
THE ENTRANTS OF ONLINE FOOD SELLER AS MAJOR COMPETITOR'S FOR MAX'S RESTAURANT: A CASE STUDY

Executive Summary

Max's Restaurant started in 1945 when Maximo Gimenez, a Stanford educated teacher, befriended American GI's stationed in Quezon City. As Maximo, or Max, as the GI's called him, invited his new friends over for drinks, the Filipino hospitality kicked in, and Ruby, Max's niece, would prepare food for them to enjoy. Her special recipe for Max's Sarap - to - the Bones Fried Chicken became a hit, eventually making it an iconic Filipino dish. It has expanded in Metro Manila, Southern, and Northern Luzon, Cebu, and to California, and other places in the United States. It has also expanded to Canada, and soon will open in other countries as well. Since 1998, they opened their doors for individuals who are willing to franchise the restaurant itself.

Statement of the Problem

This study concerns with the entrants of online food seller as major competitor's for Max's Restaurant. The advent or the setup of the online sellers can have more income since their market is applicable to anyone and most of their foods are budget friendly.

In lieu of the need to establish and to attract more customers amidst the competitor's online. Therefore, it has come to mind the following statement of the problem:

1. What are the methods via online in selling foods that perceives to attract more customers and allows them to buy and patronize more food products?
2. What would be the best alternatives selected that is very efficient in terms of online selling but is applicable to many and with a lower product cost?

Statement of Objectives

The objectives of the study are the following:

1. To know how online food seller serves as major competitors of the restaurant
2. To have an idea to solve or to give action to any kind of problem regarding food cost and giving in solutions to attract the market more
3. To know what are the strategies of online selling in order to market the restaurant foods without sacrificing the quality of the product but in minimal and budget wise cost.

Areas of Consideration

Strengths:

- The company is a well – known restaurant that has different branches and franchise in different parts of the world.
- Customers that mostly patronized the restaurant are those who are in the mid 40's and older, such us senior citizens.
- Caters purely Filipino food.
- Caters delivery via online application; Grabfood and Foodpanda.
- Market for Filipino families

Weaknesses:

- Delay service in some dishes like “Crispy Pata” since it takes a lot of time for it to be cooked.
- Long wait time when it comes to aggregators.
- Only serves Filipino dishes

Assumptions

The study is based on the following assumptions:

1. Every restaurant has a chance to advertise and sell their food or product online.
2. Aggregator partners contribute a lot to the marketing of the restaurant online.
3. Meal packages helps a lot in the marketing strategy especially if it can only be purchased online and with vouchers via food delivery applications.
4. The management is solely responsible for the online marketing of the restaurant.

Alternative Courses of Actions

1. To be able to sell the restaurants food online amidst the competitors and be able to be patronized by many.
2. To be able to offer meals that are budget friendly and are open for solo, or even family or groups to feast.
3. To be able to have new strategies for online marketing.
4. To deal with other food delivery partners so that many orders can be accommodated and served.
5. To avoid delivery delays and still serve the right food ordered without any issues.

Analysis

Based on the conducted interview on the said restaurant, they are not behind by the trending and usual buying of food now days during this pandemic. Most of the people choose to stay at home and just order food from their favorite restaurant. Moreover, the company is still a well – known restaurant that has different branches and franchise in different parts of the world and customers still come and go to patronize the Filipino dishes that they serve. This is the biggest highlight of the restaurant, especially the original chicken recipe they offer. As much as the online world caters to food delivery, Max's restaurant partners with Grabfood and Foodpanda that enable individuals to order food and be

delivered to them right away. The good thing with the restaurant is that they attract Filipino families with their dishes and would attract tourists as well as they serve authentic Filipino food.

Same with other restaurants, Max's also encounters some issues. One of which is being delay in service, especially with their "Crispy Pata" meal as they cook it fresh and in perfection. That is why they still ask customers if they would be willing to wait when it comes to this type of dish. There are also instances when it comes to partner food deliveries that are being delayed of the orders which sacrifice the restaurant's name. Causes of delay are traffic or queue in line. Furthermore, some Filipinos also find something new and would love to try different dishes aside from Filipino foods which are not specifically available with this restaurant.

Opportunities that Max's should be taking would be advertisement from certain artists and via social media platforms would be of great in targeting online markets. As such, promos and giveaways should also be noted as this can increase their customers especially if they let them qualify for food vouchers when they order on the menu. Aside from that, testimonial and recommendations from social media influencers would also be of great help for the restaurant.

Despite of the Authentic Filipino food offered by the restaurant, different cuisines from different restaurants are merely a threat to them since other restaurants can offer a variety of dishes that are new and exciting to the palate.

Conclusions

Keeping to be in the market despite of the online sellers, which are the major competitors is the biggest challenge, which we found that it could be overcome if the restaurants also come up with the online standards and do market as the same as those online sellers do or even better. Budget friendly meals could be offered and the restaurant may give vouchers upon purchase. This would impact more with the sales and gain more customers especially if they would come up with new and fresh strategies

that would be very pleasing to each and every one. Currently, they are working online by tying up with Grabfood and Foodpanda. Other delivery partners can be accommodated so that many customers can be delivered with their orders. Moreover, Delays should also be avoided when serving and delivering so that no issues can be thrown at the restaurant.

Plan of Action

ACTION	PERSONS INVOLVED	TIME FRAME
Allocate a team or a person who will be in charge for marketing, especially within the bounds of social media.	HR Managers	Immediately
Market the restaurant via online; social media platforms and through social media influencers.	Team for Market and promotions	As soon as there is a team in charge chosen by the HR.
Place ads or flyers for budget friendly meals or packages that can be avail by individuals and comes along with a voucher if ordered online	Team for Market and promotions	As soon as there is a team in charge chosen by the HR.
Coordinate or partnership with other food delivery services or Application that can accommodate more orders	Team for Market and promotions	As soon as there is a team in charge chosen by the HR.
Avoid delays in food service or delivery	Restaurant kitchen and service staff, and delivery Services	Immediately