



AUCTIONNAIRE

THE MISALIGNED IDENTITY



Team Paper Bag
Sukraat Dang | Vishal Nhalani

DINE-O-CHINA

Authentic Chinese Cuisine Served

Owned by : Venkat Bhatia



**Massive Social Media following
(100k IG, 65K Twitter, 30K FB)**

Needs rise in sales and footfall

Competition : Ching's Restaurant

SWOT Analysis

Strengths <ul style="list-style-type: none">• Multiple Locations• Massive Online Following• Years of Establishment• Technological Backing	Weaknesses <ul style="list-style-type: none">• Poor take-away response• Singularity in cuisine options• Underdeveloped customer palate
Opportunities <ul style="list-style-type: none">• Leveraging organic reach• Eager customer base• Tools of engagement	Threats <ul style="list-style-type: none">• Local Competition• More indigenous cuisine• Pandemic• Geo-Political Affairs• Changing Customer Preferences

PHASES & MONEY ESTIMATES



MONTH 1

PACKAGING

Recurring cost – 4 Lac/
Year

LOYALTY PROGRAMS

Printing and Food Cost
2 Lac (guestimate) / Year
Heavy R.O.I

POS REVAMP

Yearly Subscription/
Maintenance : ₹20,000

MONTH 2

INFLUENCER MARKETING

Barter System – Only food
cost. Major ROI

TWITTER, INSTAGRAM ORDER TAKING

Employee Salary – 3.6 LPA

UGC PROMOTION

Minimal Cost + Promotional
Printing ~ 12000 (upper
limit)

MONTH 3 ✕

TURN CUSTOMER INTO

PROMOTER

₹0 Overhead

ZOMATO, SWIGGY OPTIMISATION

₹0 Account maintenance
(Commision excluded)

FESTIVE OFFERS ✕

₹0 Overhead



TOTAL EXPECTED EXPENSE FOR 3 MONTHS : ₹ 2,48,000

PACKAGING REVAMPED

ADVANTAGES

- Protects Against Cross-Contamination
- Makes Food More Appealing
- Controls the Temperature
- Helps Sell More Food
- Allows You to Charge a Premium
- Reinforces Your Brand Identity
- Showcases Your Values



ACTION POINTS



- Make Boxes more Instagramable
- Put on Fun Trivia and Fun messages
Written and Visual
Emphasis on Core Values of Dine-O-China
- Reiteration of Schemes and Benefits of ordering through the app
- Try adapting sustainable and eco-friendly packaging.



LOYALTY PROGRAMS

Aim: To have more walk ins

Action Point: Give out cards to Diners and Online Consumers (with a minimum order price/quantity)

Result: Since the card is applicable only for dine-in, the customer will prefer to walk in the restaurant and order with a side-motive to avail a free food item per visit.

So, the walk-in, has more motive to be a regular.

And the online customer can be converted into a walk-in

DINE-O-CHINA GRUB CARD

Get a free food item everytime you order in-store

Applicable only for Walk-In Customers.

Cashier / Waiter to stamp once availed



CUSTOMER HANDLING

POINT OF SALE (POS)

- Make Customer Profiles
- Helpful when tracking orders, managing regulars and sending promotional/greeting messages
- Improve Customer Relationships
- Discount and Loyalty Programs
- Error Control.



TWITTER + IG – ORDER + FEEDBACK ✕

- Social Media Manager + Alert Staff to track all social movements and Tags.
- Redirect concerned customers to the Restaurant App
- Has control over POS + SMM
- Promotional Offers, client feedback to be manually controlled and supervised



USER GENERATED CONTENT

Aim: To get users to promote the food, experience and ambience.

Action Plan:

- Make the restaurant look pretty, food prettier and tastier.
- Notify diners that they shall get discounts / benefits upon checking in the restaurant and upon tagging the Instagram / facebook page.
- Have online users review the app on App store

Advantage: We already have a very heavy following, so every repost, or story share will just add to our content and brand recall at a minimal rate



MENU CHANGES

CONSTANTLY BREAK THE STIGMA

MAKE IT MORE READABLE AND UNDERSTANDABLE – INTERACTIVE AND EXPLANATORY

UPDATE THE SAME ON ZOMATO AND SWIGGY – BUT WITH INCREASED PRICES, (ADJUSTING THE DELIVERY COMMISSION)

LESSER PRICED MENU TO GO ON RESTAURANT RUN APP – SO CUSTOMERS CAN VISIBLY TELL THE DIFFERENCE.

SUSHI ROLLS 8 pieces, 885

for two half rolls add 100



poke poke
hawaiian tuna poke
spicy ponzu, scallion, crab



dynamite
salmon, spicy mayo
prawn tempura



hokkaido
prawn tempura, tobiko
roasted scallion, garlic



rock & roll
rock shrimp tempura
spicy mayo, roasted



ebi tempura
prawn tempura
mayo, sesame seeds



wafu
salmon, avocado
sesame wafu dressing



dragon
bbq eel, tobiko
avocado, sesame



hanna
salmon
spicy tuna



rainbow
salmon, tuna, crab
avocado, cucumber



spicy salmon
salmon, spicy mayo
tempura flakes



crabby
soft shell crab
crab salad, avocado



california
crab, tobiko
avocado, cucumber



alaska
crab, tempura flakes
ponzu, tobiko, mayo



black spider
soft shell crab, caouar
avocado, cucumber



volcano
tuna, scallion, ponzu
spicy mayo, tobiko

FUN BOTTLES 285



DESSERT 385



dessert platter 885
any three desserts

FROM THE WOK



prawns
685
soy & garlic prawns
sichuan prawns
lantern chilli prawns



fish
685
thai lemon steamed fish
vietnamese chilli fish
cantonese style fish with soy, ginger & chillies

meats
685
braised pork belly
dry chilli lamb
lamb with bean & chili

MARKETING IDEAS + TRACTION

INFLUENCER MARKETING

- Organise Influencer Meets
- Encourage barter system
- Give out personalised promo codes
- Use all Nano, Micro and Mid-Tier Influencers.
- Always Prefer Local Talent



Dine-O-China ROI
+ Traction

THIS EXCEL WORKBOOK
PROVIDES HANDMADE
TRACTION TOOL FOR LEADS,
CONVERSIONS, DOWNLOADS
AND R.O.I





THANK YOU