**Final Report**

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**INTRODUCTION**

As the name suggests, Quick Tales is a fast and healthy food joint perfect for the students and the faculty of Conestoga. The eatery aims at having a limited menu filled with Gluten Free, Vegan prepared with ethically sourced ingredients, sustainable delivery methods and minimal and aesthetic ambience. Additionally, the prices of the food items are positioned keeping in mind the target audience which mostly are students- pocket friendly and affordable without compromising on the quality and satiation.

Our food joint is a “Fast -Casual” business model. This model is slightly different from the traditional business model. The aim of this model is to cater quick food with high quality ingredients but in a fast-paced delivery service unlike the traditional service model.

**SWOT ANALYSIS**

**Strengths:**

1. **Plant Based Menu Items:** Our biggest strength is that all the dishes/menu items are vegan. Our business strongly believes that plant-based food is the way forward and a sustainable lifestyle. Hence, PLANT BASED food is one of our biggest strengths. According to *Food Industry Executive*, the demand for plant-based food has grown by 27% which amount to about $7 billion due to people want immunity boosting foods to survive through the COVID-19 pandemic (Garver, 2021, paras. 1-2).
2. **Reasonable Pricing:** Launching a new business which does not have a franchise is a daunting task, especially during and after the COVID 19 Pandemic. However, we are confident that our business will succeed because all the items on are menu are reasonably priced, keeping in mind the target market who mostly are students with modest part time jobs. Hence, all our prices will be below $15 dollars for a full portion of meal. Our business will be employing the “**Competition based pricing**” pricing model to stay relevant in the market.
3. **Customer Service & Ambience:** Our food joint will have a very minimalistic and cozy ambience- something which exudes our values, something the students will relate to. Additionally, we will have bar counter to service platforms, giving students are very different experience. Since, our business has a grab-and-go branding to it, we will also have a pickup facility for anyone who has pre-placed their orders. This, in our opinion will be welcoming during the pandemic times.

**Weaknesses:**

1. **Limited Seating Capacity:** Although our business has a Grab-and-Go branding to it (also like the name suggests, “Quick Tales”), we do anticipate facing some seating capacity issue. Since, the space of our outlet is within the college campus alongside other competitors, our joint cannot have an elaborate seating. Hence, we plan to counter it by having bar counter to service platforms- basically an elongated plank would be laid out where customers can place their order and eat while they stand. This will help us in making smart use of the limited space availability.
2. **Noise Levels:** Since the joint is going be located inside the campus, the place can get noisy, especially during lunch time. Given the huge strength of the college, it becomes almost impossible to manage the noise levels. But as a conscious and sustainable business, we will try to control the noise levels produced at our place. The first step for this has already been taken care of by the limited seating capacity. This means lesser number of customers at a given point of time. Secondly, the pick-up option also means those customers who pre-placed their orders will simply collect them and leave without crowding up the place.

**Opportunities:** The biggest opportunity for our business based on the environmental scan below is the dearth of gluten free, clean, and plant-based food at the College canteen. Secondly, the contactless delivery option that our food joint offers is extremely advantageous. We will have an option for customers to pre-place their orders and pick them up without any contact. This is great during pandemic era.

**Threats:** The well-established food outlets in the Conestoga canteen pose a threat to our business. Some of the outlets are globally famous, so they pose stiff competition to us. Some businesses also have the same service style as ours- the grab-and-go style.

**ENVIRONMENTAL SCAN FOR OUR BUSINESS**

**Competitive Forces:**

**Direct Competitors:**

**Smoke’s Poutinerie** offers fast food options which are also like the grab-and-go model. It offers options like French fries which are like the Avocado fries that our business offers.

**Create Station** also offers some quick bite options like Stir Fry vegetables and Pasta which can be a competition to our Burritos and Pita bread menu items.

**Subway**: An established brand has been offering gluten free breads with customized filling for quite some time. Our business will face stiff competition from this brand especially in case of the Burritos.

**On-The-Go** has a very similar serving model as ours. Their Self-service is a direct competition to our grab-and-go method. They also offer Sandwiches and salad which are also a few options on our menu.

