

# Crescent Moon Marketing Proposal

## **Executive Summary**

In our report, we suggest several techniques for the owners of Crescent Moon to promote their restaurant to several segments of non-Islamic clientele, a market that is largely untapped and yet enormous compared to Crescent Moon's existing market. We provide strategies to reach new markets while still eliminating cost and increasing customer satisfaction.

## **Company Description**

Crescent Moon is a Northern Chinese restaurant that serves Halal meat to a primarily Muslim clientele. Mr. Nasserden Chang and his wife founded the restaurant and currently own and manage it. The restaurant is located in a relatively remote section of a strip mall next to a Mosque and there is little promotion of the restaurant. The current customer base came almost entirely from word of mouth. Because Islamic law requires Muslims to eat Halal meat, many Muslims share Halal restaurants with each other.

## **Strategic Focus and Plan**

### **Mission**

The mission of the Crescent Moon is to bring Northern Chinese cuisine to consumer markets with Halal certified meats, without MSG added in meals, and cooked with only fresh ingredients, for a healthier and more satisfying appetite, all with reasonable pricing. By bringing Muslims and non-Muslims together, Crescent Moon can promote understanding and accepting of different cultures.

### **Goals**

- Maintain and increase clientele in order to maximize sales and profits
- Expand to other areas outside of the metroplex with chances of franchising
- Maintain high quality foods and ingredients while incorporating new dishes
- Measuring consumer satisfaction and customer visits to implement ideas and to better accommodate customers.
- Marketing Crescent Moon by handing out and posting flyers as well as advertising in local newspaper, for low cost advertising.
- Make consumers better aware of "Belly", a customer loyalty program system, to provide reminders and special discounts for repeat customers.

## **Core Competency and Sustainable Competitive Advantage**

Crescent Moon provides high-quality and distinctive ingredients such as Halal meats in authentic Northern Chinese dishes to appeal to consumer tastes while offering natural ingredients for better customer satisfaction and quality standards.

## **Situation Analysis**

Crescent Moon was created 3 years ago by Naaserden Chang and is organized as an LLC. It was his goal to create a restaurant that would present Northern (Halal/Zabiha) Chinese style foods catering to the Muslim consumer market in the Plano, Texas area. Because of a lack of suitable locations the business was first opened at an available location in Richardson, Texas. Later, around 2012 when a location became available in Plano more closely meeting the owner's goals, a second Crescent Moon was opened. Though the Richardson location was showing growth and signs of being able to exist as an ongoing concern, the dual locations were creating management difficulties which ultimately led to the decision to close it and concentrate efforts on the one location in Plano. Today the restaurant is doing well but there are plenty of opportunities for expansion. Mr. Chang has estimated his clientele runs about 90% Muslim and his guess is that Plano's Muslim population is under 5%. It is his hope to retain this base while reaching out to the other 95% as prospective customers.

## **SWOT Analysis**

- Internal
  - Strengths
    - Business located on a high traffic corner of a main business street.
    - Company has set up a website with details about their business and menu.
    - They offer a menu that would be specific to their core clientele yet accessible to all customers.
    - They are a niche market with no direct competition on their point of difference (Halal/Chinese food) in the local area.
  - Weaknesses
    - The company's second location has closed down.
    - Other business block view of the restaurant from the street
    - Advertisement is essentially word of mouth from current customers to their friends.
    - Large menu, yet restaurant is not always able to offer what is listed due to shortages of ingredients on hand.
    - Overt connection to non-Christian religion might be unsettling to prospective customers.
- External
  - Opportunities
    - Food preparation is done in accordance with Islamic rules (halal and Zabiha) which helps their core clientele.

- Non-Muslim population of Plano is over 95%. Attracting non Muslim customers could result in huge growth of business.
- Asian community growth in Plano is almost 4 times that in Texas or US as a whole.
- Expanded use of the Belly customer loyalty program can increase return customer traffic and gain insight into customer preferences and marketing success.
- Threats
  - Minimal outside advertising results in the business site tending to get lost when viewed from the street. This makes it is easy for potential customers to pass by without seeing it.
  - Lack of Point of Sale information reduces the company knowledge of customer tastes and needs.
  - General area provides many food establishments to choose from.

## Industry Analysis

TripAdvisor.com lists Plano, Texas as having 681 restaurants within the city, when including all types. A further check into restaurants which identify Halal when advertising their served food brings up only 5 locations in Plano and of those only Crescent Moon specifically mentions Halal foods online. The owners have stated they view their business as a niche market, and the lack of competition seems to bear this out. This would also seem to work in their favor as knowledge of their business spreads. Trends for restaurants in general also seem to be moving in a good direction for Crescent Moon. In a survey by the company Baum and Whitman, for trends in restaurants, healthy dining was listed as number 8 for 2014. While the methods of preparation are cited with an eye towards a Muslim clientele, many aspects of the preparation and handling could also be marked to health-conscious customers.

