

BUSINESS DOMAIN ANALYSIS PAPER
The Penta Collective

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Company Information

Company Profile

Nature of Business

Win Win Chick-n is a family owned business that was established in June of 2018, with their first shop opening in Richmond, British Columbia, Canada, and one other branch of the restaurant currently existing in Vancouver. As its owner, Richard Roberto, hails from Filipino descent, it is not surprising that Win Win Chick-n is a fast food chain that mainly focuses on the sale of fried chicken and other Filipino delicacies that embody the Filipino style of food. This sets it apart from the other fast food restaurants around the local area as it is the only business offering this style of food.

This restaurant, according to the owner, caters to every nationality given the diverse nature of Canadian citizens, and so they have no particular consumer in mind. This is because their main goal is to “bring the Filipino taste” to the locals of Canada, utilizing the fact that their closest competitor, Jollibee, is quite away from their current locations. Furthermore, with such Filipino food and taste in mind, they have made their food sweet and have also offered items that can regularly be found in the Philippines, such as ube cake and macaroni.

Currently, Win Win Chick-N advertises through their own Instagram page as well as promoting their website, where you will be able to find their menu and opening hours for each of their locations. They also offer ordering through online means with the use of Uber Eats or DoorDash.

Products/Services Offered

Table 1. Menu Items and Prices of Win Win Chick-N

| The Original Chick-N | |
|-----------------------------|-----------|
| 1pc Delicious Fried Chicken | CA\$ 3.50 |
| 2pc Delicious Fried Chicken | CA\$ 6.95 |

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| 3pc Delicious Fried Chicken | CA\$ 9.95 |
| 5pc Delicious Fried Chicken | CA\$ 14.95 |
| 8pc Delicious Fried Chicken | CA\$ 21.98 |
| 10pc Delicious Fried Chicken | CA\$ 27.99 |
| 20pc Delicious Fried Chicken | CA\$ 49.98 |
| Combo Special | |
| 2pc Delicious Fried Chicken Snack | CA\$ 9.99 |
| 3pc Delicious Fried Chicken Snack | CA\$ 12.98 |
| 5pc Delicious Fried Chicken Snack | CA\$ 17.98 |
| Win Win Crispy Chicken Sandwich | CA\$ 12.99 |
| Win Win Crispy Chicken Sandwich - Meal | CA\$ 17.49 |
| Win Win Crispy Chicken Tenders (Small) | CA\$ 10.99 |
| Win Win Crispy Chicken Tenders (Small) - Meal | CA\$ 15.49 |
| Win Win Crispy Chicken Tenders (Large) | CA\$ 15.99 |
| Win Win Crispy Chicken Tenders (Large) - Meal | CA\$ 20.49 |
| Kids 1pc Chicken Tenders and Fries | CA\$ 7.98 |
| Hot Wings | CA\$ 12.99 |
| Sides | |
| Mashed Potato (Small) | CA\$ 3.75 |
| Mashed Potato (Large) | CA\$ 5.75 |

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| French Fries (Small) | CA\$ 3.75 |
| French Fries (Large) | CA\$ 5.75 |
| Filipino Style Macaroni (Small) | CA\$ 3.75 |
| Filipino Style Macaroni (Large) | CA\$ 5.75 |
| Poutine | CA\$ 8.99 |
| Sauce | CA\$ 0.75 |
| Gravy | CA\$ 2.00 |
| Coke | CA\$ 2.75 |
| Bottled Water | CA\$ 2.75 |
| Mini Ube | CA\$ 5.50 |
| Mini Ube Macapuno | CA\$ 6.25 |
| Mini Ube Flan | CA\$ 7.25 |

