

The Marketing Plan



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Marketing Company/Team Name : The Chefs' Warehouse/Da Chefz

Slogan : "We be cookin up dem memes."



Introduction

We want to do food - the food industry - for hungry customers. We cook out in the streets with natural ingredients that we find and sell them to starving customers. Organic Churros, Soup, and Quesadillas. We will have our marketing plan take effect as soon as we think we are ready for the plan to help guide us more towards a much better business, because we want to make sure that our original ideas will work and then push fully on that idea/plan with all of our resources. So maybe around the start of summer, I think. The product we would put most of our focus on would be the Organic, Healthy Churros, of course, because of how delicious they are.

Description of Product

The recipe for Organic Churros goes something like this: Dough is rolled up like a spicy meatball, fried in olive oil, then covered with wonderful cinnamon and sugar flakes. Next, the natural ingredients are found in the street and somehow incorporated into the churro, using our imaginations and variety with each churro. Hundreds will be produced by our chefs every day and served even faster to our hungry, hungry nucleus' of our customers. The sizes of the churros will be various, but overall the perfect size for our hungry customers that need organic food at a convenience and quickly! The quality will of course be top notch, each churro will be worked on with the complete respect of each of our chefs. We will have each chef create their own style of the product and then others will sell the product to customers, letting them know each of their choices. We could even take special orders and make deliveries for customers so they too can eat our delicious organic products. We want to expand from the street of course in the future. We'll go from the streets, to storefronts, to then our own buildings, and at last a blimp filled with products to bring around the world for starving families.

Analysis

Company Market Analysis

The CHEF stock currently is doing quite well with the 1.41% increase on the price per share. The 52 Week Range (12.50-21.81) looks very promising for our growth as a business, so that's great. We think that the company currently is doing just fine and the numbers are looking promising for us as a growing business in the food industry. Also, bringing in more to offer to customers will surely help us in the market. "Checking in on stock recommendations, 2 analysts have rated the stock a Strong Buy, 0 have given it a Buy rating, 3 a Hold and 0 a Sell. All of these recommendations can be translated into a number scale from 1 to 5 to create an average broker rating. A low number (1-2) indicates a consensus Buy, a middle number (2.5-3.5) indicates a Hold and any number over 4 would indicate a consensus Sell rating. At the time of writing The Chefs' Warehouse, Inc. shares have a consensus rating of 2.2." - *Franklin Independent. TradeCalls.org* states "The Chefs' Warehouse Inc. is a distributor of specialty food products in the United States and Canada. The Company is focused on serving the specific needs of chefs who own and/or operate a range of independent restaurants fine dining establishments country clubs hotels caterers culinary schools bakeries patisseries chocolatiers cruise lines casinos and specialty food stores in the United States and Canada. The Company's product portfolio includes over 31800 stock-keeping units (SKUs) over 1,600 suppliers. Its product portfolio consists of imported and domestic specialty food products such as artisan charcuterie specialty cheeses oils and vinegars truffles caviar chocolate and pastry products. The Company

also offers a line of center-of-the-plate products including custom cut beef seafood and hormone-free poultry as well as broadline food products such as cooking oils butter eggs milk and flour.” and also that “In a different note, On Feb 19, 2016, Canaccord Genuity said it Upgrades its rating on The Chefs Warehouse Inc. The shares have been rated ‘Buy’ by the firm.”

Industry Analysis

I believe that the food industry is doing quite well because everyone needs food to survive and when they're very busy with other important things, they need excellent, healthy, organic, delicious food at a convenience right there for them to take and eat. Sure, there are most likely going to be drama in the industry with conspiracies and problems people will come across about the food they eat everyday now, but I think it's still a strong industry since everyone loves good food and can't really complain because it's needed. Of course there's going to be more bad news about the food industry than good because why would people talk about good food when they could talk about something that everyone would get in on and it's just drama, that's all it is, drama. *The Hindu* says that the "food industry calls [a] CE report baseless." The report stated that breads contained cancer and thyroid-causing chemicals, which is actually very interesting, since Vikram Ogale, director, National Supply Chain and Quality Assurance, McDonald's India said that the report was "baseless". Other examples of articles talking about negative things about the food industry is this one with *Food Safety News* saying that in the poultry industry a sustainability workshop excluded everyone who mattered to sustainability. And then there's also the *Washington Post* with the headline "Why the sugar industry hates the FDA's new Nutrition Facts label". They talk about all the negative things to do with the new label proposed and approved for nutrition facts, so they speak out about it and fight it, of course - It's a natural defense mechanism.

