

BUSINESS PROPOSAL TO TRIPPY TACOS

Team BizzyAi



TABLE OF CONTENT



- 4 Goal 1: Enhance Customer Acquisition with AI
- 5 Identifying New Customers-STP
- 8 Gaining New Customers
- 10 CRM + AI
- 16 Goal 2: Automate and Streamline Booking Inquiries
- 11 Automate Inquiries with Chatbot
- 20 Automate Orders with Excel
- 22 ROI Estimation
- 23 Conclusion





GOAL 1: Enhance Customer Acquisition with AI

GOAL 2: Automate and Streamline Booking Inquiries

GOAL 1

Enhance Customer Acquisition with AI

Trippy Tacos aims to use AI technology to attract new customers by enhancing engagement strategies.

This includes utilizing AI-driven marketing, personalized promotions, and customer behavior analysis to boost foot traffic and online orders, especially for their newly opened restaurant.



Identifying New Customers

– Segmentation –

- **Demographic**
 - Age: young
 - Income: low-mid
 - Occupation: students, event organizers
- **Geographic**
 - Proximity: near Silver Spring



Identifying New Customers

– Targeting –

- **Local Students:** Affordable yet quality dining experience; balance between budget and taste.
- **Event Organizers:** Affordable yet customizable options; unique Latin street-food appeal.



Identifying New Customers – Positioning –

For **cost-conscious** college students, Trippy Tacos is the only Latin street-food brand near Silver Spring offering **customizable options** at **competitive prices**, delivering an authentic **dining experience** with a local touch.



Gaining New Customers



UMD Food Truck Event

- Collaborate with UMD to sell on campus
- Leverage food trucks to raise brand awareness
- Offer coupons to drive students to the restaurant



Off-Peak Hours Discount

- Attract students with discounts during off-peak times



Social Media Advertising

- Localized targeting: On young consumers near Silver Spring
- A/B testing: Optimize ads by testing formats and promotions
- Periodic adjustments: Allocate more budget to top-performing ads based on analytics

