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**Business Name**: Tequila Mexican Restaurant ([www.tequilarestaurantburbank.com/](http://www.tequilarestaurantburbank.com/))

**About Tequila Restaurant**

Tequila Restaurant has been a staple establishment serving the city of Burbank and nearby suburbs for over twenty years. Located off the intersection of 79th St. and Narragansett Ave. nearby schools, expressways, and other businesses, Tequila offers authentic Mexican cuisine to patrons who wish to dine-in or carry-out. This restaurant is a favorite for those looking for an authentic experience, a quick bite, or a late-night meal after work.

**Problem**

The quality of the food has earned the restaurant a loyal following; however, the business has a few problems which are affecting its profitability:

* Tequila does not have a website to attract business or to help customers place orders
* Tequila does not offer a delivery service
* Tequila’s web presence could be more robust, centralized, and up to date with modern trends

According to 2020 U.S. Census data, 87% of households in Burbank have internet connections. Today, more than 50% of websites are visited via mobile devices. Tequila is behind its local competitors in terms of its web presence. Similar establishments in Burbank (Jalisco Restaurant, Del Carmen, Taqueria Los Comales) which have robust websites and are up-to-date on social media control greater shares of the market. Improving web presence would allow Tequila to capture a portion of this market while spreading brand awareness, attracting new customers, and building customer loyalty.

**Proposed Solution**

In order to attract new customers and maintain customer loyalty, we propose creating a website which addresses the problems and can benefit your business in a variety of ways. This would allow customers the opportunity to:

* + Order online via social media / by phone
  + See a menu that is easy to read and understand
  + Connect and leave reviews on social media

Burbank is comprised of over 90% White and Latino middle-class families. There are also two high schools and several grammar schools nearby the restaurant. The population of Burbank is filled with students, parents, and workers of all ages; this is the audience we want to reach with the website. The website should make ordering food easy and fast, but it should also connect customers to social media websites for reviews and sharing. Asking customers to review the restaurant on social media via the home website helps to improve Tequila’s brand perception on the internet. Now more than ever, online reviews can affect the bottom line for a business.

**Our Vision**

Our vision for your website is to have a clean webpage with colors that correspond to the branding of the restaurant and its interior. Using white as the primary color of the website with red and green as accent color will create a warm, family-like color scheme. The website will have a brand logo and navigation bar at the top of the homepage to access menu, gallery, reviews, and about pages. We imagine the header of the page include a beautiful image of one of the Tequila’s favorite menu items, alongside a large link button to Tequila’s online order management system (Grubhub). On the homepage, we can also include information about seasonal specials, links to Tequila’s social media pages, and a phone number for those who wish call the restaurant. Accessibility accommodations will also be made to make the website easy to access by any population.

By creating a solid website, we can give Tequila’s customers and new avenue to order food. Updating the business and being on top of trends is the next step in maintaining Tequila’s web presence. To keep up with trends, we recommend partnering with Door Dash in order to drive more internet traffic towards the business and give customers the option to have food delivered.