Target Audience

Our target audience, as I've said before, is going to be hungry customers out in the streets that want good, healthy food at a convenience at affordable prices. Pretty much anybody - there's no height requirements, no age requirements, just anyone that is hungry and will purchase our products. Sure, the targeted audience doesn't need to be looking for healthy, organic food, so that can be some value added, as long as they're hungry and enjoy some good ol' churros. Just hungry people in general. They don't have to just certain qualities to them or certain thoughts they have or how they think. Our audience consists of all ethnicities, of all races, of all minorities. Datz it and datz all mein.

Competition SWOT Analysis

It's safe to assume that the local taco and hot dog stand are stiff competition. They already have the loyalty of the town folk and we will need to establish a devoted fan base in order to survive in the savage business of selling food on the street. Our competition's strengths are these things - that they are already in the hearts of many.

Now, their weaknesses are that their food items aren't as scrumptious as a hot dog or taco should be - our churros blow the competition out of the water. And their locations aren't easily visible to passersby, which ours happens to be. Along with that they also have no mascot, which we by chance do, by dressing our colleague Logan up in a suit which advertises, and entertains the town folk. The suit is an elegant monkey in a business suit on his business suit.

The opportunities that they have are limited. They have a chance to switch locations, which would be quite easy. By only rolling their carts down the street, giving their carts visibility to drivers on the highway. Behind the cart in the west in the horizon is the sun, making the cart look pleasing to the eye. Another opportunity is to turn their regular customers against us, so we will have to come in hard with our churros and let them know how we do business (and how delicious our churros taste). That way, the competition will have a much tougher time putting their customers against us, once they know how good our products taste.

A threat of theirs is the hours they're open. We can be open 24/7 and not bat an eye. Our competition may not be able to work as long and hard as us, so we can be a

threat to them in that way. Another threat that our competition possess' is that we have amazing food compared to them and their customers will begin to only come to us and the competition will die off, like natural selection. We will adapt through evolution and thus are dedicated and will be unrivaled to them. We will make ourselves more adapted to that kind of marketing environment and surpass their ways on the street, thus defeating them. We are their threat and we will be best suited for the marketing environment there out on the streets.

Our Company's SWOT Analysis

Our strengths, in our business, are that we are dedicated, hardworking, and have immense perseverance. We have the advantage (or strength) of offering a dessert item, that would act as a snack, instead of a quick bite to eat, and without having a plethora of chopped up animals like they are in the hot dogs of our competition. Another strength of ours is that we can sell it, we can sell our products, our churros, like nobody else in the food industry. We have the top advertisers with us in the streets making sure that they're raking in the hungry customers for us to sell our churros to. Then we got our sweet chefs out in the back alleys discovering new ingredients by the second and incorporating those ingredients into our organic churros for the customers needs. If the customer wants a surprise, we smash together a ton of organic ingredients we have into the churro we have for them, with no substitutions. If the customer wants something certain for their churros, then the chefs do their best to search and use those specific ingredients. We also have organic preservatives present in our churros that gives them everlasting life (actually they expire after a few years, but that still is a long time.) The acting preservative is not a hindrance on any of the many flavors the churro has to offer.

As a business of our caliber, we have few weaknesses currently and even fewer after we get more experience in the field. So that can be one weakness right there - our experience is little in this industry out in the streets. Despite our many strengths, a business would not be a business without weaknesses. One of which are our employees, especially Logan. He has made a habit of calling in sick every other day. We don't appreciate this work ethic, but as a founder Logan has certain unalienable

rights to a third of the shares in our company. And one last weakness of our business is that we don't have many customers at first, upon arrival in the streets. We will have to grow as a business in the community and that may be difficult with what little experience we have currently.