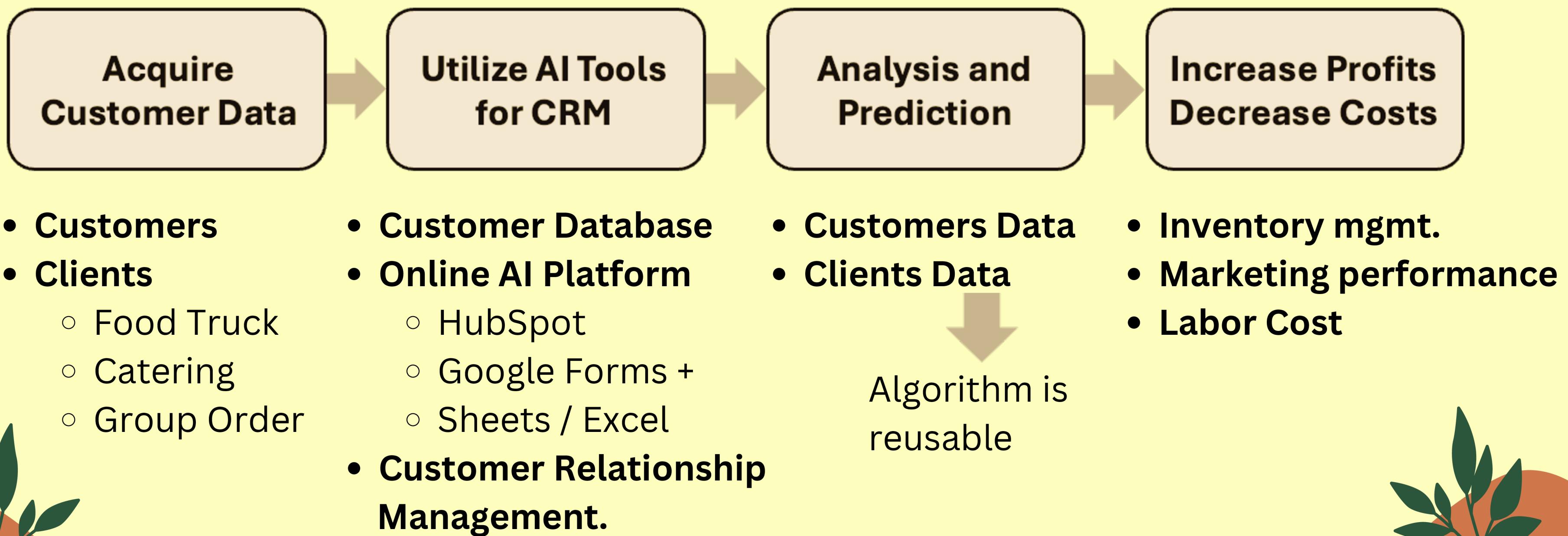
Branding

Use Current Website's Key Visual

- Coupons, food truck, social media content
- Modify food content to resemble TikTok-style videos
- Develop restaurant mascot (like McDonald's, KFC)



CRM + AI



Free Online CRM tool

HubSpot

- **Lead Tracking:** Capture and track catering/event leads from inquiries.
- **CRM:** Centralize customer and booking info for better management.
- **Automation:** Automate emails to boost repeat business and promotions.



HubSpot Demo

• Customers

A screenshot of the HubSpot customer database interface. The top navigation bar shows 'Customers' and 'Clients'. Below the navigation are filter options: 'Contact owner', 'Create date', 'Last activity da...', 'Lead status', 'Clear all', and 'Advanced filters (1)'. A search bar at the top says 'Search name, phone, emc'. The main table displays a single contact record for 'Maria Johnson (Samp...)' with fields: NAME (Maria Johnson), GEND... (F), DATE OF B... (1/1/2000), EMAIL (emailmaria@hubs...), PHONE NU... (--), STREET ADD... (--), CITY (Silver Spring), COUNTRY/RE... (US), and RECENT DEAL A... (--). A blue info icon is overlaid on the first column.

NAME	GEND...	DATE OF B...	EMAIL	PHONE NU...	STREET ADD...	CITY	COUNTRY/RE...	RECENT DEAL A...
Maria Johnson (Samp...)	F	1/1/2000	emailmaria@hubs...	--	--	Silver Spring	US	--

• Clients

A screenshot of the HubSpot client database interface. The top navigation bar shows 'Customers' and 'Clients'. Below the navigation are filter options: 'Contact owner', 'Create date', 'Last activity da...', 'Lead status', 'Clear all', and 'Advanced filters (1)'. A search bar at the top says 'Search name, phone, emc'. The main table displays a single contact record for 'Brian Halligan (Sample Customer)' with fields: NAME (Brian Halligan), COMPAN... (HubSpot), JOB FU... (--), EMAIL (bh@hubspot.co...), PHONE NU... (--), STREET A... (--), CITY (College Pa...), COUNTRY... (US), and RECENT DEAL A... (--). A blue info icon is overlaid on the first column.

NAME	COMPAN...	JOB FU...	EMAIL	PHONE NU...	STREET A...	CITY	COUNTRY...	RECENT DEAL A...
Brian Halligan (Sample Customer)	HubSpot	--	bh@hubspot.co...	--	--	College Pa...	US	--

