



# Project 03

## Small Business Website

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DES 327-01

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# Research: Sabor Mexican Grill



The business owners shared some concerns about the current branding and logo of Sabor Mexican Grill. The logo was designed more than 10 years ago and is a bit outdated. They expressed wanting a new logo and would like to rebrand to something more vibrant and inviting. A few calls to action I would like to include are "Order Now" which would then link the customers to the different delivery apps available as well as the phone number for take-out orders. In order to gain customer retention, a few ideas are to have a rewards number, advertise daily specials, or offer special discounts/family deals.

Current logo:



Reviews: 4/5 stars on Yelp

Social Media presence:

- Instagram
- Facebook
- No website

## Quesadillas

\*served w/ guacamole & sour cream  
Carne Asada, Pollo Asado, Carnitas, Al Pastor, or Ham \$5.79  
Cheese \$2.99

## A La Carte

Sope \$2.99  
\*thick tortilla, meat, beans, lettuce, sour cream & cheese

Huarache \$3.99  
\*long tortilla, meat, beans, lettuce, & cheese

Mulita \$2.99  
\*corn quesadilla, meat, guacamole, onions & cilantro

Gordita \$3.99

\*fried quesadilla, meat, sour cream & cheese

Carne Asada Fries \$7.99

\*meat, fries, guacamole, pico, sour cream & cheese

Carne Asada Nachos \$7.99

\*meat, chips, guacamole, pico, beans, crema & cheese



## Burritos

Carne Asada \$5.99  
\*steak, pico de gallo & guacamole  
Carnitas \$5.99  
\*deep fried pork, pico de gallo & guacamole

Pollo Asado \$5.99

\*grilled chicken, pico de gallo & guacamole

California \$6.99

\*steak,fries,pico de gallo,guacamole,cheese & crema

Super \$7.19

\*steak,fries,pico de gallo,guacamole,cheese & crema

Surf & Turf \$7.29

\*shrimp,steak,rice,sour cream,pico,cheese & chipotle

Chile Relleno \$5.99

\*chile relleno, rice, beans, & sour cream

Shrimp \$6.99

\*shrimp, rice, sour cream, pico de gallo & cheese

Veggie \$4.99

\*rice, Beans, lettuce, pico de gallo & guacamole

Al Pastor \$5.99

\*marinated pork, cilantro, onions & guacamole

Bean & Cheese \$3.99

## Drinks

Aguas Frescas

Med \$1.75 Large \$2.75

Canned Soda \$.90

Arizona Tea \$1.25

Jarritos/Sangria \$1.39

Mexican Coke \$1.99

Order through Postmates, Grubhub or UberEats!

Follow us on Instagram & Facebook: Sabormexicangrill



CALL & ORDER AT  
619-644-3080  
HOURS: MON-SAT  
11 AM-8 PM  
SUN 10 AM-6 PM  
\*TEMPORARY HOURS DUE TO  
COVID-19\*

FOR CATERING  
CONTACT CARLOS  
619-204-7148



## Competitor #1: Burros & Fries



<b>MARKETPLACE</b>	<b>CLAIREMONT</b>
(619) 264 8226	(858) 470 1095
<b>CHULA VISTA</b>	<b>ESCONDIDO</b>
(619) 482 7696	(760) 739 9986
<b>PALM AVE</b>	<b>NATIONAL CITY</b>
(619) 575 3020	(619) 434 3543
<b>LEMON GROVE</b>	<b>KEARNEY MESA</b>
(619) 469 0791	(858) 836 1277



[www.burrosandfries.com](http://www.burrosandfries.com)



Burros & Fries is located in Lemon Grove, CA, about two blocks from Sabor Mexican Grill. It is a chain restaurant with multiple locations around San Diego. Their menu is easy to read, but definitely has a lot more items.

Reviews: 3.5/5 stars on Yelp

Social Media Presence:

- Website
- Instagram
- Facebook

Company Logo:



## Competitor #2: Cotijas Mexican Food



Cotijas is located in Lemon Grove, CA, about four blocks from Sabor Mexican Grill. It is also chain restauraunt with shops all around San Diego. I could't find any menus online except one of the resturaunt menu on Yelp.

Reviews: 4/5 stars on Yelp

Social Media Presence:

- No Website
- Instagram
- Facebook

Company Logo:



## Competitor #3: Rosarito's Mexican Food 7



Rosarito's Mexican Food is located in Lemon Grove, about three blocks from Sabor Mexican Grill. It is also a chain restaurant (#7--it is included in the name), with several locations around San Diego county. I couldn't find a menu online so I just used the ones I found on Yelp.

Reviews: 4/5 stars on Yelp

Social Media Presence:

- No Website
- No Instagram
- Facebook



Company Logo:



## User Research: Sabor Mexican Grill

Groups will interview people to find out their thoughts and feelings about the business / organization. Students should ask questions to the users to help figure out demographic and psychographic information such as gender, age and other related areas. This can be done with surveys via Google Forms, Surveymonkey.com and other related tools. Groups should interview at least five people.