As a starter company we have many opportunities. Starting things off, our first opportunity is to make our product cheaper than our competitors. Even though our acting ingredients consist of organic substances, the ingredients aren't too spendy, allowing us to offer cheap, organic churros at a profit. Another opportunity is picking our primary location, and our audience. We will try to stay away from mother's who recently gave birth, and are trying to diet away the gained pounds from pregnancy. And old people as well because old people don't like churros, and everyone knows that. Another opportunity of ours is that we can choose our target audience and shape our targeted audience to how we think it should be since we haven't really gotten known yet with our organic churros. Then the last opportunity we have, is that we have the ability to get to choose how we want to do everything, since we are a kind of start-up business - we get to choose how we get things done for our business and not have to listen to big corporations telling us how to make and sell our food.

A threat to our company is the other companies also out on the street selling desirable foods to hungry customers, like us. Like we said before, we will have a kind of difficult time building up our business in the community and getting better known among the town folk. Another threat is not being able to establish our audience in time to have

ends meet, resulting in bankruptcy, and leading to us becoming broke and desperate for money in the streets. Times are tough.

Primary research results

We have read that The Chefs' Warehouse is a gourmet food and restaurant supply company. They are based out of Ridgefield, a town in Connecticut. "The Chefs' Warehouse is a specialty food distributor that began sourcing products for high-end chefs over 30 years ago. With locations in major metropolitan areas across the United States and Canada, The Chefs' Warehouse serves the finest restaurants, hotels, caterers and gourmet stores in North America." - The Chefs' Warehouse.

Their products are sourced to meet the expectations of the highest profile chefs and are now available direct to your home kitchen. "From stocking your pantry to gourmet gifts for your friends, The Chefs' Warehouse looks forward to servicing all of your culinary needs." - About The Chefs' Warehouse. Reviews online stated that The Chefs' Warehouse was a great place to work for people that enjoy driving for a living. There are great benefits with working with/for them. One former employee said that it was a "great, fast growing company with a great team". Another said that "the company is growing well so there are lots of opportunities". Of course there are others looking at the negative parts of the company and stating that employees are overworked and underpaid and sometimes those kind of comments while outshine the positive ones sadly.

Mission Statement

Our plan as chefs, is to create delicious, organic, healthy churros for all of the town folk to eat and make a good profit out in the streets.

We want to be accepted into the warm hearts of many.

Key Planning Assumptions

To make our marketing plan happen, we will need to save up some money to start our little business and begin making the products we want to sell, out on the streets. We will have advertisers around the blocks encircling us to tell others and spread the word of our business. The media we will use will be the internet, because of how much more cheaper it is to advertise our business on the internet with memes. We shall create memes containing information on our business and location, so they may find us with aching stomachs. It would cost a meager \$10 at most, but that is not a problem for us as we are strong warriors and we shall prosper through this difficult struggle of birthing our empire, our business. Our marketing plan will lead us to success because it is nearly foolproof. Our contingency plans for opposing business are top notch. Our dedication to our customers cannot be bested by anyone, and our professionalism is constant. If our business is to come into fruition it will be a success, and will dominate the streets as the overlords of selling food out on the block. The hood may not be safe, but it's all we got. No worries our employees are always strapped mein.

Short and Long-Term Goals

Our first goal, is to break even within the first six months of business. So by the end of the year, we want to make sure we at least break even and start to make a good, steady profit from business. Another goal of ours is to make at least 30 sales the first day of business with our churros and get as many as 10 loyal customers. A dedicated and loyal work force is another goal of ours. We would like to achieve this at least within the first two weeks of business, so by the end of June. Another goal of our's is to have a 85% approval rating by the end of the first month. One more goal of ours is to come up with another product to sell within the next year. So by June of next year we would like to have another product to introduce to our loyal, hungry customers.

Target Market

Our target market varies of customers. To help achieve the goals of our marketing plan, the target market contains many warm-hearted customer who are hungry out in the streets. We have no specific target, the wealthy or the poor they can all afford those nice churros. There is something we want though, something in a person that can't be attained, it just comes naturally. We want to see friendliness in our audience, we want to see honesty, and we want to see them, all of them. It is very much encouraged to wear whatever clothing they wish. We have no dress code, because we are out on the street and we want our customers to wear whatever it is they please. We support the free the breast movement, because we want our customers to be as comfortable as possible. What I'm trying to say is we don't discriminate. You can be young or old, male or female. We just want to make the people happy. We will sell to anyone.