Organizational Structure

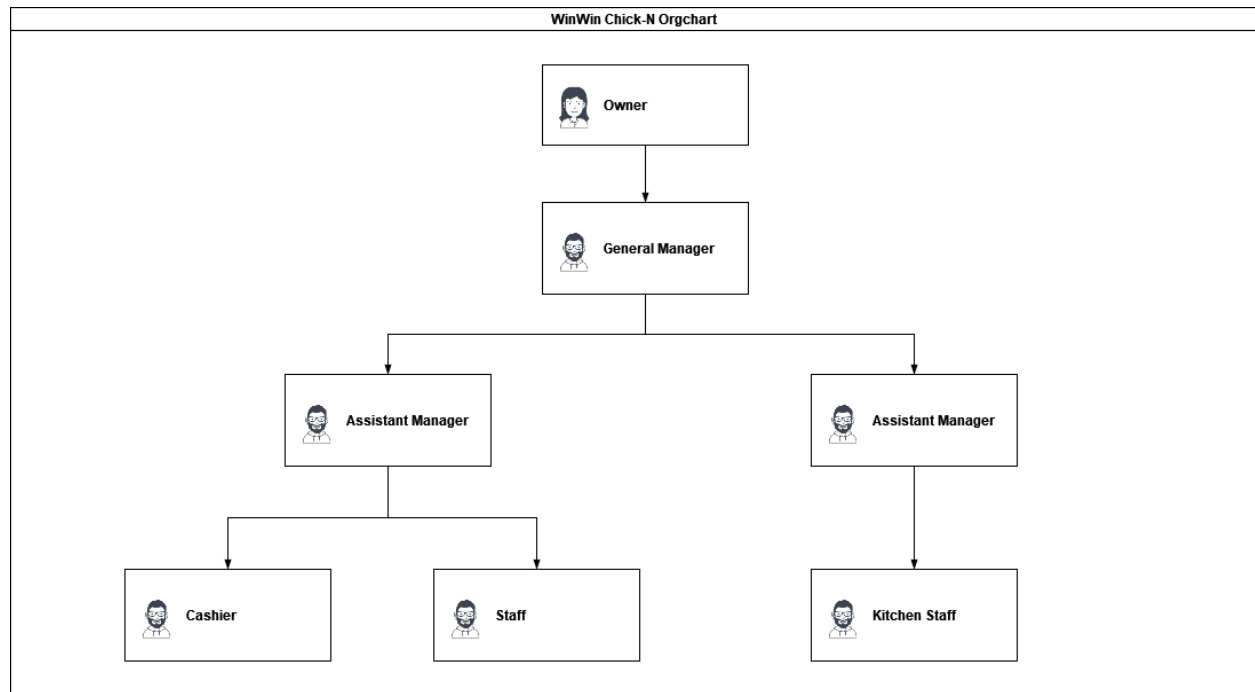


Figure 1. Organizational Structure of Win Win Chick-N

WinWin Chick-N's main point person would be the Owner. The direction of the company is spearheaded by the owner and all suggestions from the lower positions are brought up to the owner for confirmation. Following the owner would be the general manager. The general manager is responsible for the two assistant managers who each handle their own set of staff being those in the frontline and the other for the kitchen. The assistant managers are in charge of their respective staff members and the overall inventory and accounting as well. They will also assist the general staff as well as the manager when any problems arise. As for the staff, they are comprised of the cooks in the kitchen with the cashier and the staff managing the customers.

High Level Business Analysis

Functions and Processes

Online Ordering:

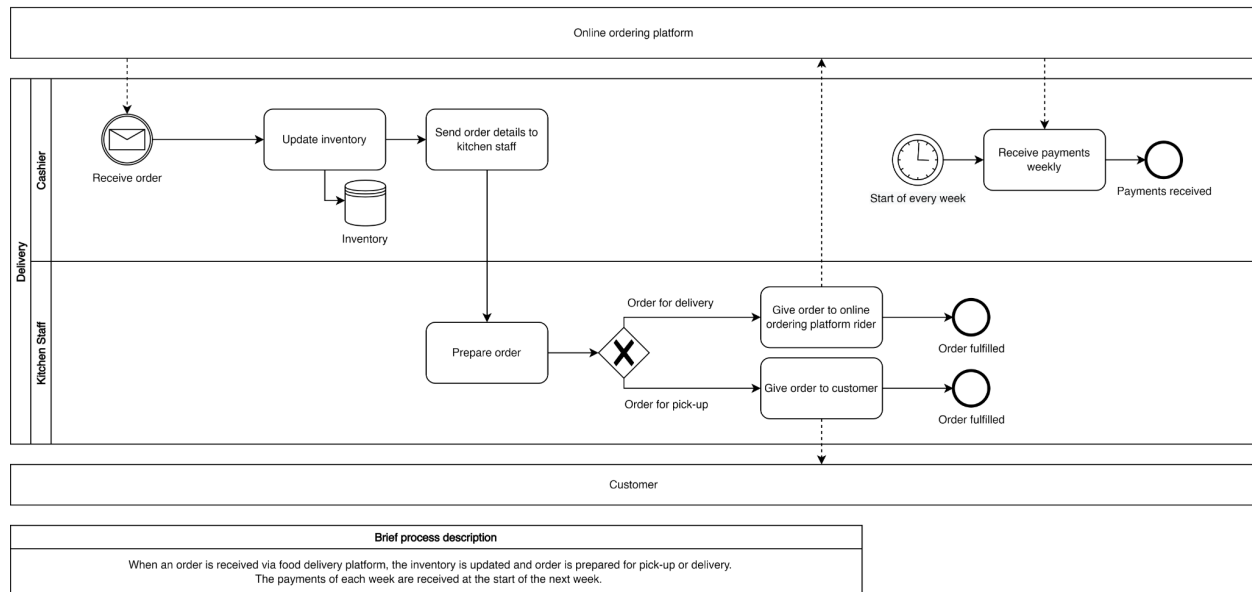


Figure 2. Business Process Model for Online Ordering

The customer may order through the available online ordering platforms such as UberEats and Doordash. For their payment, the customers may choose between credit card or cash on delivery. When a customer orders, the order details are received from the online ordering platform. The cashier updates the restaurant's inventory according to the order details and sends the order details to the kitchen staff. The kitchen staff then proceeds to prepare the order which will be given to either the customer if the order is for pick-up, or the driver of the online ordering platform if the order is for delivery. The payment of orders is gathered by the online ordering platform throughout a week and then paid to WinWin Chick-n at the start of the next week.

Onsite Ordering (from Kitchen to Customer in Restaurant):