Analysis and Prediction

– using simulated data –

	A	B	C	D	E	F	G	H	I	J
1	Age	Gender	Location	Frequency	SpendAmount	LastPurchaseDate	Monetary	OrderID	ProductID	ProductCategory
2	49	Female	CityA	12	31	00:02.2	118	4093	B001	Burritos
3	44	Male	CityB	3	121	00:02.2	54	1882	A001	Quesadillas
4	45	Male	CityA	6	66	00:02.2	138	5408	B001	Tacos
5	63	Male	CityA	2	75	00:02.2	53	5068	B003	Burritos
6	19	Female	CityA	12	83	00:02.2	44	4277	B003	Quesadillas
7	58	Female	CityA	2	107	00:02.2	47	9566	A002	Tacos
8	64	Male	CityB	6	153	00:02.2	53	8951	A001	Tacos
9	28	Male	CityA	17	121	00:02.2	74	5690	B002	Burritos
10	25	Female	CityA	3	188	00:02.2	46	5595	B003	Burritos
11	23	Male	CityB	2	134	00:02.2	13	5559	B003	Tacos
12	48	Male	CityB	8	176	00:02.2	165	8291	A002	Tacos
13	26	Female	CityC	12	95	00:02.2	102	9160	B001	Burritos
14	49	Male	CityB	4	85	00:02.2	24	1112	A002	Tacos
15	49	Female	CityB	5	97	00:02.2	2	6131	A001	Burritos
16	15	Male	CityC	13	248	00:02.2	81	4197	A003	Tacos
17	54	Female	CityB	15	177	00:02.2	100	1139	A003	Burritos
18	36	Male	CityB	16	47	00:02.2	142	2424	B001	Quesadillas
19	43	Male	CityB	10	197	00:02.2	138	3949	B003	Burritos
20	22	Female	CityB	16	68	00:02.2	163	4168	B001	Burritos
21	25	Male	CityC	12	147	00:02.2	153	9708	B003	Quesadillas
22	55	Female	CityB	17	108	00:02.2	131	7043	B003	Tacos
23	51	Male	CityB	16	201	00:02.2	111	7989	A003	Quesadillas
24	28	Female	CityC	12	72	00:02.2	102	8236	B001	Burritos
25	44	Female	CityA	8	59	00:02.2	17	7261	A002	Tacos



Analysis and Prediction

– using simulated data –

- **Customer:**

1. Customer Segmentation
2. Market Basket Analysis,
3. RFM Analysis (Recency Frequency Monetary)

- **Clients:**

1. Client Segmentation
2. Order Prediction
3. CLV Prediction (Customer Lifetime Value)



BENEFIT

Using a CRM like HubSpot to **collect** and **analyze customer and client data** will provide **insights through segmentation, market basket analysis, and predictive analytics.**

This will help Trippy Tacos optimize **inventory**, improve **marketing**, reduce labor costs, and boost profits with greater **operational efficiency**.

Customer/Client Segmentation

- Improve marketing accuracy
- Reduce advertising costs

Market Basket Analysis

- Pricing Strategy - products bundling

RMF Analysis

CLV Prediction

- Monetization value of customers
- Identify long-term corporation clients

Order Prediction

- Inventory Management

GOAL 2

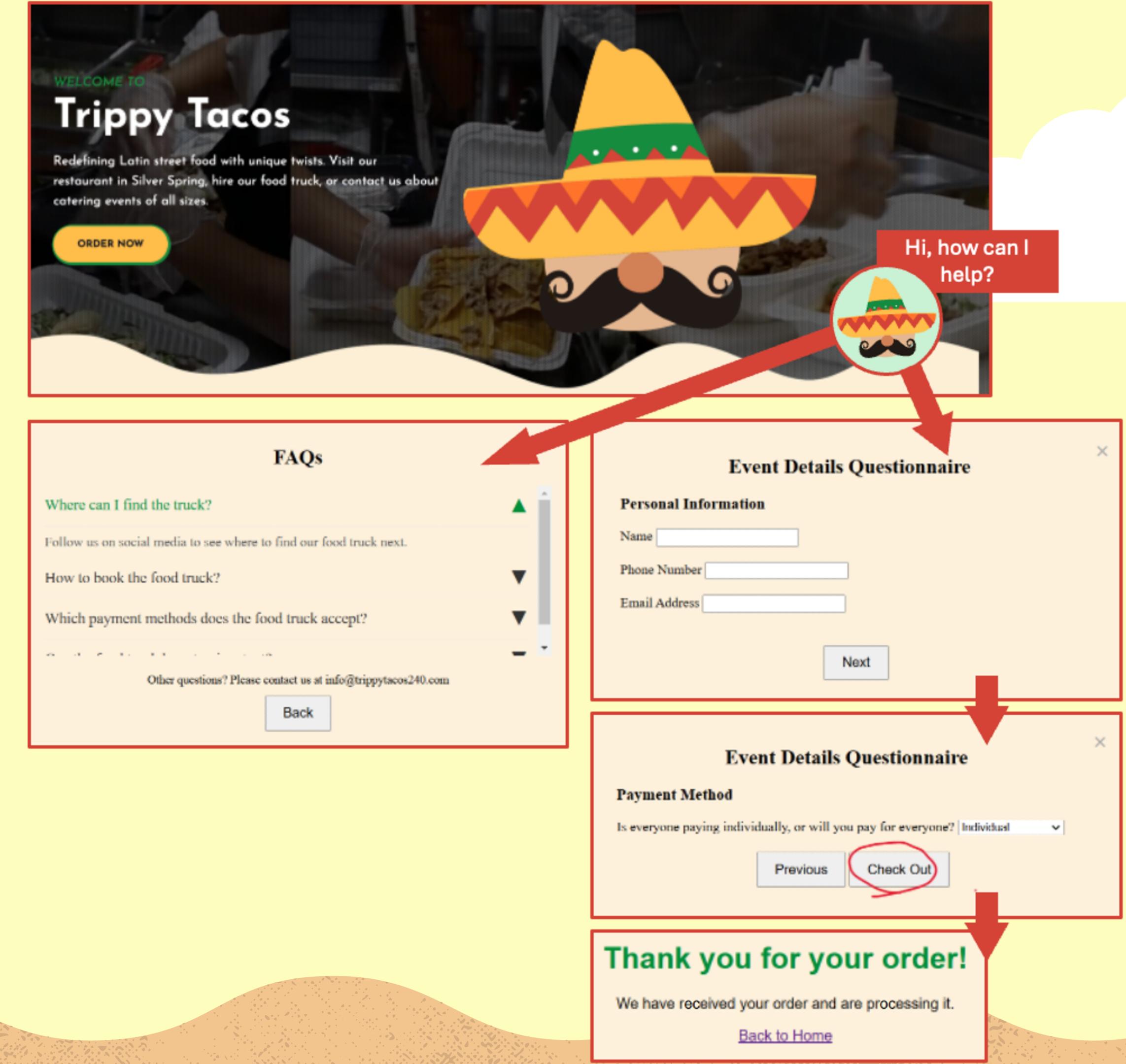
Automate and Streamline Booking Inquiries