**Indirect Competitors:**

**Pizza Pizza, Bento Sushi Station, Grill& Co, Soup Emporium** are indirect competitors of our business. Although they sell different items, they are well established and widely recognized outlets in Conestoga Students who are new to Canada would also be able to connect with the brand instantly. Hence, all these outlets would be indirect competitors of Quick Tales.

**Regulatory Forces**: Our business will abide by the following regulations.

1. **The Food and Drugs Act**

Quick Tales will also abide by the guidelines given by the Food and Drugs Act which “*ensures safety and nutritional quality of food sold in Canada. Its scope includes food labelling, advertising, and claims; food standards and compositional requirements; fortification; foods for special dietary uses; food additives; chemical and microbial hazards; veterinary drug residues; packaging material; and pesticides.” (*Canada.ca, 2021, para.2)

1. **Health Canada**Quick Tales will follow the guidelines set by Health Canada. Health Canada “*sets health and safety related requirements under the FDA and its accompanying regulations, policies and guidelines.”* (Canada.ca, 2021, para.5)

**Economic Forces:**

Due to Covid 19 and stay at home orders, the businesses in general and especially the small and new businesses are facing trying times. Additionally, we are going to source our ingredients directly from the farmers instead of having any middlemen, so maintaining a robust supply chain would be a difficult task. Also, there is an additional cost of sanitization of the vegetables which indirectly effects the price of the menu items served at the food joint will also become expensive. This is an effect of inflation. There is an anticipated increase of 3%-5% as stated by the website, The Pig Site (Mikesell, 2021, para.9) This is going to have effect on our new business, we will not be able to recruit 100% capacity, we plan to have 50% of the staff till the college fully reopens.

**Social Cultural Forces:**

With rise in healthy and plant-based food, especially during the pandemic to boost immunity, our business will thrive. Plant- based food is also being advocated by Canadian celebrities like Daniel Negreanu, Neil Young, Alanis Morisette and Drake, among others. This will leave a positive influence on the Canadians.

**Technological Forces:**

Over the years, there have rapid changes in technology which obviously has changed the way the F&B industry functions. From in-hotel servicing to app-based orders to contactless payments, there have been huge technological changes. The last one year has seen huge rise in contactless payments and curb side pick-ups. Along with contactless payment, AR based delivery- facial recognition ordering systems have gained popularity. According to Restaurant Canada website, “Some restaurants weathered lockdown better than others, adapting to restrictions by bringing in new and old tech: QR codes are the new norm for menu viewing, touchless ordering and paying the bill. Although QR codes get the job done, their impersonal approach has companies looking ahead for better ways to connect with diners without physically “connecting.” (Restaurants Canada, 2020, para.5).

**Demographic Factors:** Our main target market are Conestoga students who typically fall in the 17-25 years age group. The average income of this group is about $29,738 per year which is about $15.25 per hour for part time jobs. Hence, the prices of our food items are very moderately priced. They are below $15 per serving. Also, students have extremely become health conscious and our outlet will target at.

**TARGET MARKET**

**Geographics:** We will open this restaurant in Conestoga college, located in Kitchener, Waterloo, Guelph region.

**Demographics:** The Target market for our restaurant will be the young, adults, and senior citizens who belong to either high income or middle-income groups. We can say that our restaurant will provide a fine dining experience to people belonging to all different age groups. Also, the main occupation of such people would be revolving around the college. For example, the customers would either be students or tutors at the college. Also, it is forecast that most of them would be residing in nearby single-detached and row houses.

**Psychographics:** The personality exhibited by most of them would be extrovert, who love to make friends and interact with new people daily. Psychographics predicted also highlights the significant interests of youngsters in reading books or magazines and making maximum use of cell phones throughout the day, which means we can use magazines and other social media to make them aware of the opening of our restaurant.

**Behavioristics:** We will serve healthy food that could be served instantly and benefit all those who have no time to wait but still prefer to eat only healthy food. It would also include vegan and gluten free menu items that could be used as a staple diet perfect for consumption during any hour of the day. The process for all the menu items would be fixed at the lowest possible price to grab the attention of more customers and build trust among them. We will ensure that food is served within 15 minutes of the order.