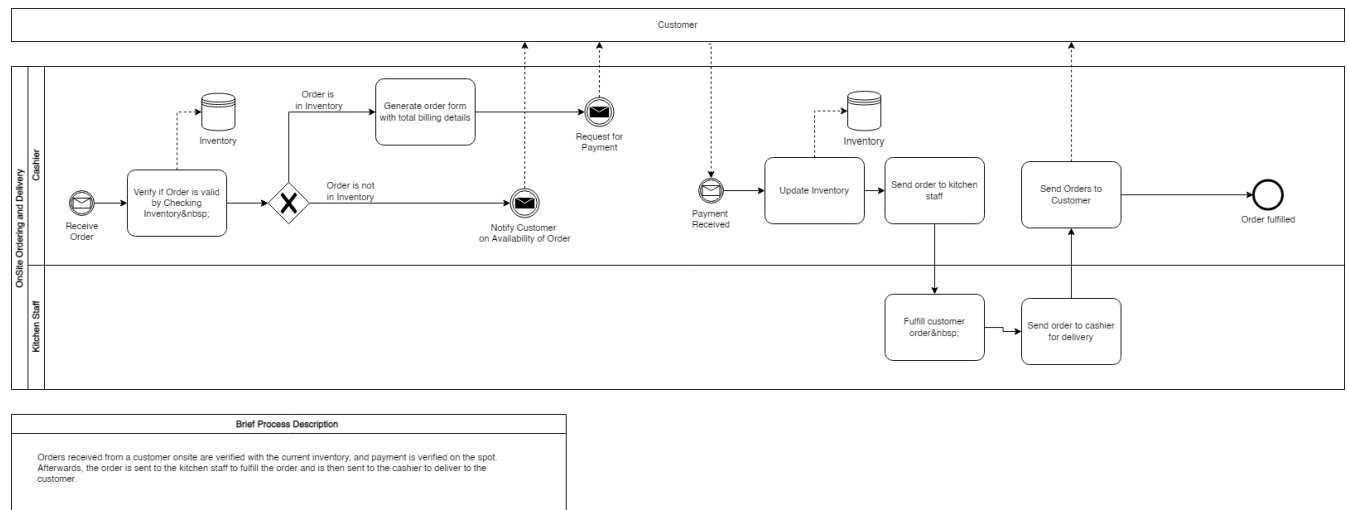


Figure 3. Business Process Model for Onsite Ordering

The customer goes up to the cashier and tells their order to the cashier. The cashier then lists down their order on their order form and tallies up the total amount of the order. The cashier proceeds to request for the payment of the order and once completed, inventory is updated and the order is sent to the kitchen. The kitchen prepares the order and sends out the order for the customer to receive. The order slip sent to the kitchen is then kept for the daily accounting of total sales which is done by the cashier.

Business Management

Business Support

Business Support

Chicken Supplier

Meat Supplier

Event-driven process description

Orders for Chicken and Meat Goods are placed and received to stock up and update inventory.

The assistant manager of WinWin Chick-N will take a record of their inventory at the end of each day. This will determine the amount that has to be ordered for the next day. The assistant manager will contact the necessary supplier of their order for the following day, this would apply for the main ingredient being chicken. The rest of the ingredients are sourced from a second supplier and orders are also made and sent to this supplier. The supplier sends the requested ingredients for the next business day. The supplier tallies the orders on a weekly basis and requests payment at the end of the week. The restaurant receives the order and takes note of what they have received to check if they received all of the requested ingredients. The kitchen staff and available staff sorts the ingredients and stores them in the freezer and backroom. The kitchen staff also records the received orders and gives the received orders details to the Manager. The assistant manager then updates the inventory of the branch.

POS System (from Payment for Order to Payment Slip to Manual Daily Tallying to Update on Excel File):