## Competitor Analysis

The Crescent Moon's competition can be broken down into 3 areas. First is the overall amount of restaurants within the Plano area. The total is about 700 but the number is difficult to fix. Restaurants include those located in stores and as part of markets along with stand-alone businesses. In any event customers have a wide variety of choices if just looking for a non specific restaurant. When focusing on a specific area (north and south, between Sam Rayburn Tollway and George Bush Turnpike, then east west between Dallas North Tollway and Central Expressway) and getting more specific on the comparisons, the choices drop dramatically. In this given area the competing Chinese restaurants number 20, including the Crescent Moon. The total of Halal restaurants in this same area is 11. Of these Crescent Moon is the only one serving specifically chinese food. A search for locations of restaurants serving the Muslim community brings up only a listing of 6 locations, again with Crescent Moon being the only one specializing in Chinese foods. The owners description of his business as serving a niche market does fit if the business remains focused within these parameters. For growth to occur though, there will need to be additional focus on attracting customers outside of the core clientele.

## **Company Analysis**

Crescent Moon is owned and operated by Naaserden Chang and his wife. Prior to starting the business Naaserden worked for EDS out of Plano for 23 years as a member of their IT staff. He moved on after the company was purchased by HP in 2008 . Two years later they felt it was time to pursue one of their dreams. They were looking for something to stabilize the family and do away with the travel which would keep them apart. The decision was made to open a restaurant where they could combine their love of cooking the old recipes they had with them from their families, along with providing these foods to others looking for a provider of these same meals. Crescent Moon delivers these foods, of a Northern Chinese type but without pork, and prepared according to Halal. The restaurant also operates with respect to the traditions and beliefs of their Muslim clientele, who are also their friends and neighbors. Their support has allowed the company to thrive through its first 3 years when about 44% of all new restaurant start ups fail within the first 3 years\*.

## **Customer Analysis**

### **Customer Characteristics**

The main characteristics of the type of customer who would most be interested in the Crescent Moon's offerings are as follows:

- Those looking for foods which Muslims are permitted to eat under Islamic law. In addition, meats which include chicken, fish and meat (but not pork) which has been slaughtered according to a halal method (Dhabihah).
- Attendees of the local mosque. The majority of the customers are Muslim and observe Muslim traditions. Many of the customers attend the mosque located within walking distance of the restaurant. They attend before and after prayer, and this is taken into consideration by management.
- Family groups. As a whole, customers are usually with family groups.

### **Health and Nutrition Concerns**

Crescent Moons mission has been to provide foods prepared according to Halal. In this regard the owner has stated the focus is on the proper handling of all foods in accordance with Muslim tradition, as well as slaughtering of meats to be used. This is not only for the cleanliness of the foods but also for the humane treatment and respect of the animals used. Several of the processes, (one mentioned by the owner was the methods for draining of the blood), also help to reduce the chances of bacteria, which can result in E Coli and other food poisonings. The concentration on cleanliness in preparation lends itself to promoting the assured quality of the foods served. The Crescent Moon promotes it's meat as organic and naturally raised. It also notes no MSG and cooks with fresh ingredients. These aspects if promoted might be used to bring in additional customers who see health and nutrition as one of their chief concerns when eating out.

## **Market-Product Focus**

### **Marketing and Product Objectives**

Crescent Moon goal is to stay within the Islamic Laws of Shari'ah and be able to target other non-Islamic religion. They plan on keeping their religious belief of Halal and expand on their targeted market without causing discomfort for current and new market. Halal is Islamic for permissible, so for Halal food it is food permissible by the Islamic law of Shari'ah. Unlike most restaurants they have a major advantage in acquiring their marketing objective. Here are the details of how they plan on achieving their objective:

#### **Current Market.**

Their current market currently pertains to that of the Muslim religion. Their plans to keep their current customer are to introduce them to more traditional Halal approved foods. Some of these are traditional Chinese gourmet coffee and teas, as well as breakfast foods. By offering a broad range of food, they are increasing their customer count at different times of the day.

#### **New Market**

By educating the new comers of Halal food and providing them with a variety of tastes they will gain new customer, not just by word of mouth but by social media. Advertisement of store hours will also help in bringing in more customers and prevent poor experiences from customers who come at the wrong time.

#### **Food Services**

Growth in the menu will increase the sale profit of the company, allowing the company to also better their services. With trying to keep within the Muslim Chinese diet they can expect to reach the five percent of Muslim within the City of Plano.

#### **Product**

The introduction of the new food categories is crucial. Slow introduction will work best for this company for it will help the customer adjust to the new upcoming changes. The gourmet coffee and tea would be a great introduction to the changes follow by the Chinese breakfast.

#### **Target Markets**

The target market for Crescent moon is one of three. They have their Muslim people in which they cater too. Muslims being their primary target market being that they make up 10 percent of the Plano population. Second the second target market is the Chinese population. Crescent moon being a fusion Chinese restaurant want to draw the attention of the Chinese. Chinese people make up 5 percent of Plano population. The last target market is that of non Muslim/Chinese relation. The attraction of this group will be where potential revenue can be earned. Educating them of their belief and the foods could attract more of customers.

