



Guanatos Tacos

Breakfast Burrito Launch Plan

Overview

Project Name: Breakfast Burrito

Target Date: Nov 18, 2024

Names	Role
Deybi Gudiel	Company Chef
Dulce Lopez	Finance Manager
Francisco Lopez	Project Lead
Josue Robledo	Social Media Specialist
Yolanda Robledo	Marketing

The Primary Objective

Objective	Success Metrics
To successfully relaunch the Guanatos Tacos breakfast burrito by establishing consistent recipes, thorough staff training, and clear operating procedures across all locations. The goal is to enhance morning customer traffic by expanding operating hours, ensuring product quality, and creating a seamless experience that supports increased sales and customer satisfaction.	Sales Growth: Achieve a 15% increase in morning sales within the first two months of the breakfast burrito launch.
	Customer Satisfaction: Maintain an average customer rating of 4.5 stars or higher on breakfast burrito-specific feedback across all review platforms.
	Staff Proficiency: Ensure 100% of staff complete breakfast burrito preparation training within the first two weeks, with consistent quality checks showing 90% compliance in preparation standards.
	Increased Morning Traffic: Record a 20% increase in morning customer visits by the end of the first quarter post-launch.

Timeline and Tasks

The Roadmap

	Phase 1	Phase 2	Phase 3	Phase 4
Week 1 Preparation Week	Recipe & Product Documentation: <ul style="list-style-type: none"> Finalize breakfast burrito recipes, ingredient substitutions, and pricing. Document nutritional information and potential allergens for customer reference. 	Training Material Development: <ul style="list-style-type: none"> Create training guides for burrito preparation, customer service expectations, and upselling techniques. Prepare visual aids, recipe cards, or instructional videos as needed. 	Operational Adjustments: <ul style="list-style-type: none"> Assess inventory needs specific to breakfast items and adjust order quantities. Confirm early opening hours with all third-party delivery partners and update listings on Google, Yelp, and the website. 	Marketing Prep: <ul style="list-style-type: none"> Design promotional materials for social media, email, and in-store announcements. Coordinate with design and marketing teams to prepare for launch week.
Week 2 Staff Training & Marketing Build-Up	Staff Training: <ul style="list-style-type: none"> Conduct hands-on and visual training sessions for all locations, focusing on burrito preparation, customer service, and upselling. Verify staff proficiency with practice runs and provide feedback to ensure consistency. 	Marketing Execution: <ul style="list-style-type: none"> Begin teaser promotions on social media and send out an email campaign to Guanatos Tacos subscribers announcing the return of the breakfast burrito. Distribute in-store flyers and set up digital screen announcements to inform customers of the new breakfast options and opening hours. 	Operational Checks: <ul style="list-style-type: none"> Confirm that each branch has received the necessary breakfast ingredients and equipment adjustments. Schedule a soft launch or test run for the breakfast burrito at each location to identify and resolve any last-minute issues. 	
Week 3 Launch & Evaluation	Official Launch: <ul style="list-style-type: none"> Implement full breakfast burrito service from 	Monitoring & Customer Feedback:	Evaluation & Adjustments: <ul style="list-style-type: none"> Review training effectiveness, sales data, and 	

opening until 4 pm at all locations, following new early operating hours.

- Ensure each branch has launch-day signage and that staff are actively promoting the breakfast burrito.

- Track morning traffic, sales, and customer feedback daily to measure the initial response.
- Provide a feedback collection method (e.g., a QR code on receipts or social media) to gather customer insights on the breakfast burrito.

customer feedback to make any necessary adjustments in burrito preparation, marketing, or inventory.

- Plan a follow-up evaluation at the 30-day mark to assess overall success and make further improvements.

To-Do List

Point Person	Task	Status		Deadline
Deybi Gudiel	Recipe Development & Documentation	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Nov 4, 2024
	Ingredient & Equipment Preparation			
	Staff Training			
Francisco Lopez	Launch Day Oversight	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Nov 4, 2024
	Quality Monitoring & Adjustments			
	Provide branch staff with talking points and training on upselling and engaging customers with breakfast items.			
	Coordinate with staff to encourage word-of-mouth promotion, ensuring they are equipped to answer questions about the new breakfast burrito.			
Dulce Lopez	Finacial report of Breakfast sales for previous years per location	<input type="checkbox"/> <input type="checkbox"/>		Nov 8, 2024
	Cost Report for Burrito, and pricing.			
	provide a budget for social media spend			
Yolanda Robledo	Develop a marketing strategy for the breakfast burrito launch, including target audience, key messaging, and promotional tactics.			

Josue Robledo	<p>Collaborate with design to create digital and print assets, including social media graphics, email templates, posters, and digital menu board updates.</p> <p>Draft engaging copy that highlights the breakfast burrito as a new, convenient morning option and emphasizes the new opening hours.</p> <ul style="list-style-type: none">○ Coordinate with locations to ensure each store receives signage, flyers, and any additional print materials needed to promote the new breakfast offerings.	<div><div></div><div></div><div></div><div></div></div>		
	<p>Launch teaser posts on social media, using eye-catching images and hints about the return of the breakfast burrito.</p> <p>Prepare all digital platforms (social media, website, and email) to launch a soft announcement of the breakfast burrito and new opening hours, including countdown posts if needed.</p> <p>Finalize ad copy for any paid social media ads to target local audiences.</p>			

Announce the launch on all platforms, including social media, email, and in-store.

Run paid ads to promote the breakfast burrito launch, targeting morning commuters or nearby residents who might be interested in an early-morning meal.

Use digital feedback tools (QR codes on receipts, social media, or email follow-ups) to gather customer responses to the new breakfast burrito.

Monitor social media comments and reviews for initial feedback and respond promptly to maintain high engagement and customer satisfaction.

- Analyze metrics such as social media engagement, email open rates, and customer feedback to gauge the success of the launch campaign.
- Provide insights and recommendations for continued breakfast burrito promotion or adjustments based on initial



Notes

Chef's Responsibilities

1. Recipe Finalization:

- Finalize breakfast burrito recipes, substitutions, allergens, and nutritional info.
- Document these for use across all locations.

2. Staff Training:

- Train kitchen staff on preparation, cooking times, and presentation.
- Oversee a soft launch for quality control.

3. Launch Oversight:

- Be present during the official launch for support and quality monitoring.
- Collect feedback post-launch to adjust recipes or methods if needed.

Marketing Person's Responsibilities

1. Campaign Planning:

- Create a marketing strategy with target audience, key messaging, and promotional tactics.
- Prepare digital and print assets (social media graphics, email templates, in-store signage).

2. Teaser Campaign & Pre-Launch:

- Launch teaser posts and emails in Week 2 to build excitement.
- Train staff on upselling breakfast items and talking points for customer engagement.

3. Launch Day & Follow-Up:

- Announce the launch on all platforms and run targeted paid ads.
- Gather customer feedback through digital tools (QR codes, social media, email).
- Monitor metrics to evaluate campaign success and suggest adjustments.

Key Timeline and Phases

Week 1: Preparation – Recipe documentation, creative assets, inventory adjustments.

Week 2: Staff training, teaser promotions, and soft launch.

Week 3: Official launch, feedback collection, and evaluation.