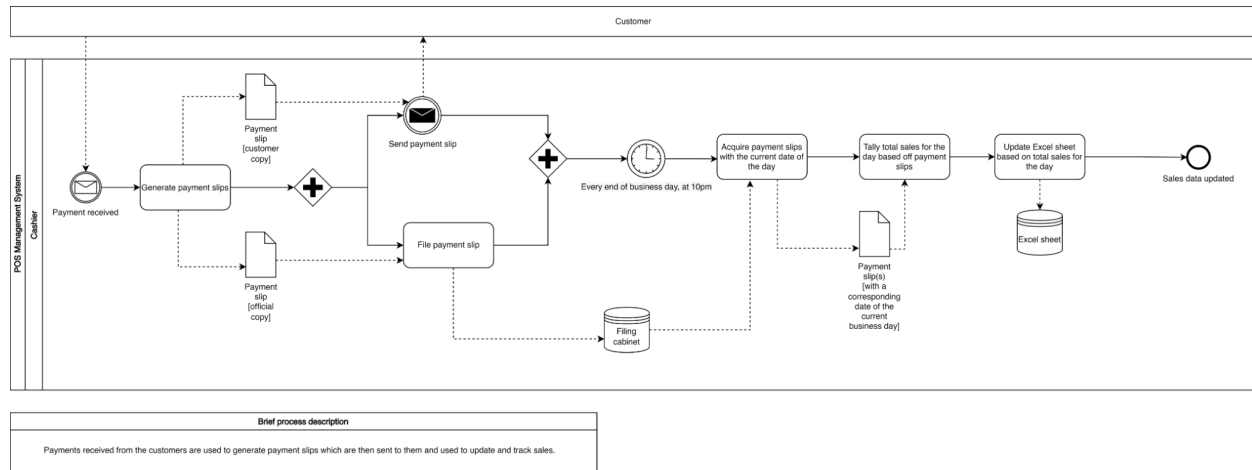


Figure 5. Business Process Model for POS System

The POS System of WinWin Chick-N is handled by the cashier. As soon as payment is received from the customer, the cashier generates two copies of payment slips: one given to the customer and the other for the filing cabinet. Then at the end of every business day at 10pm, all payment slips from the current day are retrieved from the filing cabinet. With these, the total sales for the day are tallied and the Excel sheet of the restaurant is updated accordingly.

Issues and Challenges

SWOT Analysis

| Internal | |
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| Strengths <ul style="list-style-type: none">• Filipino dishes in the menu offer a familiar taste for Filipino locals as well as a unique dish to try for local Canadians.• Available for online ordering in platforms such as DoorDash and Uber Eats.• Strong Instagram presence, very active on this platform and oftentimes featured on other popular Canadian Food accounts/pages for awards won. | Weaknesses <ul style="list-style-type: none">• Use of a manual Point of Sales system.• Inefficient and unsafe storage of data (Physical Storage such as cabinets)• Branches are in close proximity from each other which limits their reach in cities within British Columbia• Limited marketing efforts since advertising is done primarily via their social media platforms and website.• Inefficient updating of inventory upon arrival of stocks.• The store itself is not 24 Hours which is uncommon for fast food chains in Canada. |
| External | |
| Opportunities <ul style="list-style-type: none">• The Fast Food Industry is expected to grow by 8.2% in 2022 giving Win Win Chick-n an opportunity to grow as well. I.e. https://www.ibisworld.com/canada/market-size/fast-food-restaurants/#:~:text=Canada%20in%202022%3F-,The%20market%20size%20of%20the%20Fast%20Food%20Restaurants%20industry%20in,average%20between%202017%20and%202022.• There are local food fairs, bazaars, and other local events in both Vancouver and Richmond that can serve as an opportunity for Win Win Chick-n for more revenue streams and exposure. | Threats <ul style="list-style-type: none">• Lower product prices of leading market competitors such as McDonald's, Wendy's, and A&W.• Leading market competitors have much more branches in the area.• Many restaurants as well as restaurants with similar products within the vicinity of both Win Win Chick-n branches. (Vancouver Branch - Hi Five, Town Pantry) (Richmond Branch - LA Chicken)• These local competitors have generally lower prices when it comes to their big chicken meals.• Local competitors such as HiFive have mobile apps that have online ordering features on top of being a partner merchant in DoorDash and UberEats, and |

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| | <p>even give discounts for using their platform.</p> <ul style="list-style-type: none"> Local competitors also have a loyalty program wherein customers can get a 5% cashback on all their purchases. I.e. https://hifivechicken.com/order-now/ |
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TOWS Matrix