## **Point of Difference**

Way in which Crescent Moon is different from that of its competitors is their services provided. They distinguish themselves in ways other restaurants don't and that is by their beliefs. Here are some noticeable differences:

### **Food**

As mentioned before their food is based on Halal rituals. They keep their food within their religious belief, thereby allowing those of the same religion to feel more at ease with the food that they eat.

### **Personnel**

Their main target is Muslim community. Many restaurants have their target market of like characteristics, but Crescent Moon goes further than just that of likes. It discriminates to the Halal foods. Halal being part of the Muslim community.

### **Positioning**

Crescent Moon positioning has been towards their religious belief. Pairing up with that of Chinese custom and that outside their comfort would prove to be beneficial. By making Halal food a "norm" of society they can take a new position stance in society, and change the minds of those unfamiliar to this type of food. By also keeping a reminder in the minds of those already using their service will help with taking the step in making changes in their position plan.

## **Marketing Program**

### **Product Strategy**

We have developed and outlined a product strategy that we believe will place the Crescent Moon with a competitive advantage to other Asian cuisine dining establishments.

### **Product Line**

Crescent Moon offers its customers a variety of wholesome Northern Chinese style (Halal/Zabiha) meals which are made with only the freshest ingredients available. Their menu consists of five varieties of appetizers to choose from, six different soups, five northern specialty appetizers, eight chicken entrees, eleven seafood entrees, 10 original favorites entrees, three flat noodle entrees, five lamb entrees, four beef entrees, eight vegetable/tofu entrees, four noodle/rice noodle entrees, five rice entrees, four desserts, as well as coffee, teas, and a variety of soft drinks.

### **Unique Product Quality**

Unlike southern China, Northern China's staple crop is wheat and it supplies the northern Chinese diet in the form of noodles, buns and specialty breads. This style of cuisine is prepared with the freshest ingredients and attention to detail to create appetizing and tasteful dishes that customers really love. The consistent quality of the product which is delivered to

the customer time and again is what makes their establishment truly unique and keeps them coming back for more.

### **Packaging**

There is not too much packaging involved with a restaurants business, at least in the traditional sense. The presentation of their meals, appetizers, and beverages are all appealing with pleasing dishware, glasses, and flatware. The tables and chairs are comfortable and accommodating. The décor of the dining area is pleasant and not overdone. There is a large flat screen high definition television mounted within view of each table for in-dining entertainment. All of these elements work in concert with one another to provide an atmosphere that strives to match the quality of the meals that are served.

### **Price Strategy**

Crescent Moon appetizers range in price from \$1.25 for a single veggie egg roll, to \$7.99 for an order of shrimp dates. The soups come in three sizes; a single cup, a small bowl, or a large bowl. The range in prices for the soup start at \$2.95 for a cup of the chef's special hot and sour soup and go up to \$11.99 for a large bowl of the creamy seafood soup. The northern specialty appetizers range in price from \$2.99 for a single green onion pie, and up to \$7.99 for an order of eight steamed dragon buns. All of the Crescent Moon entrees range in price from \$7.99 up to \$13.99. The desserts are priced between \$2.50 and \$5.50. The pricing structure for the Crescent Moon is reasonable for its customers given the consistent quality of the dishes they serve.

### **Promotion Strategy**

Key promotion programs feature daily lunch and dinner specials, coupons, complete website, and a happy hour, as well as a Facebook and Twitter accounts in order to attract new customers and spread the word to its markets using the web.

#### **Daily Lunch and Dinner Specials**

Daily Weekday Lunch and Weekend Dinner specials give customers an opportunity to try dishes they perhaps have not before, usually at a discounted price.

#### **Coupons**

Coupons are available from time to time in order to attract new customers to try their food, or retain existing customers by offering the meals they love at a discounted price.

#### **Website**

Crescent Moon has a fully functioning website that gives plenty of information and photos of their dishes to its web using customers.

#### **Happy Hour**

A happy hour is available for customers to purchase appetizers and beverages at a discounted rate.

### **Facebook and Twitter Accounts**

These important accounts not only enable Crescent Moon to communicate with its customers, they also enable customers to communicate with one another. This helps to spread the word of Crescent Moons existence and quality.

### **Place (Distribution) Strategy**

Crescent Moon is distributed in its present markets through a single restaurant location in Plano, TX. As sales grow there could be the potential to expand the seating capacity of its current location and/or perhaps open additional locations which would broaden their reach into new markets and increase the potential for revenue.

### **Implementation Plan**

While the marketing plan is being implemented, the most important factor is to monitor customer feedback. Second, analyze repeat/new customer data by using Belly to see whether the marketing plans are working. This will let you find what works for your customers by experimenting. Finally look at the restaurant how a customer would for all parts of the experience and see what can be improved.

### **Evaluation**

By expanding into non-Muslim markets, Crescent Moon will reach many new customers and enjoy greater successes. Hopefully the business can be franchised to bring the Halal Northern Chinese experience to other locations and markets.