

Bar B Q Plaza

Customer Lifetime Value



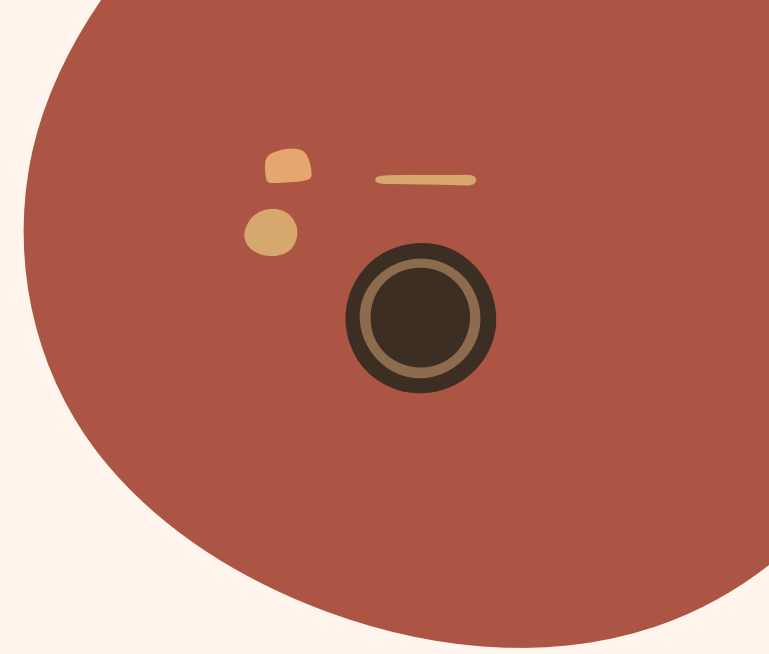
Business Background



BBQ Plaza It is a brand of restaurant that has a unique style of grilling on a pan. Opened the first branch at Central Plaza Shopping Center. Lat Phrao in July 1987. The food is grilled in a Mongolian and Japanese style, which after the opening of the first branch

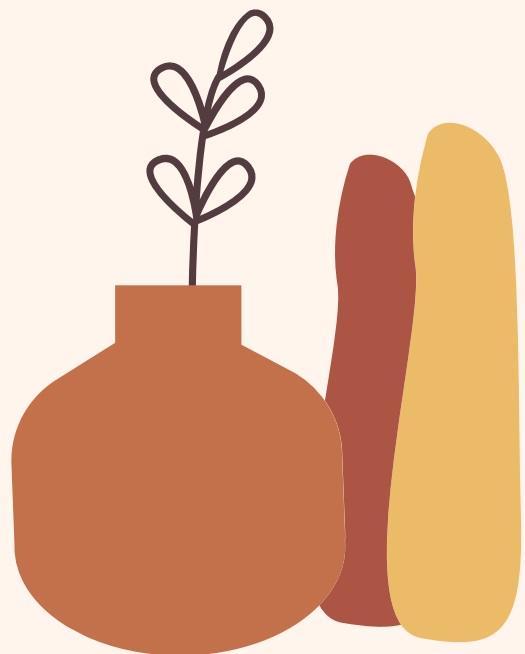
BBQ Plaza has gained popularity and received good response from many customers.





Objective:

1. Understanding the BBQ Loyalty Program
2. Criteria for specifying scores
3. Create incentives for members to purchase specified products in the short term.
4. Maintain members' annual purchases in the long term.



CURRENT MEMBERSHIP TIERS

✨ Bar B Q Plaza is a family restaurant brand. Bar B Q Plaza has brought out its own strengths in dividing tiers that can convey the relationship between customers and the company. **“Like a friend or confidant”** The more often customers come to eat, the more they become like family to the brand.

Member

“ Like a friend or confidant”

By dividing the first member level into Friend, but when customers have a dining total of 6,000-29,999 baht, they will be upgraded to the Buddy level, which will receive a 10% discount when dining at the restaurant. And if there is a spending amount of 30,000 baht onwards, the brand will upgrade their friendship to Family and receive a 15% discount.

CURRENT LOYALTY PROGRAM

Only for GON Gang Club members.

♥ Apply for free! No expiration date

♥ No need to carry a card.

♥ Points can be exchanged for discounts.

♥ Lots of special discounts.

✨ Can be used at all stores in the Food Passion network! (BarBQPlaza, Charna, Red Sun, GON Express and GON FOOD, say hello!)

Friend Members

- Accumulate points and use them immediately.

