**Group Name:** Team Tendies

**Team Members:** Ze Zhou, Yun Jang, Esteban Gonzalez, Jhanan Reyes, Paul Nam

Popeyes Chicken

Step 1: Ze

Step 2: Esteban

Step 3: Ze

Step 4: Paul

Step 5: JC

Step 6: Paul

Step 7: Yun

Step 8: Yun

9 Steps for Writing a Business Plan

Step 1: Define Your Vision

* Offer fast and affordable Louisiana-styled fried chicken dishes to hungry customers
* Create a fried chicken recipe with their own unique seasoning and breading style

Step 2: Set your Goals and objectives for the business

* For all of fiscal 2020, Popeyes experienced 17.7% growth, stacked on top of 18.5% growth from the previous year gives Popeyes a two-year growth of 36.2%.
* They plan to expand into different domestic and global markets. Opening more franchises, increasing the revenues per franchise.
* They are adapting their marketing to deliver more targeted communications to guests

Step 3: Define your Unique Selling Proposition

* Creating and using a fried chicken recipe that is authentic to Louisiana with an emphasis on crispy breading and Cajun seasoning
* Focus on quality by using high quality deep fryers and fresh non-frozen chicken
* Focus on consistency with their chicken frying process so the chicken is always cooked with the same quality breading and temperature

Step 4: Know your Market

Current and Future Trends

* + The Fast-Food industry has been leaning toward alternative protein options which take the veganism into account. This means there are vegan option such as beyond the meat nugget or burgers.
  + Expanded Delivery - Delivery options for fast food restaurants are accelerating and many consumers are starting to expect the option of delivery whether it is done in house or through a third-party partner. Some companies have tested “ghost-kitchens” that are delivery-only locations.
  + Currently, many companies have been working towards eco-friendly options. One example of this is the switch from palm oil to other oils as palm oil is destructive to the environment. Another example is the use of paper straws.

Market

Step 5: Know your customer

* Target customer characteristics:
  + Ethnically diverse
  + Ages 25-49
  + Busy lifestyle
  + Average budget/middle income
  + Single customers or families
  + Digitally savvy
* Ideal customer wants:
  + Inexpensive food/affordable
  + Easy access
  + Fast service
  + Quality food
  + Food menu options and variety
  + Pleasant environment
  + Dining options
    - On the go/take out
    - Delivery
    - Dine in

Step 6: Research the demand for your business

Step 7: Set Your Marketing

* Setting the brand as the best chicken brand amongst the competitors
* Establish a brand image that feels fresh, new, young, and trendy
* Responds to social trends in creative ways

Step 8: Define your Market

* Establishing their ranking as the top contender in the “chicken sandwich war”
* Raising the brand media value through exposure through various media platforms via tv, radio, online and print news reports, and all social media mentions.

Notes:

1. Define your vision
   * What is the problem you are solving?
   * What do you offer that differentiates you from other businesses?
2. Set your goals and objectives for the business
   * Define short term (<12 months), mid term (2-3 years), and long term goals
3. Define your Unique Selling Proposition
   * How is your product or service different from others?
4. Know your market
   * What is going on in the industry? (Current and future trends)
   * Some marketplaces are large enough to support multiple businesses while others are not
   * How does your business fit with the other existing businesses in the industry?
5. Know your customer
   * Know what your ideal customer wants
   * Define target population and research their habits
   * Put yourself in their shoes and think about what will make them choose you every time
6. Research the demand for your business
   * Should be: Demand > Supply
   * Best way to research is to interact directly with your customers
7. Set your marketing goals
   * Number of products you’ll sell?
   * What will be your product development strategy?
   * Your price margins?
   * Delivery methods and promotion plan?
8. Define your marketing strategy
   * How many products you need to produce and sell? What is the profit margin to get desired revenue?
   * What is the system of delivery and coverage area?
   * What are the strategies to promote your business?