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| <p>TOWS Matrix</p> <ul style="list-style-type: none"> David, F. R. (2017). <i>Strategic Management: Concepts and Cases</i> (16th ed.) Ten Have Steven, <i>Key Management Models: The management tools and practices that will improve your business</i> | <p>Strengths</p> <ol style="list-style-type: none"> Filipino dishes in the menu offer a familiar taste for Filipino locals as well as a unique dish to try for local Canadians. Available for online ordering in platforms such as DoorDash and Uber Eats. Strong Instagram presence, very active on this platform and oftentimes featured on other popular Canadian Food accounts/pages for awards won. | <p>Weaknesses</p> <ol style="list-style-type: none"> Use of a manual Point of Sales system. Inefficient and unsafe storage of data (Physical Storage such as cabinets) Branches are in close proximity from each other which limits their reach in cities within British Columbia Limited marketing efforts since advertising is done primarily via their social media platforms and website. Inefficient updating of inventory upon arrival of stocks. The store itself is not 24 Hours which is uncommon for fast food chains in Canada. |
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| <p>Opportunities</p> <ol style="list-style-type: none"> 1. The Fast Food Industry is expected to grow by 8.2% in 2022 giving Win Win Chick-n an opportunity to grow as well. 2. There are local food fairs, bazaars, and other local events in both Vancouver and Richmond that can serve as an opportunity for Win Win Chick-n for more revenue streams and exposure. | <p>Strength – Opportunity (SO) Strategies <i>Use Strengths to take advantage of opportunities</i></p> <ul style="list-style-type: none"> - Given their strong Instagram presence, it would be feasible for them to create and start social media campaigns on this platform in order to participate in local food fairs/bazaars to gain more exposure for the business. - Provided that the estimated growth rate for the industry stays the same for the year, the business can also take advantage of this said expected growth through online delivery platforms such as UberEats and DoorDash. | <p>Weakness – Opportunity (WO) Strategies <i>Take advantage of opportunities by overcoming weaknesses or making them relevant</i></p> <ul style="list-style-type: none"> - Given the disparity in operating hours of Win WIn Chick-N and other local and leading competitors, having a strong local presence by participating in local food fairs and bazaars would help in adding to the revenue streams of the company as well as further expand their marketing strategies. - With the increase in market size and profit in fast food restaurants in 2022, the profits from this profitable year can go towards implementing an automation system for their POS and Inventory tracking processes. - Further profits could also go towards expanding their marketing efforts towards using billboard advertisements or digital marketing campaigns in the form of digital advertisements. |
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| <p>Threats</p> <ol style="list-style-type: none"> 1. Lower product prices of leading market competitors such as McDonald's, Wendy's, and A&W. 2. Leading market competitors have much more branches in the area. 3. Many restaurants as well as restaurants with similar products within the vicinity of both Win Win Chick-n branches. (Vancouver Branch - Hi Five, Town Pantry) (Richmond Branch - LA Chicken) 4. These local competitors have generally lower prices when it comes to their big chicken meals. 5. Local competitors such as HiFive have mobile apps that have online ordering features on top of being a partner merchant in DoorDash and UberEats, and even give discounts for using their platform. 6. Local competitors also have a loyalty program wherein customers can get a 5% cashback on all their purchases. | <p>Strength – Threat (ST) Strategies <i>Use Strengths to avoid threats</i></p> <ul style="list-style-type: none"> - While it is apparent that there are many other businesses in the areas of their respective branches that sell the same type of products (chicken), the business can expound upon its product differentiation even further given its unique Filipino take on dishes. Their Filipino style of cooking and producing dishes of this cuisine can aid in making themselves stand out from the rest while also helping in justifying the difference in price. - The business can also take advantage of their Instagram presence in advertising and making their products look more appealing to customers despite the difference in prices and the general. | <p>Weakness – Threat (WT) Strategies <i>Minimize weaknesses and avoid threats</i></p> <ul style="list-style-type: none"> - While the competitors in close proximity of Win Win Chick-n have lower prices, they can make use of this information to adjust their prices and have the opportunity to match competitor prices or even undercut the competitors - Given the information of how competitors are incentivizing purchasing from them, Win Win Chick-N can implement their own version of this, such as a loyalty program or coupon cards, which gives incentive to their customers to stick with their brand. - Given that current branches of Win Win Chick-n are in close proximity to other restaurants with similar products, Win Win Chick-n could strategize their branch placement in the future in case of expansion |
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| | <ul style="list-style-type: none">- Their Instagram presence can also be a great avenue for them to market their incentives which in turn could counteract the other benefits and special offers showcased by their other competitors. They could showcase deals that are more appealing and customer-friendly in their Instagram page so as to reach their customers; whilst avoiding getting passed on by other customers for other competitors with better deals. | |
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