



Bespoki Bowl

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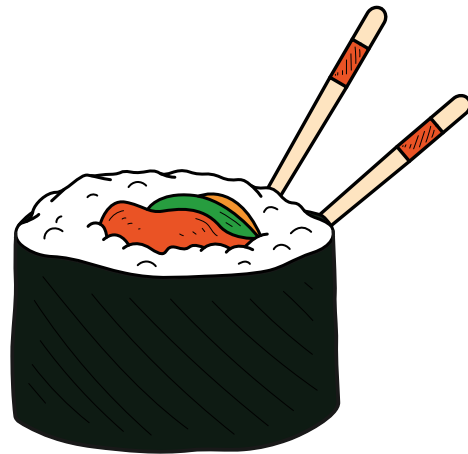
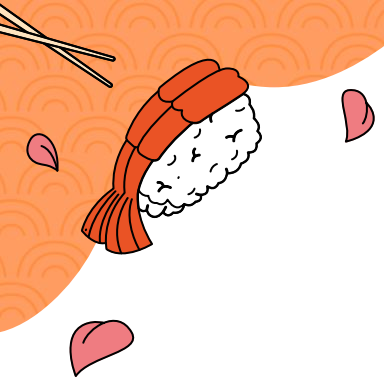
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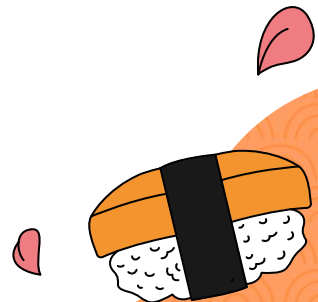
A summary of the marketing plan we implement





OUR COMPANY

Bespoki is an authentic Hawaiian and Asian eatery. The restaurant mainly serves poke bowls, plates & bentos and snacks.





MISSION STATEMENT

For busy, frugal, and hungry college students and residents, Bespoki Bowl is a restaurant that provides a myriad of affordable, delicious, and authentic meals while still being nutritious and healthy.

01

BUSINESS OVERVIEW



Key Strengths



Affordable

The price of the food is affordable for most groups of customer



Healthiness

Healthy food with low calories



Convenient

Located in downtown Troy; walking distance from RPI

Current marketing strategy



Student Discount

10% off with valid student ID card



Combos

Combos available with certain entrees (curry plates)



Instagram

Post pictures of food on Instagram



Seasonal Products

Offers 1 or 2 products spun off of current popular foods (ie. Nashville hot chicken)



Website

Presents all information necessary about the restaurant



Many Products

Wide variety of authentic food appeals to many customers



The background is a vibrant orange with a repeating pattern of small, stylized white circles. Scattered across this background are various illustrations of sushi: several pieces of nigiri (topped with salmon or tuna), maki rolls (some with visible fillings like tuna, salmon, and vegetables), and a few small pink cherry blossom petals. A pair of white chopsticks is also visible on the right side.

02

Industry/Company Analysis

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">❖ High-quality and affordable food❖ High ratings on review website❖ Excellent location	<ul style="list-style-type: none">❖ Inadequate advertising, not many people know this restaurant❖ Limited product range (Asian)❖ Low brand awareness❖ Many substitute competitive product (low brand loyalty)❖ Inaccessible parking (street parking only)
Opportunities	Threats
<ul style="list-style-type: none">❖ Attract new customer through special offers❖ Develop a loyalty program to grow customer loyalty❖ Improve the customer experience❖ Chowbus	<ul style="list-style-type: none">❖ Lots of Asian food options nearby, consumers have lots of options. For students who are provided with more affordable price, they can choose AFC Sushi in the Union, which has more closer position.❖ Shortage of employees because of pa

KEY COMPETITORS



AFC Sushi

Available in RPI with Flex Dollar,
but low customization



Unagi Sushi

Traditional Japanese
Restaurant, but higher prices



Poke Bar 518

Traditional Japanese
Restaurant, but higher prices



K-Plate

Korean Restaurant, also at
downtown Troy



Asian Culture Wave

- Asian culture, in particular Japanese and Korean cultures, have been growing more and more mainstream with each passing year
- From K-POP sensations of PSY, Blackpink, and BTS, to the popularization of Japanese animation, these are all factors contributing to this
- Food is no different, with the demand for Asian style foods growing with each passing year
- Our clients main product, Poke, for example has increased by 883% in demand from 2012 - 2019

ASIAN CUISINE IN AMERICA

Trends in Asian cuisine categories on Yelp

RAMEN

has nearly tripled (+193%) in relative demand* on Yelp since 2012

Relative demand* for ramen restaurants is at its highest this year

2012

Higher relative demand* on Yelp



2019

Some Asian cuisines have also seen a consistent growth on Yelp.

