ^A	919.32 ^B	960.90 ^B	983.28 ^B	1,031.41 ^B
Public administration	1,336.12 ^A	1,419.03 ^B	1,464.69 ^B	1,502.00 ^B	1,541.89 ^B

According to Statistics Canada data, the food and service industry's GDP and the average weekly earnings in the catering industry sectors are rising. This indicates that the industry has market space and potential for new entrants, helping define the current market environment.

Geography	Total, food services and drinking places ² January 2024 (\$ thousands)	2023 to January 2024 (percentage change)
Canada ⁵	7,890,656	-1.9
Newfoundland and Labrador	89,209	1.5
Prince Edward Island	36,743	-0.1
Nova Scotia	188,332	2.3
New Brunswick	133,679	0.1
Quebec	1,507,320	-1.2
Ontario	3,121,448	-1.1
Manitoba	220,597	-1.1
Saskatchewan	202,574	-2.3
Alberta	1,044,932	-0.1
British Columbia	1,324,827	-6.9
Yukon ⁵	9,924	-4.0
Northwest Territories ⁵	6,536	-3.4
Nunavut ⁵	4,536	124.0



Another set of data can assist in analyzing the specific target market in Canada. For example, it is clear that Ontario and Quebec, leading the way, accounted for approximately 60% of the total national food and beverage revenue in 2024. Thus, this implies that competition and demand in these local markets are higher.

Competitor Analysis

1) Substitute Competitor – Mandarin Restaurant [see [appendix 1](#)].

It is one of the famous Chinese chain restaurants in Canada. The data shows that they already have 29 branches in Ontario alone. They specialize in Chinese buffet-style dining and offer a variety of desserts, fruits, salads, and some non-Chinese dishes. As a well-established and highly regarded Chinese restaurant with a long history, it is undoubtedly a competitor to Tam Jai Mixian.

2) Direct Competitors –

- Ajisen Ramen, Sura Korean Royal Cuisine Restaurant [see [Appendix 2](#)].

Ajisen Ramen primarily offers a variety of flavors and soup bases of Japanese ramen. In addition to the main ramen dishes, they provide appetizers such as Japanese fried chicken and fried dumplings, which can be compared to Tam Jai's signature snacks, making them direct competitors. Ajisen Ramen has 11 branches in Canada, focusing mainly on Toronto. As a chain restaurant brand, they have received ratings of 4.4 or above on Google reviews and set their prices at 10-20 CAD.

- Sura Korean Royal Cuisine Restaurant [see [Appendix 3](#)].

Sura Korean Royal Cuisine Restaurant, a standout in Vancouver's culinary scene, is renowned for its unique offerings. From the sizzling Korean hot pot to the refreshing Korean cold noodle soup, every dish is a culinary masterpiece. The restaurant's pork and beef soups are a must-try for meat lovers. With a

stellar rating of 4.3 on Google reviews and a place among the finalists for Vancouver Magazine's annual restaurant selection, Sura is a top choice for Asian cuisine enthusiasts.

As Tam Jai Mixian's main competitors, these restaurants are active contenders in the target market. Offering similar soup-based dishes and services, they attract Asian customers and food enthusiasts who have a fondness for Asian cuisine in Canada.

3) **Indirect Competitor** – Tim Horton's [see [Appendix 4](#)].

Tim Horton's is considered an indirect competitor of Tam Jai. It is the largest chain restaurant in Canada and ranks fifth among the most valuable brands in the country. Tam Jai Mixian faces competition from similar restaurants and competes with these industry giants, which may squeeze the space for newcomers.

SWOT ANALYSIS

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> - Strong Brand Reputation: Tam Jai doesn't just serve food but builds relationships. We value your loyalty and trust, and it's what drives us to do better every day. - Innovative Menu Offerings: Tam Jai continually innovates its menu with new flavours, ingredients, and combinations. - Distinctive Cuisine and Excellent Foods: Tam Jai's distinctive Cuisine will stand out in the Canadian market. The restaurant employs excellent foods to appeal to health-conscious customers and strongly emphasizes freshness. - Proficiency in Management: The company's management team boasts a wealth of expertise in the restaurant industry, contributing to seamless operations. - Effective Channel Strategies: The company utilizes a multifaceted channel strategy, including physical locations, online ordering platforms, social media, and event sponsorships, to effectively reach and engage with its target audience. 	<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> - Expanding Ethnic Food Market: Tam Jai has a great chance to profit from the rising demand for ethnic cuisines in Canada. - Diverse Demographics: The opportunity to offer a sizable and varied consumer base open to trying new foods. - Possibility of Growth: A prosperous start in Canada may provide doors to additional growth in other foreign markets. - Health and Wellness Trends: With increasing consumer awareness of health and wellness, Tam Jai can develop and promote healthier menu options or cater to specific dietary preferences, such as gluten-free or vegetarian. - Partnerships and Collaborations: Strategic alliances with local suppliers, distributors, or complementary businesses could enhance operational efficiency, expand distribution channels, and unlock new growth opportunities.
<p><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> - Lack of Brand Awareness: Establishing its brand among Canadian consumers is a potential challenge for Tam Jai, a restaurant looking to break into the Canadian market. - Cultural Adaptation: Adapting its cuisine to Canadian tastes while maintaining its originality may be challenging - it could be a tricky balancing act. 	<p><u>THREATS</u></p> <ul style="list-style-type: none"> - Fierce Competition: Many domestic and foreign competitors are fighting for market share in Canada's restaurant business. - Economic Factors: Downturns, currency fluctuations, and geopolitical instability may impact consumer spending patterns and lead to restaurant traffic and revenue decline. - Regulatory Difficulties: Navigating regulatory regulations, such as food safety standards and licensing can be difficult and time-consuming.

