



A P R I L 2 0 1 9

# GAWI BAWI BO

C O M P A N Y   A N A L Y S I S



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## PURPOSE

The purpose of this report is to gain deeper insight in Gawi Bawi Bo's two current brands: Hinode Japanese Steakhouse and Bawi Korean BBQ.

The report includes the following analysis for all three locations:

1. Target Market Analysis
2. SWOT Analysis
3. Financial Analysis

Recommendations were made based on research findings and future trends.

A final recommendation is made for Gawi Bawi Bo moving forward as a restaurant company.



# HINODE

JAPANESE STEAKHOUSE

**“ABSOLUTELY LOVE  
THIS PLACE  
EXTREMELY  
FRIENDLY! AND  
VERY COZY! NEW  
FRESH COAT OF  
PAINT ON THE  
INSIDE THIS PLACE  
WOULD BE  
ABSOLUTELY  
BEAUTIFUL!”**

## OVERALL STATUS

Hinode Springfield is currently still showing growth in sales while decreasing costs. There is a lot of repeat customers and is tradition to bring families or large groups to Hinode. Because of the birthday special, Hinode is also a popular choice for birthdays. Much like most restaurants, Hinode Springfield experience an increase in sales around the holidays.

However, between 2017 and 2018, Hinode Springfield only saw about \$7,000 growth in sales. This could possibly indicate that Hinode Springfield is hitting its maturity stage in the product lifecycle. At this stage, marketing strategies have a limited impact on sales. Hinode Springfield could send promotional reminders to get customers to engage with the brand.

The Springfield location has a darker feel to it compared to Nixa's, which features a brighter interior.

Overall, Hinode has been seeing growth but from both locations.

## TARGET MARKET ANALYSIS

SPRINGFIELD NATIVES AND OLDER FAMILIES WHO HAVE.  
BEEN GOING TO HINODE AS TRADITION/REGULARLY.  
REPEAT CUSTOMERS ORIENTED.

### WHO?

#### POTENTIAL CUSTOMERS

**PRIZM Demographic:** Striving Selfies, Metro Grads, Home Sweet Home, Struggling Singles, Generation Web

**White:** 85.3%

**Black or African American:** 4.5%

**Asian:** 2%

**Hispanics and Latinos:** 4.5%

### WHAT?

#### CUSTOMER INTERESTS

Customers are interested in a fun night out with family, friends, and/or their significant other. Our customers want a reason to go out and to fill up their social calendar. However, making decisions the decision to try new things can be overwhelming, and many of us are creatures of habit.

### WHEN?

#### FREQUENCY

Customers are more likely to come in around the holidays, for date nights, anniversaries, family gatherings, and company dinners. Birthday special brings in parties as well.

Easy for on-the-go people because of sushi carryouts and lunch.

### WHERE?

#### GREENE COUNTY

**Population:** 56,941

**Median Age:** 34.6

**Median Income:** \$42,462

Springfield is considered a college town and is growing city. It has been making strides to become more diverse and culturally accepting. However, it is still more traditional and conservative. Springfield has been steadily growing and has yet to experience a decline.

### WHY?

#### REPEAT CUSTOMERS

It's familiar and an easy place to go to for large gatherings or special events.

The seafood sauce.

Large portions and more affordable than other hibachi's in town.

Good customer service and friendly interactions with chefs

### HOW?

#### BEHAVIOR

**Striving Selfies:** younger audience, tech-savvy, some college credits, renters

**Metro Grads:** Middle-age singles and couples, beginning careers, likes to be out-and-about

**Home Sweet Home:** upper-midscale families, listens to radios on computers and tablets, shop online and brick & mortar stores, attend comedy clubs horse races

**Struggling Singles:** middle-age, mid-careers, ethnically diverse household, likes sporting events and entertainment activities

**Generation Web:** Younger families with above-average technology use, renters, use smartphones for everything

# STRENGTHS WEAKNESSES OPPORTUNITIES THREATS

## HINODE - SPRINGFIELD

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### Established name

- Established name; customer loyalty
- Variety of food options
- Experienced chefs
- Seafood sauce
- Location

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### Perception of quality

- Inconsistent branding
- Customer service
- Building and interior design
- Quality perception is known to be the “cheap hibachi”

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### Revitalization

- Rebranding and renovation
- Tell Hinode’s history/story
- Penetrate college market
- Press/media coverage

