

Lisa's Chicken Business Proposal

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Business Overview

Lisa's Chicken is a value Chicken Fastfood chain based in the Dallas Fortworth metroplex. The primary focus of the business is to provide southern-style fried chicken at an affordable price that the customers can enjoy. The company does not have any key marketing points or market anything to differentiate from its competitors. While it has great reviews and overall positive ratings, mainly for its chicken, there are considerable inconsistencies with its menu and food themes. Some restaurants are even called Lisa's Chicken, while others are Lisa's Chicken and Seafood. This creates a confusing online presence, which is not helped by their minimalistic website. There is no brand image on their website, and no social media pages other than one local franchise has a Facebook page.

Value Proposition

We provide Hot Juicy Southern Style Fried Chicken to you anywhere, anytime.

Revenue Model

Existing:

Instore purchases

Proposed:

Online Ordering - This includes ordering online through mobile app for easier purchases instore as well as being able to order through Delivery Apps and having available readily on the website.

SWOT Analysis

Strengths	Weaknesses
<p>Affordable Food Pricing There is a variety of food options available for purchase at a low price</p> <p>Multiple Locations There are 19 existing locations all located in the DFW area</p> <p>Highly Reviewed on Google All locations have a minimum of a 4 Star average ranging from 200-1300, with one new store having a 4.2 with 40 reviews.</p>	<p>Unclear Brand Imaging Little to no brand image website and adv only contains generic information</p> <p>Speratic Product Offerings Contains random menu items that seemingly have nothing to do with resturant image such as Beef and bean Burritos, wings, eggroles, seafood, and pizza.</p> <p>No Social Media Presence No Central Social Media Presence. Only social media page was a local franchise on facebook</p> <p>Barebones Website Contains little information on the brand, a menu, and a contact form all on the same page. No product images or value proposition. The Store locator is also broken</p>
Opportunities	Threats
<p>More States and Cities to Franchise Only located Inside of the DFW area</p> <p>Orderfufillment Through Delivery Services Create Order for delivery service available on website</p> <p>sourced out to delivery companies such as Uber Eats,</p> <p>Doordash, or grubhub</p>	<p>Lots of Other Chicken Fast food The chicken fastfood market is very saturated with</p> <p>competitors such as Chic-fil-a, popeyes, Raising Canes, Chicken express, and KFC.</p>

Market Opportunity

The fast-food chicken market is one of the most in-demand fast food industries. Inside the market, one of the most sought-after dishes is a chicken sandwich, yet they have not added it to their menu yet. Adding a signature chicken sandwich boosted popeyes sales by 19% in 2019 when it was introduced, according to grouperssandwich.com. Making a signature sandwich with their southern-style fried chicken with their loyal customer base gives them a new market opportunity, alongside seamless online ordering through fulfillment companies such as Uber Eats, Doordash, and Grubhub.

Competitive Enviornment

The Competitive Enviornment for the fastfood indusrty is one of the more saturated industries. Its current competitors include Chic-Fil-a, Canes, KFC, Chicken Express and popeyes. This is a large market though in 2019 Chic-fil-a had 11.3 billion in revenue according to resturant busniess online making it the 3rd largest chain in america. Popeyes had 3.8 Billion in revenue, KFC had 4.5 billion in revenue, Canes had 1.5 billion in revenue and chicken express made 96 million in revenue. This combines for over 20 billion in revenue from its competitors. There is lots of competition but there is also a strong demand for quality chicken products inside of the US. These are all resturants in direct compition and locally avalible within the same vicinity of all of the Lisa's Chickens. Chicken Express is the best example of a local chain that has a better marketing position and has reaped more success in the DFW area.

Competitive Advantage

Lisas Chicken is a value Chicken Fastfood chain based in the Dallas Fortworth metroplex. The primary focus of the business to provide, southern style fried chicken at an affordable price.

- Good and inexpensive prices for the amount of quantity
- Addition of seafood items, which most competitors do not have
- Small establishment; food handled with better care

Segmentation Strategy

Demographic

Target familys in the 25-50 range and market the ability too feed entire familys with hot fresh food for an affordable price.

Geographical

Target local areas inside of the DFW area in areas with schools and suburbs with lots of familys living in them

Behavioral

Target individuals that also search for and go to other fastfood chicken stores and chains.

Marketing Strategies

- Create a mobile app
- Promote through social media and e-mail
- Optimize SEO keywords
- Partner with places like Doordash and Uber Eats
- Research target audience

Our main marketing strategies are to establish more avenues of interaction for the visitors/customers and to give more flexibility for how the website can be searched. Researching the target audience for the business' general area will provide information on how and what to market and will be done through strategies like email surveys and social media. Interaction will continued to be expand upon through the creation of a mobile app as well as partnering with Doordash and Uber Eats for online orders. Lastly, the optimization of SEO keywords will help the website be searched more by people.

Web Site Features

- Online ordering: The ability to make an order online via mobile app, doordash, uber eats, etc.
- Google Analytics: To help understand the type of audience that comes to the website and how much time they spend on it
- Content Descriptions:
- Social Media Buttons: To give customers the opportunity to engage with the business and build connections and a community
- Mobile Responsiveness: Helps with mobile app and for people to place pick-up orders on the go
- Updating Page Titles and Meta Descriptions in HTML: Will give the website more opportunities to be searched optimally by visitors
- Call-to-Action
- About Us Page: To help give the business an identity
- Locations and Business Hours: Where the store is located and how long it is open
- Contact Information:
- Updated menu with pictures