<ul style="list-style-type: none"> - Operational Efficiency and Supply Chain Management issues: These may be due to linguistic and cultural barriers. Sourcing genuine ingredients locally and managing the company's supply chain may also present challenges. - Competitive price: Preserving competitiveness in price while providing premium ingredients and services may affect profitability. 	<ul style="list-style-type: none"> - Cultural Sensitivity: Problems in customer relations may arise from misapprehensions or misinterpretations of cultural norms and behaviours. - Supply Chain Disruptions: Supply chain disruptions caused by natural disasters, political unrest, or global pandemics could lead to ingredient shortages, production delays, and increased costs for Tam Jai.
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For Tam Jai International Company to be successful in the highly competitive food and beverage industry, it needs to leverage its core competencies, address potential weaknesses, capitalize on emerging opportunities, and minimize threats in the market. To maintain a competitive edge and ensure continued growth, the company must adopt a strategic approach that integrates these four critical factors despite rapid industry changes and intense competition.

Strategic Implications

Brand positioning is crucial for Tam Jai to enter the Canadian market successfully. The brand should highlight its unique culinary offerings and emphasize its reputation for authenticity and excellence. To increase brand recognition and attract clients, especially in gastronomic and ethnic communities, Tam Jai can leverage focused advertising and promotional initiatives, such as social media.

For long-term success, Tam Jai must adapt its menu and dining experience to cater to Canadian customers' preferences while maintaining its distinct cuisine flavours. Operational excellence is also essential, and Tam Jai should prioritize personnel training, operational efficiency, and exceptional customer service to overcome initial challenges and ensure a delightful dining experience.

Building strategic alliances with like-minded companies and working with regional suppliers can help fortify the supply chain and raise a brand's credibility. Tam Jai can use these alliances and partnerships to minimize risks and seize outside chances.

In conclusion, while Tam Jai may face potential difficulties breaking into the Canadian market, it can set itself up for success by utilizing its advantages, addressing its shortcomings, and taking calculated risks.

Positioning Statement

"Tam Jai prides itself on creating delectable recipes that are both budget-friendly and capture the unique, lingering flavours found in Hong Kong's neighbourhood eateries. Dishes are rooted in tradition yet innovatively crafted, bringing the essence of Hong Kong's culinary heritage to every dish. Each bite is sure to ignite the senses and leave a lasting impression. Discover the bold and delicious flavours of Tam Jai, where tradition meets innovation in every savoury dish."

Tam Jai, a Hong Kong-based restaurant, is your gateway to an exquisite culinary experience that is both budget-friendly and innovative. Our menu is a testament to the unique and lingering flavours of Hong Kong's neighbourhood eateries, expertly crafted by our seasoned chefs to capture that essence. Trust in our expertise to deliver a dining experience that is truly exceptional.

Tam Jai's recipes are rooted in tradition, yet its chefs creatively infuse them to create a unique and unforgettable dining experience. Their dishes range from traditional Hong Kong-style congee to stir-fried noodles and each plate is bursting with bold and delicious flavours.

Despite its reasonable prices, Tam Jai always keeps quality high. Its dishes have the freshest and finest ingredients, and its chefs pay close attention to detail to ensure that every bite is perfect. Everything is displayed to ignite your senses and leave an indelible impression, from the bold and spicy aromas to the lingering and savoury flavours.

Tam Jai is where tradition and innovation meet in perfect harmony. So, whether you're a visitor to Hong Kong or a local looking for a new dining experience, take advantage of the chance to explore the bold and delicious flavours of Tam Jai.