Trippy Tacos seeks to implement a low-code AI solution to automate the booking process for food trucks and catering services.

By providing real-time availability and automated responses to inquiries, they can optimize operations and improve customer experience.

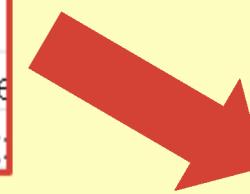


Automate Inquiries with Chatbot



CHATBOT – FAQ

	A	B	C	D	E	F
1	type	question	answer			
2	FOOD TRUCK	Where can I find the truck?	Follow us on social media to see where to find the truck.			
3	FOOD TRUCK	How to book the food truck?	Fill out the form on this page, or email us.			
4	FOOD TRUCK	Which payment methods does the food truck accept?	Follow us on social media to see where to find the truck.			
5	FOOD TRUCK	Can the food truck be setup in a tent?	Yes, it can.			
6	CATERING	If I order via CaterCow, will the food arrive hot?	Yes, your food will arrive at the selected time.			
7	CATERING	Do you offer vegetarian or vegan options?	Yes, we do. Visit our menu to view our options.			



Database filter Table filter ★

Unnamed Database: faq Table: faq Data Query

faq.faq: 8 rows total (exact)

#	type	question	answer
1	FOOD TRUCK	Where can I find the truck?	Follow us on social media to see where to find the truck.
2	FOOD TRUCK	How to book the food truck?	Fill out the form on this page, or email us.
3	FOOD TRUCK	Which payment methods does the food truck accept?	Follow us on social media to see where to find the truck.
4	FOOD TRUCK	Can the food truck be setup in a tent?	Yes, it can.
5	CATERING	If I order via CaterCow, will the food arrive hot?	Yes, your food will arrive at the selected time.
6	CATERING	Do you offer vegetarian or vegan options?	Yes, we do. Visit our menu to view our options.



FAQs

Where can I find the truck?
Follow us on social media to see where to find our food truck next.

How to book the food truck?
Fill out the form on this page, or email us.

Which payment methods does the food truck accept?
Follow us on social media to see where to find the truck.

ORDER QUESTIONNAIRE

Event Details Questionnaire

Personal Information

Name

Phone Number

Email Address

Event Details Questionnaire

Payment Method

Is everyone paying individually, or will you pay for everyone? Individual Group

Thank you for your order!