**POSITIONING**

**Persona:**

Graphical user interface

Description automatically generated(<https://www.wpresearcher.com/dealing-with-diet-food-guide-for-busy-college-students/>)



For understudies and people who do not have a lot of time to eat, they avoid their suppers or bargain. Thus, Quick stories are an ideal choice to save time and be spending agreeable while remaining solid. More understudy feels extraordinary through our spending amicable arrangement because they do not need to pay more for various advantages.

POSITIONING MAP



**PRODUCT AND BRAND STRATEGY**

**Icon

Description automatically generated• Campus location concepts:** Healthy vegan food is our speciality and serve the fast-paced life of our customers. A round table concept has been implemented that will draw customers’ attention. We accept online orders, give home deliveries, and have eco-friendly packaging.

**• Product Concept:** We serve vegan food perfectly packed in eco-friendly bags that is light on pocket and caring for the mother Earth. We take orders not only for a quick munching but also for home deliveries for enjoying food at the comfort of home.

***• Food Type and Menu Options:*** Most of the food that we offer is Nutritious, full of goodness and is mostly Mexican and Asian. Everything listed in the menu can be prepared and served hot under 15 minutes. Thus, making it align with the company standards and name “Quick tales”.

**• Service Characteristics:** *The service that we provide to the customers is limited service. We guarantee them the quality and quick service keeping in mind their fast- pace life. Amidst the pandemic we offer them free home deliveries within 5 kilometers area. Customers can pre order their meals that are ready to be eaten as soon as they enter the campus.*

**• New product branding:** The name of the new menu item will be “Vegan Ratatouille” as it clearly suggests the benefits of going vegan and is in alignment with the business image that is, to offer healthy, nutritious, and vegetarian food to the prospective buyers.

**• Brand Personality:** We are non-specific, young brand that is a perfect blend of innovation and functionality. Besides being responsible, we are nature lovers and believe in cruelty free nutrition.

The unique look of our restaurant that is designed as a round table concept which will reflect our brand image, eco-friendly packaging and online orders will help our company grow.

**Price strategy.**

The 4’P (Product, Place, Price & promotion) needs to be well executed to carry out any successful marketing strategy for a better outcome. The price strategy for any launch plays a vital role as it is key to the go-to-market and has a good starting influence.

Our restaurant “**Quick tales**” is unique with its menu; we focus on quick and nutritious foods for the transient lifestyle of today’s generation people. We provide all-vegetarian healthy food items, and our cuisine is Mexican and Asian food. Our target market is massive and comprises people running on the tab of time or are fitness and health oriented. We also needed to keep in mind our consumers will prefer budget-friendly prices. Holding that in mind, we established a no-compromise middle ground where customers can get quick and healthy food while not compromising on health or budget.

As we are a new firm into existence, we surveyed the possible competitors and pricing. We came up with a competition-oriented approach while making our firm stand apart from each of our competitors in price & value of our products.

**Our menu comprises of:**

*Gluten-free burritos* $5.99

*Avocado fries* $7.59

*Granola smoothie bowl* $10.99

*Lentil dal with rice* $6.99

*Sourdough with roasted chickpeas* $8.59

*Asian peanut salad* $9.59

*BBQ Jackfruit bowl* $11.99

*Peas Gazpacho* $4.99

*Peanut butter toast* $5.99

*Pita bread and hummus* $9.99

The menu listed above is reasonably price strategized, keeping constraints and a campus location launch by thorough market research.

Our target audience is the students & staff on campus; the traditional market strategy will not work well to get enough exposure as a go-to-market brand. So, we came up with discounts and offer details listed on the promotional process. One of them is “**Quick tale membership**.” It will bring a 1% cashback on anything our customers buy and provide a chance to win monthly raffle points, which can be redeemed for any of our food products. The new customer or non-members will always be eligible for our discounts and timed offers.

The demand for vegan food is on the rise. According to a Statista report, around 2.3 million people are vegetarian in Canada. In 2020 about 40 percent of consumers were willing to reduce meat consumption in Canada (Wunsch, 2020, paras.2-6). Our restaurant looks good and is desirable to achieve positive feedback on current Canadian consumption of food.

