Providence University College

[BUSA 1010: Introduction to Business](https://prov.populiweb.com/router/courseofferings/10739882/show)

[Project-Based Assessment - Phase 2 - Written Report](https://prov.populiweb.com/router/courseofferings/10739882/assignments/26171697/show)

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**Executive Summary**

La Panaderia is a Mexican bakery situated in Winnipeg. It is both authentic and cultural. However, certain flaws exist minimal seating, inconsistent online presence, and missed opportunities to engage customers. Our innovation plan addresses these problems by:

- Increasing seating space

- Adding a bilingual digital menu system.

- Kick off the informative social media marketing campaign.

These alterations become essential given that more consumers are after an ethnic eating experience. The move brings in customer value, optimizes customers, and allows La Panaderia to ensure a competitive advantage. Hence, the suggested measure will allow the bakery company to leverage the new opportunity to capture business growth in the long run through strengths and improvements in specific weaknesses.

**Proposed Solutions:**

Our plan for La Panaderia includes these main solutions from Phase 1 findings:

1. **More Seating:**

• Add 30% more seating with flexible furniture to fit more customers during busy times, ensuring comfort and a friendly space.

• Create special seating areas for larger groups to give them a good experience that makes them want to come back.

2. **Bilingual Digital Menu:**

- Develop a simple mobile application and place digital kiosks in-store, both in English and Spanish. These systems will display clear pictures, allergen information, and customer reviews.

- Include a loyalty program within the application to provide discounts and rewards to frequent customers.

3. **Social Media Marketing Campaigns:**

- Launch a unique campaign showcasing behind-the-scenes, customer stories, and cultural events.

Analyze the performance through analytics tools to improve and adjust posts in line with customer behaviors.

**Resources Required:**

Financial: CAD 20,000 - Upgrades; CAD 3,000/monthly for marketing

Human: A digital marketing manager is added, IT support personnel, and additional customer service staff

Technological: Development of mobile app, installation of digital kiosks, analytics software

The above solutions will be most effective for La Panaderia. The solutions make use of what the business is currently good at, which in turn enables the business to stay successful and keep the customers happy.

**Market & Financial Analysis:** “Market Insights, The Winnipeg ethnic food market is very strong, growing 15% annually for authentic eating experiences. Key target markets are: - Office Workers: More seating will attract those targeting quick, authentic meals throughout the week.

- Students: Social media campaigns and low-cost menus will also draw this segment.

- Tourists: Menus in two languages and a specific cultural ambiance attract visitors.” (*IBISWorld - Industry Market Research, Reports, and Statistics*, n.d.)

**Cost Estimate**

1. **Capital investment:**

Increase seating-cum-structural renovation: CAD 20,000

The App and kiosk development: CAD 5,000

2. **Recurring Expenses:**

Social network advertising: CAD 3,000 per month

Digital system Maintenance: CAD 200 per month.

**Revenue Estimates**

Increased website traffic is anticipated to result in an additional CAD 12,000 revenue per month.

“Social media advertising will increase overall sales by 25% in the first six months.

By filling market gaps and adhering to a data-driven business strategy, La Panaderia will position itself well on the route to being a market leader in Winnipeg's ethnic food market.” (Blair, 2024)

**Implementation Strategy:**

Timeline:

1. Months 1-2: Confirm funding and finalize seating and digital menu system designs

2. Months 3-4: Complete seating upgrades and continue bilingual app development.

3. Month 5-6: The social media campaign is to be implemented, and customer feedback is taken to refine strategies.

**Indicators of Success:**

“Increased Footfall: to increase by 30% in three months

Social Media Engagement: 40% more followers and engagements

Growth in Sales: To increase sales by 25% in the first quarter.” (Canada, 2024)

**Risk Management:**

Financial: The changes should be gradual and piece by piece so that cash flow is not completely upset.

**Technological:** Systems development should be outsourced to reliable IT firms, and they should provide support in the future with system maintenance.

- **Customer Adaptation:** Training on the use of new digital systems will be provided within stores.

This creates a seamless process whereby milestones and outcomes can be measured with ease.

**Recommendations**:

“Steps that La Panaderia can take to improve customer experience and make more money:

1. Increase seating to make customers comfortable and serve more people during busy times.

2. Using a digital menu in both languages to help customers and make it easier to use.

3. Using social media to get more visibility and attract new groups of people.” (*Retail Sales Tips: Selling More During Peak Hours*, 2024)

These are methods based on real evidence, matching La Panaderia's strengths to help the business grow naturally and build stronger customer loyalty.

References: *IBISWorld - industry market research, reports, and statistics*. (n.d.). <https://www.ibisworld.com/ca/industry/manitoba/fast-food-restaurants/17847/>

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