SZECHUAN

+119%

2012

2019



HOT POT

+190%

2012

2019



TAIWANESE

+43%

2012

2019



While others have seen some ups and downs.

FILIPINO

+8%

2012

2019



Relative demand for Filipino food was at a minimum in 2015.

DIM SUM

+17%

2012

2019



POKE

+883%

2012

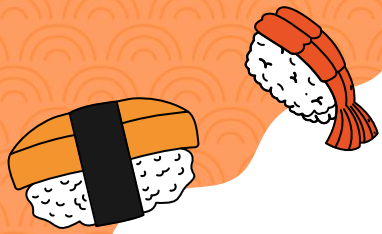


Yelpers' demand for poke peaked in 2017

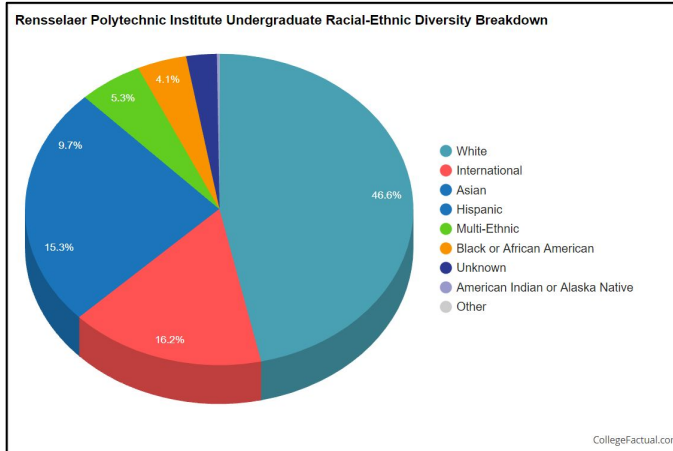
Source: Yelp
Chart: The DataFace

*Relative demand is defined as a category's share of page views across all food and restaurants on Yelp.

Asian Food in the US



- According to Yelp, during Covid-19 in 2020, 21 out of the 50 states' most popular delivery items were Asian themed
- This is particularly applicable to RPI, due to its particularly large international and Asian demographic



State:	Most Popular Delivery Order During Covid
Arkansas	Spring Rolls
California	Bubble Tea
Colorado	Crab Rangoon
Delaware	Pho
Hawaii	Bubble Tea
Indiana	Poke Bowls
Louisiana	Sushi
Maine	Pad Thai
Maryland	General Tso's Chicken
Michigan	Bubble Tea
Montana	Egg Rolls
Nebraska	Sushi
Nevada	Spam Musubi
New Hampshire	Crab Rangoon
Rhode Island	General Tso's Chicken
South Carolina	Sushi
South Dakota	Dumplings
Washington	Pad Thai
West Virginia	Bao Buns
Wisconsin	Pad Thai
Wyoming	Naan Bread