Chart

https://www.chefspencil.com/top-10-most-popular-ethnic-cuisines-in-canada/

Considering the demand for ethnic food, our cuisine stands in the top 5 according to an article by Chef’s Pencil. (Williams, 2020, paras.1-15)

The bundle pricing strategy will also provide us an edge to reach our target sales and customer satisfaction for value-based products. Keeping the amount in the .99 format will also help us trigger the psychological pricing impact on consumers.

We will accept all means of payment through our web/mobile application portal, cash, debit/credit card & 3rd party payment methods like apple pay/google pay. Giving flexibility of payment. Our consumers can also pre-order their meal before arrival through our application and pre-pay for quick pick-up or delivery options.

Keeping market price as a go-to-market restaurant whilst providing customers with health benefits and other facilities like discounts and offers adds up to its value pricing. This along with promotional strategy, place strategy and our product, throughout will be resulting, **Quick tales a safe and stronger place in the market.**

**PLACE STRATEGY**

**Desired Campus location:** We have selected level 1, and the location is beside the “Food Service” area at Conestoga College, Kitchener, Doon Campus. Here is the site of the place we have chosen for our restaurant. Store no. is “1B25, 1B26”. That is near the food service area, and customers can easily view our restaurant from both directions, left and right. Furthermore, this is the preeminent place for starting our business. Diagram

Description automatically generatedDiagram, schematic

Description automatically generated

**The layout and signage:** The restaurant's layout is eco-friendly; the color combination of our restaurant is orange and light green, which can easily catch customers' eyes. As per the target market, customers are in a hurry, so the arrangements we have made for the sitting area are in a curved shape with five seats. We have organized seats within 6 ft. distance so that customers can maintain a social gap, and off the counter, we have set up the long plank on which customers can eat their food or else can grab their order. We have provided a digital screen for the menu so that customers can place the order. Confabulating about facilities, we have provided sanitizer and tissues to the customers in this pandemic, and a body temperature check will be applicable for customers. We have decided to give more preference to swipe cards for doing payment rather than cash.

Diagram, engineering drawing

Description automatically generated

**Non-Store distribution channel:** As per the “Restaurants Canada Blog” article, today’s restaurant industry should know about the existing trends, like online orders, variety in cuisine, and newcomers. Also, restaurant owners should have up-to-date information about today’s market if they want to earn more profit. (Restaurants Canada Blog, 2019, para.1) Taking into consideration, we have made our mobile application through which customers can place the order and get through the restaurant. We have provided different offers to the customer on our application to get more discount with great deals. As per marking target market, we have decided to take advance orders from the customers through call. For sample, if a customer is in a hurry, he wants the food in 15 minutes, so we will make the food for him/her in given time with no changes in food quality and give it to them when they came to our restaurant. However, we have also put one condition over here, like we need the customer to pay in advance and after that, we will confirm his/her order, and when they come to receive the order, they must show the code they get after the confirmation. Because sometimes they may cancel the order. So, this is our non-store distribution channel. Also, we have set home delivery distance like if anyone places an order and it is within 5 km, then we will deliver the food for free, and if it is more than 5 km, we will charge around $5. Moreover, even we are going to hire the employees for the job.

**Our direct competitor at campus:** As per our research, Subway is our direct competitor. Because *“Subway is one of the quick service restaurants chains that has been able to take advantage of the demand. It has always provided what most of the sandwich lovers yearn for and get it in top quality “*(Bhasin, 2017, para.1). we both have some similarities in menu.

Diagram

Description automatically generated**Current Location:** Subway is on level 1. The reason why it is successful is Subway is the well-known from many years. It has full ratings. Subway is famous for its subs, salads, and burritos and for the quality they provide. That is in corner near to food service area.



**The layout and signage:** The layout of Subway is like there is only one counter with one wall where they described the menu and kitchen is in back. It is very different from our restaurant. There is much difference between the arrangements of our restaurant and the subway. There are not sitting arrangements in front of the subway. Customers must use canteen area of the college for having their meal.