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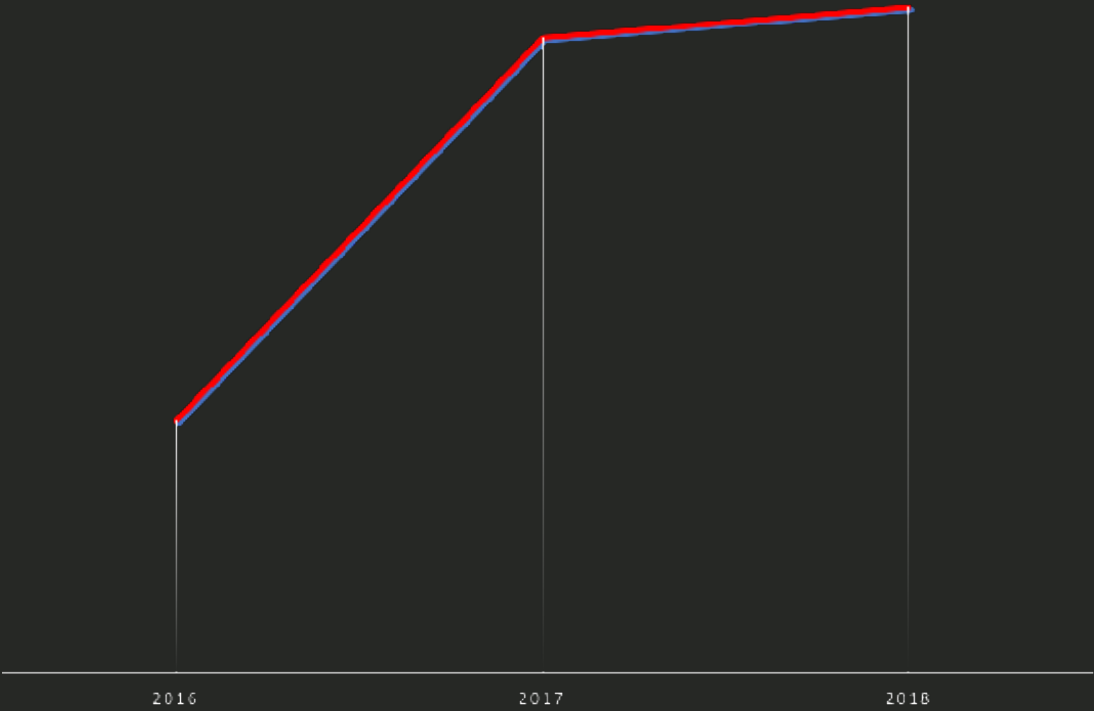
### New entrants and changing trends

- Competitors: Ohana, Nakato, Fuji, Haruno, Ocean Zen
- Entrants of new restaurants
- Changing trends demand for more sustainability and transparency in source of foods
- Risk of entering the declining stage
- Technology-era, get with it or get left behind

# FINANCIAL ANALYSIS

ABOUT \$7000 GROWTH IN SALES BETWEEN 2017 AND 2018.  
MAYBE INDICATION THAT IT'S HITTING MATURITY.

Years	2016	2017	2018	2019
Total Sales	2,640,580	2,732,374	2,739,740	312,388



# TARGET MARKET ANALYSIS

SIMILAR TO SPRINGFIELD'S BUT YOUNGER FAMILIES.

UPPER-MIDDLE CLASS; OLD-MONEY.

## WHO?

### POTENTIAL CUSTOMERS

**PRIZM:** Campers and Camo, White Picket Fences, New Homesteaders, Golden Ponds, Kid Country USA

**White:** 93.43%

**Black or African American:** 0.15%

**Asian:** 1.58%

**Hispanics and Latinos:** 4.4%

## WHERE?

### CHRISTIAN COUNTY

**Population:** 33,559

**Median Age:** 38.9

**Median Income:** \$58,741

According to the 2010 US Census figures, Nixa is one of the fastest growing cities in Missouri. Christian County is the 44th fastest growing county in the nation. Nixa's community is very pro-active.

## WHAT?

### CUSTOMER INTERESTS

Dinner and show  
Entertainment  
Good customer service  
Quality food

## WHY?

### REPEAT CUSTOMERS

It's familiar and an easy place to go to for large gatherings or special events. Large portions and more affordable than other hibachi's in town. Good customer service and friendly interactions with chefs

The seafood sauce.

## WHEN?

### FREQUENCY

Customers are more likely to come in around the holidays, for date nights, anniversaries, family gatherings, and company dinners.

Birthday special brings in birthday parties as well.

## HOW?

### BEHAVIOR

**Campers and Camo:** Enjoys the outdoors, motorsport, and WrestleMania; below average in use of technology; enjoy social networking sites

**White Picket Fences:** Stereotypical American households; midscale couples with children; enjoys reading, following sports, family activities, and crafts

**New Homesteaders:** Middle Age, upscale families, mix of white and blue-collar industries, dual-income couples, child-centered lifestyles; has collection of sporting goods and equipment and latest technological gadgets.

