

Donald Duck's Pancake Shop

1. Business Mission - what are you trying to accomplish?

At Donald Duck's Pancake Shop, our mission is to sell as many pancakes as possible. Our pancakes are the best pancakes in the world. Everyone who eats other pancakes at restaurants like IHOP are probably crying because their pancakes are so bad. If they would know about Donald Duck's Pancake Shop, they would be happier. We make people happy because our pancakes are so delicious.

2. Determine the Key Performance Indicators (KPI's) for this mission - what does success look like?

Our primary KPI at Donald Duck's Pancake Shop is the number of pancakes sold. Our goal is to sell 1,000 pancakes per week at \$2.00 per pancake.

3. Identify the buyer - who is buying your products or services?

Customer of Donald Duck's Pancake Shop:

- Love pancakes
- Live in Lubbock, TX
- Enjoy going to breakfast with their family on Saturday mornings.
- Have facebook
- Use google and yelp to find places to eat

4. Describe your content initiatives and strategies - how are you going to get them to buy your product or service?

1. Facebook Ads
 - a. Target people living in Lubbock with ads that show pictures of how awesome Donald Duck's pancakes look.
2. Google Maps
 - a. Create a google places page, so customers can find us on google maps
3. Yelp
 - a. Create a yelp page
4. Reviews
 - a. Once Donald Duck's Pancake Shop is live on Yelp and Google Maps, I'm going to invite all my friends to my restaurant for pancakes and ask them to write strong reviews for me.