**Non-Store distribution:** It also has an application through which customers can place an order. They are also using different channels like Uber eats Door Dash, Skip, etc. Also, they are using billboards as a way of advertisement. So, this the non-distribution channel that Subway uses.

**Explain why your place strategy will be more successful in attracting buyers than the competitor?**

Because we are following the ordinance of the college and fulfilling the needs of the customer, there is no other restaurant like us that has the same menu as us. We have an idiosyncratic setup that will attract more customers to us. Furthermore, we are providing food at a lower cost with exceptional quality. Well, there are our competitors, but they will not affect our business. Moreover, we are sure that by providing solitary facility we will get more preference than others.

**PROMOTIONAL STRATEGY**

Quick tale IMC launch:

* Our IMC program attracts most of our target market and gives exposure to the brand in the initial stages.
* Our target market is campus students & staff who are always in a state of hurry. We have designed our promotional plan and our strategies to make our target market adapted to it quickly.
* With programs like web/mobile applications, advertising in social media platforms and targeted ads throughout local internet platforms with direct response and blogs.
* The IMC will attract prominent customers through its initial promotional strategies, specific programs like Quick tale membership is designed to keep our consumers indulged and loyal.
* The strategies like sudoku-based menu postcards will help us tackle the entertainment section, which is highly dominated by our social-media promotional posts. The taglines and slogans will help anyone identify our brand image and what the restaurant comprises.
* All the strategies will make a well-executed plan for us to go to market.

**Our Promotional Mix consists of:**

Our promotional mix consists of a potent combination of digital and physical marketing strategies.

**Digital & Web and Consumer Sales Response:** We will enter the market on the launch of our restaurant to establish a good outreach through our web/mobile application and with a solid 70 percent discounted rates and combo offers. It is supposed to start the interaction with the target market and make a good impression. The ambience of our restaurant and its online presence will play a vital role in the staging period. With an Application, viewing the menu & placing orders will be easy; we also contain the Quick tale membership, designed to keep our customers engaged with us and have a value-based price satisfaction. Our goal with this membership strategy will be to make more members and make them loyal and long-term customers with initial promotions and monthly raffles.

**Social media and Advertising:** As our target market are active social media users, we will partner up with social media influencers to spread awareness. We will invite food to bloggers & have our social media platforms updated daily with delightful food images to build desire. The advertising campaign will include running geo-targeted ads, and for web platforms like YouTube, Google search, the google ads of our restaurant will be posted and shown. We will conduct Quick surveys in exchange for prize and newspaper ads & coupons will be distributed to attract and engage our target market.

**Direct Response and Event Marketing:** Our direct response is to attract our target market, such as local consumers, by free quick tale membership and $10 points as a push email. We will also distribute the sudoku game postcard menus on local streets and houses. The reason for direct response will be to create a desire to visit or order online while having fun at the same time. The event marketing strategy will help us boost our customers and make people want to come back again with events like food fest and free food servings to establish new customers. It will help us create a brand image and confidence among our new & loyal customers.

**Public Relations:** This strategy will play a vital role in our brand. According to Rainmaker Integrated, most restaurants fail because of poor interaction with customers or not keeping up with new demands and changes (Rainmaker Integrated, n.d, paras.2-6). This marketing strategy will help us understand the need, reviews of our customers, positive or negative feedback, and tackle all our customer-related queries. We can monitor the conditions of people, satisfaction with food and other demands like new product launch in the menu. We are establishing a good interaction with our customers and setting the standards like a customer-friendly restaurant.

**Highlights:** Our highlights would be Quick tale membership and discount coupons, promoting healthy food items on our menu through social media accounts and paid influencer posts. Establishing a solid online presence through our Application and food blogs and real-world presence with good ambience and strong event interactions. The strategies like sudoku-based menu postcards will be a cherry on top. Maintaining a good Public Relations status will help us be distinguished and quickly adaptive to our market.