Marketing Strategy

The brand, Tam Jai International is a renowned fast-casual restaurant specializing in mixing rice noodles. They have served their customers and established a strong presence in Hong Kong, Mainland China, and Singapore. The company has gained a reputation for providing high-quality food and excellent service, which has helped it become a market leader in Hong Kong. Furthermore, it has an extensive network of 156 restaurants spread across various districts in Hong Kong and locations in Mainland China and Singapore - making them a popular destination for customers looking for a delicious and satisfying meal.

Segmentation Analysis

Tam Jai International Company recognizes the importance of understanding consumers' varying needs, preferences, and behaviours to effectively target and serve its customer base in the highly competitive food and beverage industry. To achieve this, the company relies on market segment analysis to identify groups of consumers with similar characteristics.

<u>Geographic Segmentation</u>	<u>Demographic Segmentation</u>	<u>Psychographic Segmentation</u>	<u>Behavioural Segmentation</u>
Tam Jai's operations span across Hong Kong, Mainland China, and Singapore, with plans for expansion into Japan and Australia. This geographic diversity enables the company to target different markets and adapt its marketing strategies accordingly.	The company's target demographic includes individuals of all ages and backgrounds, particularly those who appreciate Asian cuisine and seek a convenient dining experience. The brand appeals to many customers, from young adults to families and working professionals.	The brand is associated with quality, affordability, and convenience. Its mixed offerings cater to customers seeking comfort food with customizable options, appealing to those who value flavourful yet affordable dining experiences.	Tam Jai attracts customers who prioritize taste, quality, and value for money. The brand's popularity and consistent growth indicate a loyal customer base that appreciates the unique mixing offerings and the overall dining experience provided by the company.

Marketing Mix Strategy

Tam Jai International Company is renowned for its culinary expertise in the highly competitive food and beverage industry. It is famous for its authentic noodle dishes and commitment to providing exceptional dining experiences. The key to Tam Jai's success lies in its meticulous and comprehensive marketing mix strategy, thoughtfully designed to connect with its target audience, enhance customer engagement, and promote brand loyalty.

Product: Tam Jai International is a brand that offers a unique mix of traditional rice noodles, spicy soup bases, and customizable toppings. It focuses on quality, consistency, and innovation, ensuring its product offering is differentiated and resonates with its target market.

Price: The brand's pricing strategy is to make its food accessible to many customers while maintaining profitability and competitiveness in the market. TJI's affordable pricing reflects their commitment to providing value for money to their customers.

Place: Tam Jai's restaurants are strategically located across various districts in Hong Kong, Mainland China, and Singapore, ensuring accessibility and visibility to their target customers. Their expansion plans into new markets demonstrate their focus on geographic expansion to reach a broader audience.

Promotion: The Company uses a variety of marketing channels to promote its brand and offerings. It leverages its strong brand reputation, awards, and accolades to attract new customers and reinforce loyalty among existing ones. TJI's marketing efforts include social media marketing, digital advertising, and word-of-mouth marketing. Its marketing strategy is designed to create awareness, generate interest, and drive sales for its unique food offering.

Recommendation Based On Marketing Communication Strategy

As we look to the future, Tam Jai International is poised to continue its growth and success. It wants to display a commitment to innovation, expand product offerings, and explore new markets while staying true to its core values and dedication to excellence.

The company recognizes the importance of maintaining brand recognition, building trust, and ensuring consistency in messaging, branding, and visual identity across all communication channels to achieve these goals. In addition, the company understands the significance of fostering two-way communication with our audience, encouraging feedback, and promptly responding to inquiries. Engaging with customers on social media or other platforms can also enhance customer engagement and help them stay attuned to their evolving needs.

Moreover, it is crucial for companies to stay agile and adapt their communication strategy based on changes in market trends, consumer behaviour, or competitive dynamics. This will allow them to remain competitive in an ever-evolving industry landscape.

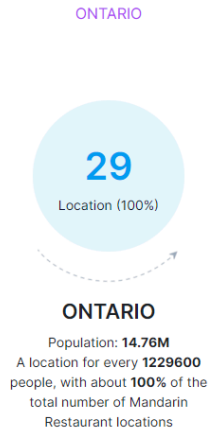
In conclusion, Tam Jai International Company Ltd is a beacon of culinary excellence, dedicated to delighting customers with authentic flavours, innovative products, and exceptional service. With a strong foundation and a clear vision for the future, the company is well-positioned to thrive and lead the way in the culinary industry.

APPENDICES

Competitor Analysis

Appendix 1 – Mandarin restaurant

Top States with the most Mandarin Restaurant locations:



Appendix 2 – Ajisen Ramen



Appendix 3 – Sura Korean



Appendix 4 – Tim Horton’s



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