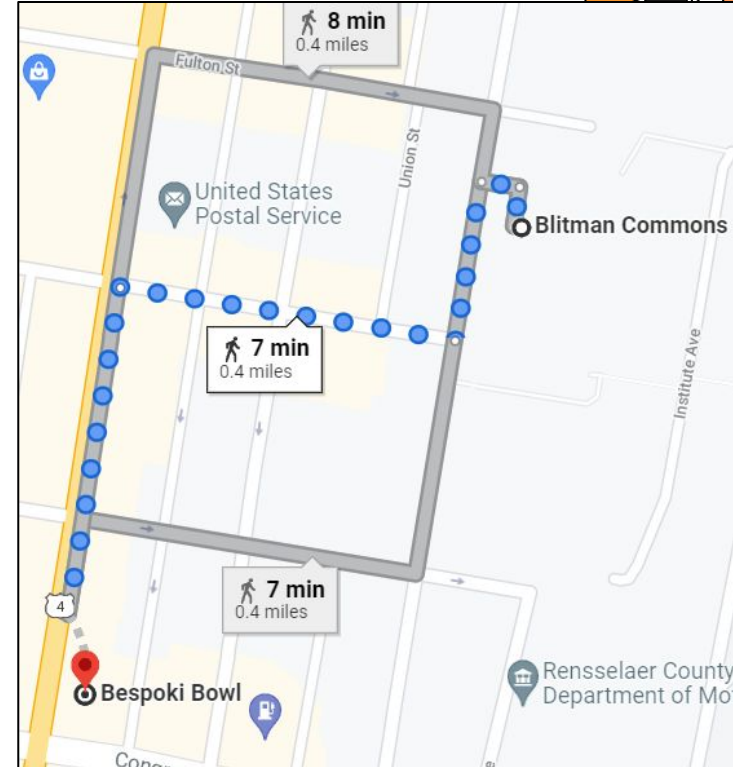
Current Advantages

- Quality Emphasis

The quality of food served is much higher than many of its competitors, created with an almost artisanal standard, from side dishes such as Bao Buns to the individual components offered within the Poke Bowls.

- Affordability and Closeness

The restaurant is one of the only ones that offer student discounts, a huge boon for hungry students craving a delicious Asian-themed meal. Beyond that, its location is very close to 2 shuttle stops, as well as being particularly close to the City Station and Blitman housings.





03

Objectives and Issues

You can enter a subtitle here if you need it

Issues



- Competition for key customers
- Location isn't the greatest
- Lack of public awareness of location
- Few deals, none dealing with their flagship product



Objectives

- Increase awareness of product on all platforms by 300% in 6 months
- Expand to other platforms (Chowbus)
- Optimize SEO and delivery website usage
- Add flyers and combos to improve customer interaction



The background is a vibrant orange with a repeating circular pattern. It is decorated with various sushi-themed illustrations: several pieces of nigiri sushi (including salmon, tuna, and shrimp), maki rolls, a bowl of sushi, and chopsticks. Small pink petals are scattered throughout. In the center, a large white circle contains the text.

04

Marketing Strategy

Preliminary Marketing Strategy

Segmentation: Taste and Economy

- **Focuses:**

People who enjoy this type of food, or those who desire a meal that is more affordable

- **Products:**

A wide **variety of foods** with the purpose of **flavor, nutrition** and **authenticity**

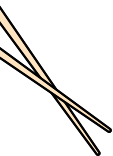
Fresh **ingredients** & aesthetically **pleasing**

- **Prices:**

Affordable price for college students to save money

Reasonable price for people live nearby who don't want to cook meals at home

Multiple Discounts



Preliminary Marketing Strategy (Cont.)

Local Marketing (Micromarketing)

- **Services:**

Convenient **online order** service (include delivery through its website, Uber Eats, Yelp, phone calls...)

Reservation on common apps

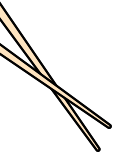
- **Social Presence:**

Posts and increasing number of **followers** on INSTAGRAM

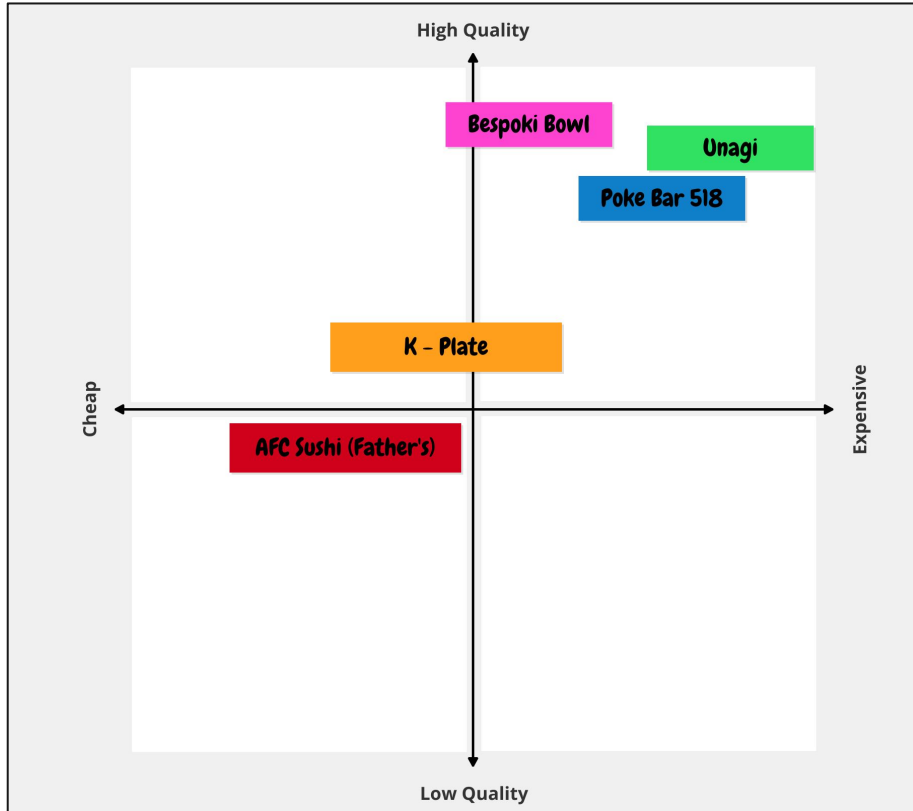
Preliminary Marketing Strategy (Cont.)