**Promotional Plan for Campus (August 2021 to July 2022):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Month | Tactic/Activity | Why | Start & End Date | Cost ($) |
| August | Web/Mobile application launch & Social media marketing. | To initiate our business with application launch and aware people through social media. | 1st August 2021  To  31st August 2021 | $12000 Application +$3500 paid influencer posts =$15500 |
| September | Advertising and consumer sales promotion | To attract consumers outside the established zone. | 1st September 2021  To  30th September 2021 | $3000 Advertising $3000\* promotions= $6000 |
| October | Social media marketing and Quick tale membership ad campaigns/surveys. | To keep people updated through paid posts and boost Quick tale membership surveys. | 1st October 2021  To  31st October 2021 | $3500 paid posts + each member joins 10 dollars quick tale points free so $5500\* =$9000 |
| November | Public relations and Special winter Raffle. | To understand customer needs and satisfaction, to boost Membership program. | 1st November 2021 To  30th November 2021 | $250 x 10 = $2500 Raffle + $3000 Survey=$5500 |
| December | On-campus food fest & Consumer sales promotions. And raffle. | Bringing heavy discounts again and attending free food fest on campus for one day. | 1ST December 2021 to  31st December 2021 | $6000 Food fest organization + $3000\* promotions + $2500= $11500 |
| January | Direct response and newspaper pamphlets & normal raffle. | To aware out of the target market of health-oriented people. | 1st January 2022  To  31st January 2022 | $3000 Pamphlets + $3000 email coupons + $100 x 20 raffle= $8000 |
| February | Social media marketing, Blog invites and surveys | To refresh and attract our customers. | 1st February 2022  To  28th February 2022 | $3500 + $2000+$5500 = $11000 |
| March | Redesign of Web/mobile application a fresh update for our customer’s add-on features. | To engage customers and direct traffic towards the application | 1st March 2022  To  31st March 2022 | $5500\* |
| April | Summer Event Marketing campaign | To attract our local target market and establish good PR. | 1st April 2022  To  30th April 2022 | $7500 |
| May | Advertising and direct response | To increase our customer base | 1st May 2022  To  31st May 2022 | $5000\* |
| June | Survey for current menu and changes and engaging Public relations. | To satisfy our customers and get an idea of our progress and implementing new food items on the menu. | 1st June 2022  To  30th June 2022 | $5500 |
| July | Free delivery & 20% cashback for quick tale members and social media paid posts. | To increase engagement of spending through quick tale and maintain brand status on social media. | 1st July 2022  To  31st July 2022 | $5000 |

• \* Approximate cost

• Each month includes a monthly raffle of $100 so ($1200) to total $95000

• Estimated cost of $96200\* amount will vary depending on circumstances

**3 Creative items to attract target buyers:**

1. **Quick tale Membership**

It is our key strategy to make our customers satisfied as well as engaged. When a customer becomes a member, it will unlock many benefits and keep them returning to buy our food. It will fulfil our customers’ value pricing constraint and help us by being our long-term loyal customers.

1. **Survey and prices**

We will conduct quick surveys and a chance to win a reward. The survey will help us categorize our demand and needs from our customers. We are also promoting our healthy food through social media and advertisements.

1. **Foodfest & game-based menu postcards**

This strategy will help us keep our customers engaged and new customers to try our food. Playing sudoku is always fun, so solving sudoku and getting a special discount will keep our customers entertained and developing a desire to buy again. Trying out

free food in food fest is always a solid engagement to establish new customers.

**How promotional plan will make us successful.**

* This plan will help us execute everything timely and mannerly to our restaurant’s stand in the market.
* Firstly, establishing an online presence and advertising, we will indulge with our target market.
* Later other strategies like Quick tale membership raffle, bundle price combos, event marketing like postcard menu & food fest will make us stand apart from our competitors. Our alternate running campaigns of social media and advertising will help us to develop a strong brand image.
* The Public relations strategy and surveys will help us provide insight into our target market and competitors.
* All plans will make us stand apart in the market, and Quick tales will be well established among its loyal customers and will be successful in attracting new customers.

**CONCLUSION**

To conclude, we have done all aspects of market research starting with, Environmental Scan & SWOT, Target market, Positioning, Product & Price strategy, and place & promotional strategy. After performing all these activities, we are confident to achieve the following:

1. Successful market penetration
2. Brand visibility and recognition
3. Building of customer base and customer retention
4. Achieving profitability and returns
5. Expanding our business to other parts of Canada

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