Buddy Members

- 10% off is important. (4,001-12,000 baht)

Soulmate Members

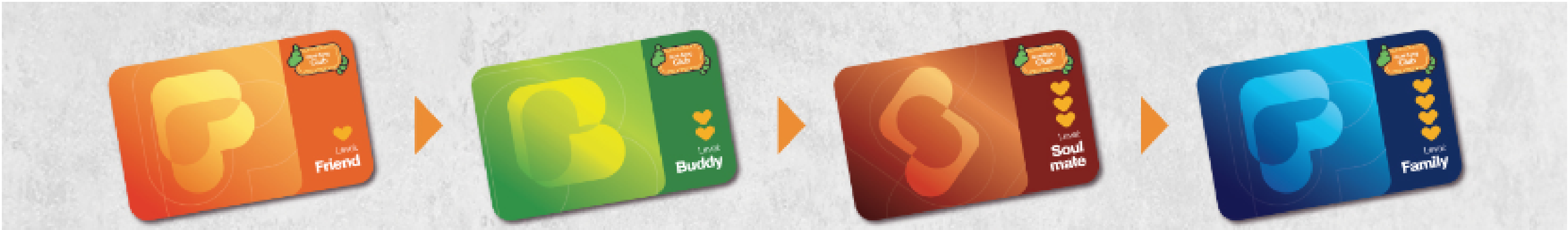
- 12% discount is important. (12,001-30,000 baht)

Family Members

- 15% discount is important (30,001 baht)

CURRENT SCORING FROM

To make it easy to manage Therefore, if a business has Family Cards for a total of 10,000 people, it means that our business is guaranteed sales of **10,000 x 30,000 = 300 million baht** at least every year.



Friend

Friend, sign up for free and collect points right away. No need to maintain purchase amount

Buddy

Buddy 4,000 - 12,000 baht

Soulmate

Soulmate 12,001 - 30,000 baht

Family

Family 30,001 baht or more

CURRENT SCORING FROM



Increase privacy

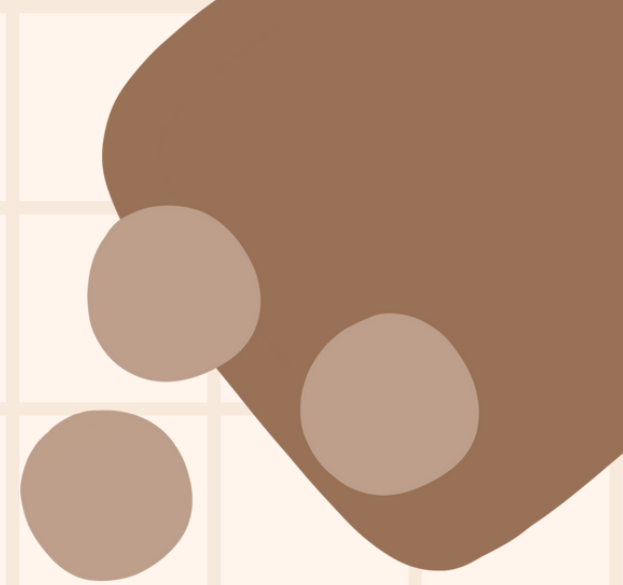
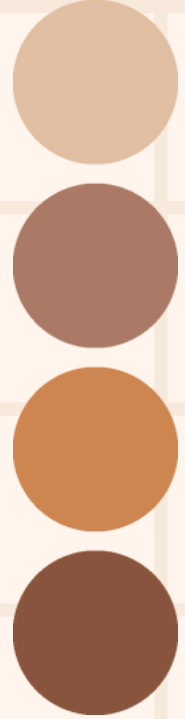
- Membership card system, points collection card on Line Official Account
- "Customers apply for membership, collect points and exchange coupons through Line. The store can manage members like a large business."
- There is a system for accumulating points. Multi-level membership cards Maintain annual purchases Ready for businesses to use.





TO SUMMARIZE

- Create incentives for members to purchase specified products. to receive more benefits in the short term
 - Maintain customers' annual purchases in the long term.
 - Create brand connections to consumers until it became a bond and remained close until the present day
 - Use marketing techniques to make consumers remember using Marketing 3.0 or 3C concepts.
 - Character – create a character for the brand by adopting the Content Marketing strategy using the Storytelling method, starting to be laid out step by step. Create content to add to the brand and create a Story for the Barbican Dragon.
 - Co-Creation – Use Content Marketing strategies to create creative media and campaign activities to stimulate customer awareness.
 - Communitisation – when the customer receives the media Having experience with the brand, you will begin to feel close and trustworthy. And they began to feel that the brand was friendly to them. By relying on Bar B Q Plaza as a link, Bar B Q Plaza is a friend to consumers.
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THANK YOU
SO MUCH!