Groups will write a 1/2 page report of their results on what they learned:

I interviewed a few people in person the other day that I visited my parents shop. I asked a variety of different people what they thought of the taco shop, how often they eat out and some general personal information. What I found is that most people who buy food here are regulars and the demographics include young adults, college students, elders and a lot of working class people. Most are looking for something fast, cheap and good quality, which is hard to find in many places, however, Sabor certainly got a lot of compliments for meeting these three requirements. The neighborhood is low income and consists of working class people of color mostly. So it is important to keep the prices at a reasonable amount that these people can afford. Since there is such a variety in age groups that come here regularly, it is going to be a bit tricky in learning how to appeal to all of these different groups.

Person #1: Carla, college grad

Gender- female

Age- 31

How often they eat out- 2x week

How often eat at sabor- once a month

Thought/feelings- loves this place but also loves trying new things so that is why she doesn't come as often

Person #2: Jose, construction worker

Gender- male

Age- 42

How often they eat out- 5x week

Thought/feelings- likes this place because it is fast and convenient and doesn't have time to make his own lunch

Person #3: Cynthia, employee at Sabor

Gender- female

Age- 22

How often they eat out- 2-3x week

Thought/feelings- Food is delicious and authentic mexican food, customers are mostly low income and POC, a lot of customers are regulars; however feels that some things could be improved within the business like advertising, structure and aesthetics

Person #4: Thuy, college student

Gender- female

Age- 25

How often they eat out- 4-5x week

Thought/feelings- eats at sabor at least once a week, loves this places, prices are low and food is good

Person #5: Barbara, retired

Gender- female

Age- 65

How often they eat out- 2x week

Thought/feelings- eats at sabor once a week, loves the prices and authentic food, has been coming here for years

Likes food in general, even cultivates his own vegetables and cooks with his own made ingredients from time to time. His only weakness is spicy food, but still loves mexican food. He currently has a favorite spot: Los Rancheritos in Lakeside, CA but is willing to try new places out.



Los Rancheritos



## San Diego, CA

## Buran Age: 23

### Preference when choosing a food place

- Good taste
- Affordable pricing
- Quick Service
- Accessible (place/parking)

### Frustrations

- Price per amount is unsatisfying
- Mediocre taste
- Not being able to find parking to go eat after an outing
- Super spicy food without hot level choice.

**Work:** Store Clerk part-time, Student full-time

**Family:** Single

**Aspirations:** Fabrication Specialist

**Hobbies:** Warhammer 40k, Hiking, Camping, Surfing and Off-Roading

**Major:** Computer Science

### Bio

Buran is an outdoor's person, he takes advantage of the possibilities San Diego offers and goes hiking and surfing as often as possible. He also owns a Jeep and goes off-roading, it's an extra hobby to his other hobbies since some of the locations he goes to is not accessible with normal vehicles. As a person with multiple interests, he is currently studying to get a Computer Science Major.

## Typefaces

# Headline Sample

Font: Tempus Sans ITC

## Sub Headline Sample

Font: Garamond

Paragraph Sample. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec ullamcorper nulla non metus auctor fringilla. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Vestibulum id ligula porta felis euismod semper. Nulla vitae elit libero, a pharetra augue. Maecenas sed diam eget risus varius.

Font: Calibri

## User Interface

Button

Button

Accept

Search



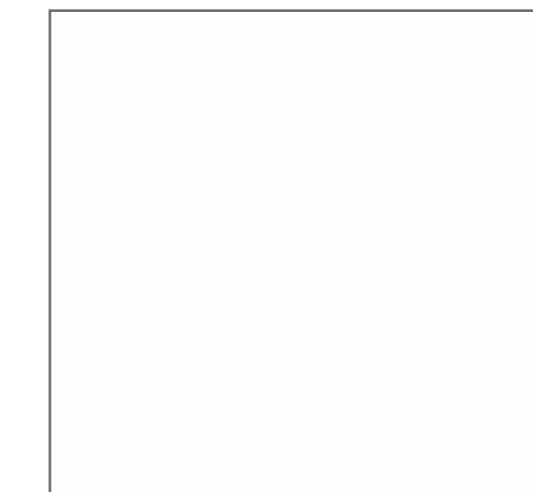
Dropdown



< Back

Next >

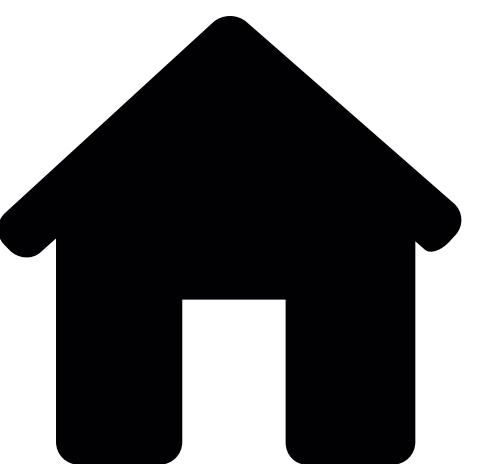
## Colors



## Photography / Textures



## Icons





Home



Menu



Drinks

Phone:  
**(619) 644-3080**



Search



# Sabor Mexican Grill

7123 Broadway, Lemon Grove, CA 91945



**SABOR MEXICAN GRILL IS  
NOW OFFERING**

**FREE DELIVERY**

on orders of \$20 or more in the  
Lemon Grove/College Area  
\*Call & order at 619-644-3080\*

We will remain open for pick-up  
**11am-8pm (M-S) & 10am-6pm Sunday**  
Please help support small local  
businesses.

You can also order through  
Grub Hub, Postmates,  
Uber eats or  
call in for pickup!