Value Added

Our value added to our product is the fact that our fully customizable organic churros are what they are and they are cheap. The customers can choose exactly what they would like incorporated into the product and it's still only 99 cents (and 79 cents for students). Also, since our churros are organic, there's plenty more value added.

Strategies and Marketing Action Plan

Product

The products we are selling are cheap, healthy, organic churros for everybody. The customers can fully customize their food, adding attachments to places we've never even considered before. They can get the whip cream attachment, the jelly attachment, and the sprinkled sugar attachment. For only a mere five cents each. They can even purchase many different colorful skins for their food, to make it look both beautiful and delicious as it goes down their esophagus.

Price

The price of our product, our churros, is only a meager 99 cents, not including the attachments. A very cheap price for a delicious, raw, beefy churro. And for students, the price of a raw churro is only 79 cents, because of their debt.

Place

The place we shall sell our amazing churros at will be the lean, mean streets of this city. We'll have advertisers with boards on the blocks and we'll be in the center of it all, yelling for customers (yelling for greatness). We will set up a small "stand" and begin our business there in the streets, working for many moons, many solar cycles. The stand will be decorated with pictures of the founders (us) and our product in our mouths. And after taking pictures of the customers gulping down their churros, we will add those to the stand as well.

Promotion

For our promotions of our product, we shall have bondsmen (in bondage) with signs at the edge of the blocks of the streets, yelling about our business and delicious churros - bringing in the customers willing to try. After that, we will try promoting our product using spies with paper of our service with churros -scattering them around the city for many people to see, to learn of our presence and later come to our stand and devour dem churros. _____



Survey Questions

1. What is your age? - 0-12, 13-18, 19-30, 30-50, 51-60, 61+
2. What is your gender? - Male, Female, or other?
Do you like churros? - Yes or no?
3. Do you think that the way churros are made and the ingredients incorporated into churros can be changed and still taste as good as regular churros? - Yes or no?
4. Should churros be changed with what is used in them and how they're made? -
Yes or no?
5. Do you enjoy food at a convenience? - Yes or no?
6. Do you enjoy food out on the streets? - Yes or no?
7. How often do you purchase food at a convenience out in the streets? - Every day, every week, every month, every few months, once a year, less than once a year?
8. Do you think of churros as a healthy snack? - Yes or no?
9. How do you feel about us incorporating organic ingredients into our churros? -
Great, good, alright, nothing (you don't care), bad, horrible, or outraged?
10. Do you feel that 99 cents per churro is a fair price? - Yes or no?
11. Do you think it's fair to serve churros at different prices to different categories or groups of people? For example, we may sell food cheaper to students? - Yes or no?
12. With our organic ingredients do you believe churros can be a healthy snack still?
- Yes or no?

13. Do you like making decisions on the food you eat on your own or would you be alright with having one of our professional chefs picking out the organic ingredients and making something with his chosen ingredients? - You would like to make the decision, both, you don't really care, or you'd have a chef choose for you?
14. Does the appearance of the product matter to you? - Yes or no?
15. Does the appearance of the service provider matter all that much when you purchase your churros? - Yes or no?
16. Would you enjoy watching the food being made in front of you? - Yes or no?
17. How often do you eat churros? - Every day, every week, every month, every few months, once a year, less than once a year?
18. Do you think you could tell if our ingredients were organic? - Yes or no?
19. Do you think we should sell more than just churros or just stick with them and expand of how we could make and sell the churros? - First or second option?
20. Would you recommend our business to a friend or family member? - Yes or no?