We have received your order and are processing it.

[Back to Home](#)



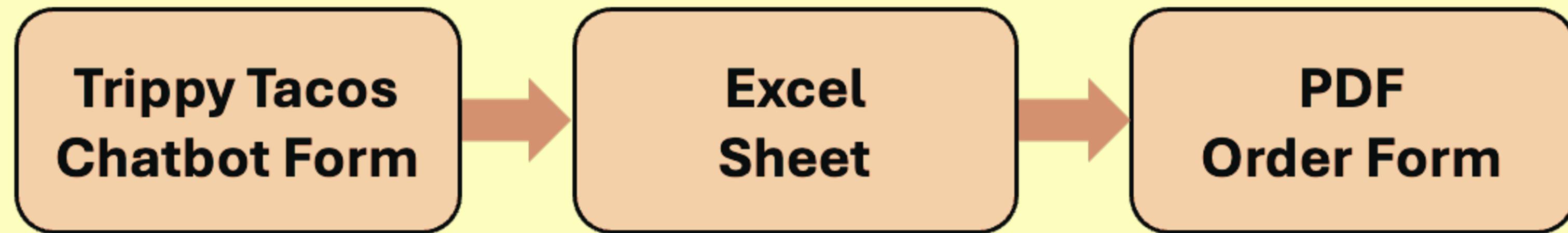
order_20241030_233841

Automate Orders with Excel

- **Purpose:**

Automated process from chatbot data to PDF Order Form to increase efficiency.

- **Process:**



Customer fill in detailed info

Data is collected and stored in Excel

Use Excel Macro to auto create PDF Order Form

Automate Orders with Excel

- **Expected Outcomes:**
 1. Reduced manual work / Increased efficiency
 2. Enhanced customer experience
- **Next Steps:**
 - Add more automation features
 - Streamline customer data input

ROI Estimation

Category	Category Details	Before AI	After AI Year 1	Year1 Increase	After AI Year 2	Year2 Increase	Details
Growth			1%		1.2%		
Revenue	Restaurant	\$189,800	\$191,698	\$1,898	\$193,998	\$2,300	45 customers/day, \$520/day. Ai increase 1%
	Food Truck	\$210,000	\$212,100	\$2,100	\$214,645	\$2,545	210 bookings/year, \$1,000 per booking
Profit	Restaurant	\$47,450	\$47,925	\$475	\$48,500	\$575	\$130/day, 25% margin
	Food Truck	\$52,500	\$53,025	\$525	\$53,661	\$636	25% margin
Total Profit	-	\$99,950	\$100,950	\$1,000	\$102,161	\$1,211	Total Profit of Restaurant + Food Truck
AI Setup Costs	Chatbot Cost	-	\$8,600	-	\$3,600	-	Initial: \$5,000, Maintenance: \$3,600
	CRM System Cost	-	\$240	-	\$240	-	HubSpot: \$20/month/seat(user)
	Excel Macros Cost	-	\$4,200	-	\$1,200	-	Initial: \$3,000, Maintenance: \$1,200
Social media ads	-	-	\$6,000	-	\$6,000	-	\$500/month
Acquisition cost (coupons)	-	-	\$1,000	-	\$1,000	-	\$1000/year; 200pcs
Total Cost	-	-	\$20,040	\$20,040	\$12,040	\$12,040	-
ROI	-	-	-	4.99%		10.06%	Profit increase - AI costs

Conclusion

- **Enhanced Efficiency & Customer Experience**
Chatbot, automated Excel forms, and CRM provide instant replies, reduce errors, and improve service efficiency and customer satisfaction.
- **Increased Brand Awareness & Appeal**
Instagram ads, coupons, short videos, and mascot attract new customers, build brand image, and boost customer loyalty.
- **Targeted Marketing & Customer Insights**
CRM collects customer preferences for data-driven, personalized offers, boosting retention and revenue growth.



Team BizzyAi

Bei-Yu Xing (Jessie)

Chen-Wei Lee (Krystin)

Chi-Jui Wang (Ricky)

Tzu-Wei Chang (Vivian)

Shuo-An Wu (Brian)