Targeting Customers

- **Location:** RPI students, Neighborhoods nearby
- **Poki:** Healthy eaters, Seafood/sushi lovers
- **Tastes:** People who prefer Asian/Hawaiian Food (variety of Korean, Japanese, Hawaiian dishes and sides)



Positioning Map



Bespoki Bowl

Has the best overall balance between quality and pricing

Key Competitors

AFC Sushi - Cheaper and more accessible, but quality suffers

Unagi - Quality is good, but pricing is very high



05

Marketing Tactics and Implementation

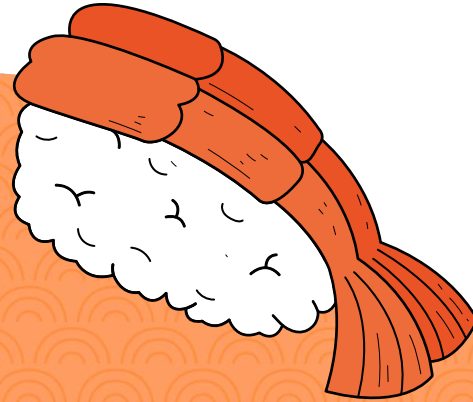


More options in Bases

Add more bases options. For example, brown rice and quinoa to give customers more choices to meet their needs (e.g. tastes, control of calories)

Offer more combos

Pair low cost soup such as seaweed soup, miso soup(already in the menu) or other appetizers with poki bowls to the customers in the form of combos.



Flyers/Brochure

Quick service implementation, offers a hand copy of menu, pertinent to most customers who end up ordering

People who order, regardless of the internet, still love physical copies promoting the food



ADVERTISING AND PROMOTION

Digital Marketing

Search engine optimization

- Adding more keywords
- Offer more convenience
takeaway food service

Local Influence

- Cooperating with these local food influencers on Instagram
- Send flyers to the mailbox of the local apartment

Promotion

- Handing out samples of the product
- Cooperating with local organizations in large-scale events

Example Implementation of SEO and Grubhub Offers

Grubhub Perks: Discover exclusive deals

Grubhub deals, coupons, promos, and more

Enter your full address to find the best deals near you

1711 Highland Ave, Troy, NY, 12180

Find Deals



Popular in Troy

Try trending restaurants with great deals



Bespoki Bowl

GH+ Asian

40-50 mins

\$1.50 delivery

★★★★★

5813 ratings

\$3 off your order of \$23+



3 Brothers Pizzeria

GH+ American

50-60 mins

\$0 delivery

★★★★★

1206 ratings

Up to \$5.99 off Boneless Wings with you...



Big Apple Pizzeria

GH+ American

40-50 mins

\$0 delivery

★★★★★

2580 ratings

\$5 off your order of \$5+



Carol's Place

GH+ Breakfast

50-60 mins

\$2.99 delivery

★★★★★

1113 ratings

\$5 off your order

06

Conclusion



Conclusion

Bespoki Bowl is already a fantastic restaurant with great, healthy, authentic food at a all-round solid price. It stands out from its competitors particularly in its price to quality balance, as well as its breadth of delicious quality food products. It's only shortcoming is how relatively unknown the restaurant is. Our plan going into this project was to amplify and inform our target markets of the great restaurant nearby. In doing so, we focused on adding deals, customer-restaurant interactions, and leveraging the vast and great resources of the online food ordering industry. We hope that with the addition of our changes, Bespoki Bowl can gain and retain the customer base it deserves.





THANK YOU!

Any questions?

REFERENCE

- <https://bespokibowl.com>
- <https://thepokebar518.com/ourmenu/>
- <https://www.grubhub.com/restaurant/unagi-sushi-118-4th-st-troy/1033542>
- <https://www.chowbus.com/>
- <https://www.collegefactual.com/colleges/rensselaer-polytechnic-institute/student-life/diversity/chart-undergraduate-racial-ethnic-diversity.html>
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