Survey Data Table

(30 people participated in this survey)

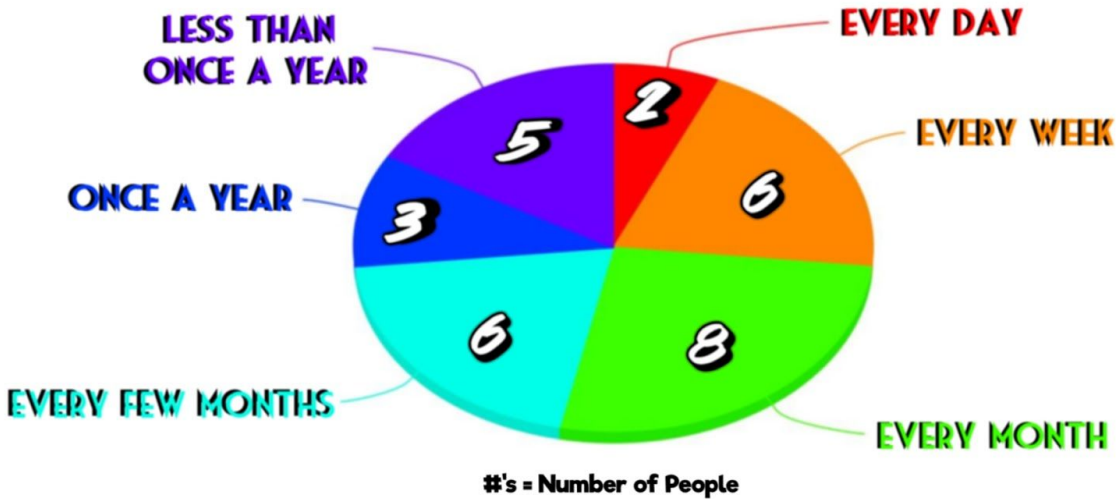
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2	12	12	6	-	-	-	-
3	15	15	-	-	-	-	-
4	12	18	-	-	-	-	-
5	26	4	0	0	0		-
6	13	17	-	-	-	-	-
7	2	6	8	6	3	5	-
8	2	28	-	-	-	-	-
9	14	8	6	2	0	0	0
10	26	4	-	-	-	-	-
11	18	12	-	-	-	-	-

12	14	16	-	-	-	-	-
13	7	5	8	10	-	-	-
14	27	3	-	-	-	-	-
15	19	11	-	-	-	-	-
16	24	6	-	-	-	-	-
17	0	1	2	12	10	5	-
18	12	18	-	-	-	-	-
19	17	13	-	-	-	-	-
20	19	11	-	-	-	-	-

DA CHEFZ' SURVEY DATA IN ONE **spicy** PIE CHART

QUESTION:

HOW OFTEN DO YOU PURCHASE FOOD AT A CONVENIENCE OUT IN THE STREETS?



Da Chefz Poster



Evaluation

To track our progress towards our goals that we've made, we would create benchmarks to gather that essential data. For one example, we could establish that task as a job for someone in our business. They could be like our accountant in a way and keep track of our profit along with our money spent as well. Another thing to help us track our progress in business, is to just get a simple notebook and have someone dedicated to keeping track of the progress we make towards our goals. Maybe we could just use a paper or a computer to do that. Maybe even find a program online that could help keep everything, like our goals and progress towards those goals, organized, so then that way we can make modifications to the goals and possibly the program will change it for us and adjust our progress to the new goals based on how different they are. We can't really think of any more "benchmarks" for tracking progress in our business towards goals, besides just making notes every now and then to keep track of everything happening in the business.

Some programs in particular, to use for tracking progress, are *Nozbe* (a task management system), *GoalsOnTrack* (which allows you to record the goal, the purpose, start date, end date, metrics, subgoals, habits, and action plans), and then there's *LifeTick*, where you can define goals and then add the tasks or steps required to achieve the goal - *LifeTick* even recommends using the SMART goals they have already set up for customers.

If the "benchmarks" or goals are not reached, we would use alternate strategies like just reducing the number we couldn't get to, to a more tangible spot for us to

achieve next time we go for it and try. Other alternatives to the goals that aren't reached can be tweaking the goals a little to make them a bit easier for us to work towards and achieve. We want to set small goals at first and then as we grow and get bigger as a business, we would start established bigger, harder-to-reach goals, but with the strength we would receive from experience after the beginning, we would achieve those hard goals much easier than we would've before if we were to set huge goals like those in the future for much bigger businesses. One last alternative to a goal not reached could just be extending the time we would have to achieve that hard-to-reach benchmark, but with time, we would be able to achieve it sooner or later.