**Golden Ponds:** Mostly a retirement lifestyle, dominated by downscale singles and couples over 55 years old; High school-educated seniors who live in small apartments; Daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo, and doing craft projects.

**Kid Country USA:** Dominated by families living in small towns, working-class households, enjoys outdoor activities, and more likely to own boats and ATVs.



# STRENGTHS

# WEAKNESSES

# OPPORTUNITIES

# THREATS

HINODE - NIXA

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### Established name

- Piggyback off of Springfield's reputation
- Variety of food
- Seafood sauce
- Nicer interior with a spacious bar
- Price perception

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### Quality being compared to Springfield

- Location not obvious
- Perception quality
- Inconsistent branding
- Staffing
- Long wait-times

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### More involvement in community

- Community outreach
- Local marketing efforts
- Brand development

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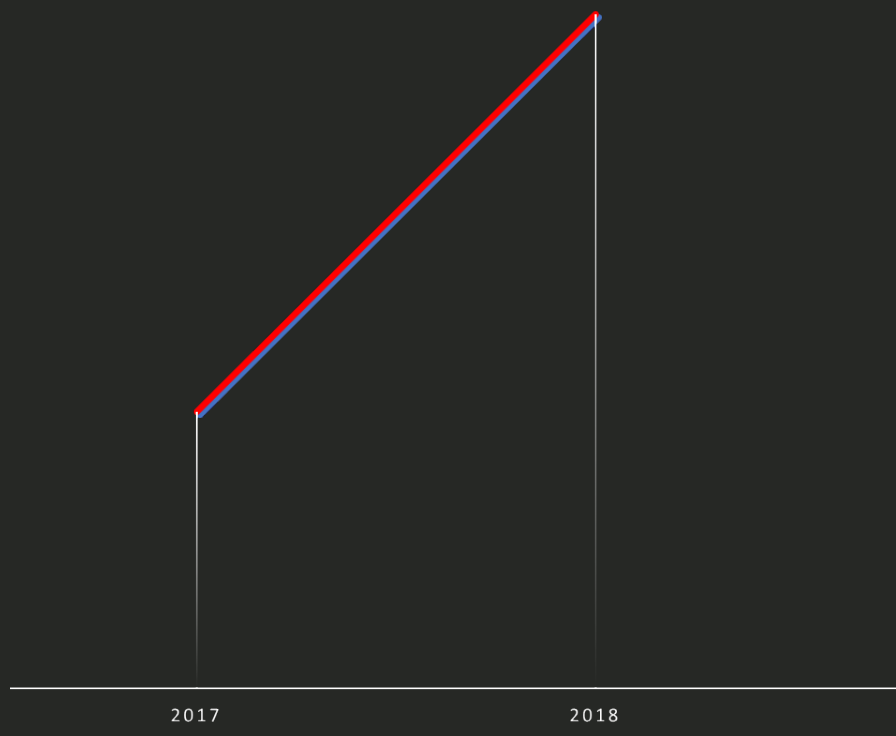
### New entrants and changing trends

- Competitors: Hana Grill, Shanghai Buffet
- Negative reviews
- Changing trends demand for more sustainability and transparency in source of foods
- Technology-era, get with it or get left behind

# FINANCIAL ANALYSIS

HIT \$1MILLION IN SALES WITHIN THE FIRST YEAR

Years	2017	2018	2019
Total Sales	968,269	1,138,488	312,388



# LOOKING AHEAD

## HINODE JAPANESE STEAKHOUSE

Hinode has been around for about 18 years and everything there is to know about the concept and experience is known. Hinode hasn't changed much but the competitive market will. It is time for Hinode to revitalize and freshen up its brand to continue to stay competitive and relevant in the future.

Odds are consumers still enjoy Hinode's concept, but it is not as top-of-mind as it used to be. The foundation is sound; Hinode just needs a makeover.

Today's climate isn't just about "food for money." It is also about menu, decor, and service. These three combined with the dining experience increase the perception of quality.

Restaurant customers want to "flash their ego" on social media by being seen in places that are "in" and "trendy." On average, most restaurant chains look to freshen up their design and decor every five to seven years (A' La Carte Foodservice Consulting Group: Chris Tripoli & Peter Merwin). Hinode risks losing to new entrants if it doesn't provide something that makes it stand out from its competitors.

Hinode seems to be working on updating its image but there seems to be some confusion as three logos are identified: the sun and waves, the red painted circle, and the white chef hat. All three logos are very different and it is recommended that one is chosen to consistently represent Hinode.

Inconsistent branding can further be seen within the two locations. Gawi Bawi Bo should strongly consider redecorating Hinode so that both locations showcase one cohesive brand. Both locations need to offer the same experience at the same quality.

# B A W I

## K O R E A N   B B Q

**“GREAT FOOD,  
ATTENTIVE STAFF,  
VERY CLEAN, BUT  
MOSTLY WHAT I  
REMEMBERED FROM  
THE BEST KOREAN  
RESTAURANTS I  
VISITED IN THE  
LATE 1990'S SOUL  
SOUTH KOREA.”**

### OVERALL STATUS

Bawi is a unique restaurant new to the Springfield market. It introduces a concept that is different from any other restaurant: the customers cook the food themselves.

Bawi is currently in the introduction phase of the product life cycle. In this stage, profits are increasing but still negative. Heavy promotion costs are needed to build brand awareness and customer loyalty. Bawi's brand could be stronger. Most customers are unaware of the restaurant's culture and style until actually coming into the restaurant. Since Bawi is a foreign concept to Springfield, heavy marketing efforts are needed to inform customers of its presence. Although people have heard of Bawi, there is not information to push them through the door.

Being the only all-you-can-eat Korean BBQ restaurant in Springfield, Bawi has limited competition. However, consumer perception compares other Korean restaurants to Bawi.

# TARGET MARKET ANALYSIS

WELL-TRAVELED AND CULTURED INDIVIDUALS.

ADVENTUROUS FOODIES.

GREAT PLACE FOR FAMILIES AND FRIENDS.

## WHO?

### POTENTIAL CUSTOMERS

**PRIZM Demographic:** Striving Selfies, Metro Grads, Home Sweet Home, Struggling Singles, Generation Web

**White:** 85.3%

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**Asian:** 2%

**Hispanics and Latinos:** 4.5%

## WHAT?

### CUSTOMER INTERESTS

Customers are interested in a fun night out with family, friends, and/or their significant other.

Want a reason to go out and to fill up their social calendar.

## WHEN?

### FREQUENCY

Customers are more likely to come in around the holidays, for date nights, anniversaries, family gatherings, and company dinners.

Since using Resy in October, the highest recorded visits all-time is 15.

## WHERE?

### GREENE COUNTY

**Population:** 56,941

**Median Age:** 34.6

**Median Income:** \$42,462

Springfield is considered a college town and is growing city. It has been making strides to become more diverse and culturally accepting. However, it is still more traditional and conservative. Springfield has been steadily growing and has yet to experience a decline.

## WHY?

### REPEAT CUSTOMERS

Consumers want a unique night out that provides a special experience other than their usual routine.

Gives families a chance to experience something new together and a different opportunity to bond.

Good food and customer service.

## HOW?

### BEHAVIOR

**Striving Selfies:** younger audience, tech-savvy, some college credits, renters

**Metro Grads:** Middle-age singles and couples, beginning careers, likes to be out-and-about

**Home Sweet Home:** upper-midscale families, listens to radios on computers and tablets, shop online and brick & mortar stores, attend comedy clubs horse races

**Struggling Singles:** middle-age, mid-careers, ethnically diverse household, likes sporting events and entertainment activities

**Generation Web:** Younger families with above-average technology use, renters, use smartphones for everything

# STRENGTHS

# WEAKNESSES

# OPPORTUNITIES

# THREATS

## BAWI KOREAN BBQ

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### The first of its kind

- Unique dining experience
- Excellent customer service
- Limited competition
- Trendy, modern interior and decor; great atmosphere
- Authentic and knowledgeable staff
- Online reservations system

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### Initial hype which drove customers in at the beginning is dying down

- Weak online presence and brand development
- Operations management - especially BOH
- Price-quality perception at risk
- Poor promotional and marketing planning
- Menu layout and design
- Price perception versus quality

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### Springfield has been steadily growing every year and has yet to experience a decline

- Springfield is a growing college town
- Develop better marketing strategies
- Brand is flexible
- Increase emphasis on global cuisines

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### Times are changing and so are the trends

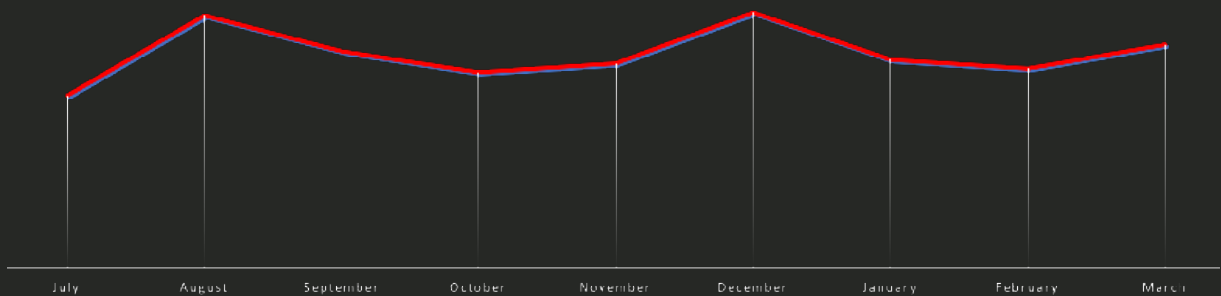
- Competitors: Koriya, Jin's, Soo's
- Negative reviews
- Moving towards a more eco-friendly perspective
- Demand for transparency and locally sourced foods

# FINANCIAL ANALYSIS

2018	July	August	September
Total Sales	66,178	96,868	83,054

2018	October	November	Decemeber
Total Sales	75,127	78,574	97,834

2019	January	February	March
Total Sales	79,982	76,425	85,606



# LOOKING AHEAD

## BAWI KOREAN BBQ

Moving forward Bawi has many options to promote its brand and has brand flexibility.

Due to Bawi's price and ambiance, an upscale position is encouraged. When individuals are spending over \$25 for a single meal, certain expectations need to be met. If not, price-quality perception can have a negative effect.

Due to the changing climate of market trends, Bawi needs to take steps towards becoming more sustainable, transparent, and proficient in digital media marketing. All promotional plans need to be established and planned out well in-advance.

Bawi has a great concept and story that needs to be told. There is a cultural experience at Bawi that is not clearly communicated on social media channels or website. Bawi should try to stay as authentic as possible.

Nowadays, transparency is encouraged and praised. Customers want to know where their food is being sourced, how it's being prepared, and, most importantly, who they are supporting.

Next Steps:

- Social media marketing give a chance to show off menu with quality images, keep customers up-to-date, provide insight on clientele, and build a positive impression with would-be patrons. This can also be used to educate patrons on what they can expect at Bawi ("How to Bawi").
- Updated website content to include Bawi's story, goal, and culture. This creates a more personal touch for customers to know who they are supporting.
- Customize geo-filters for special events to increase brand awareness. One image can reach an audience of hundreds of followers. It also creates a sense of FOMO, which can drive customers in
- VIP Room Party Packages to create incentives for large groups. Bawi has a "VIP" room, let's make it VIP!
- Limited-time/Seasonal protein options to create more variety without having to permanently add or change the menu. This can also create buzz throughout the year.



# GAWI BAWI BO

FIND YOUR AUTHENTICITY

“FOR A LONG TIME, GLOBALIZATION HAS EFFECTIVELY MEANT ‘AMERICANIZATION.’ THE NEW GLOBALIZATION IS NOT AS SUCH AMERICANIZATION BUT IS SOMETHING THAT COULD BE CALLED ‘GLOBAL-AS-ASIAN’” -FORBES

Asian-Americans are the fastest-growing multicultural segment, expected to balloon by 14% within the next five-decades. This market has often been overlooked even though Asian-Americans have the highest incomes and education levels, the fastest-growing home-ownership in the US, and have some of the highest spendings in multiple categories including restaurants. (Culture Vulture Trends Report: 2018 by Mindshare North America on Scribd)

Due to misrepresentation in media, immigration, and discrimination, Gawi Bawi Bo has the opportunity to change that to better represent and serve the increasing Asian-American community.

Gawi Bawi Bo is full of culture and diversity that not only should be embraced but celebrated. Focusing on under-represented groups differentiates the company from its competitors while building authentic brands, whatever that authenticity may be, and a colorful workforce.

Generation-Nice aka Generation-Z aka Post-Millennials make up about 25% (larger than Baby Boomers and Millennials) of the US population and is the most diverse generation. They are breaking social-norms and challenging stereotypes. Most importantly, they are entering the work-force whether you like it or not.

Gawi Bawi Bo needs to put greater emphasis on the company's culture and values. It is known that the path to true guest service is by taking care of your people. This needs to be done, not only on paper, but exemplified and demonstrated through all channels and levels of the company.

Hire people who actually like their job or their negativity energy will spread and it will not make for a good work environment.

Treat your people like a number on your sales sheet and they will treat you like a source of income.

Gawi Bawi Bo has the chance to change the restaurant industry for the better while leaving a positive impact on the community and its people. It can be the trail blazer for being a restaurant group that has a strong-focus on culture, diversity, authenticity, and happiness for all of its associates.