



FUKUDON

IS434 G1T5

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INTRODUCTION



  @FUKUDONSG



OUTLETS

24 MARINE PARADE CENTRAL #07-48 SINGAPORE 440084
895A EDGEMEAD PLAINS #02-31 SINGAPORE 621660

ABOUT FUKUDON



BACKGROUND

Opened in October 2020,
expanded to two
branches in Marine
Parade & Punggol



SPECIALTY

Hawker store serving
Asian fusion donburi
bowls



Wagyu Don with Soy Soft Egg & Pickled Cucumber [\$11.90]





BUSINESS PROBLEM



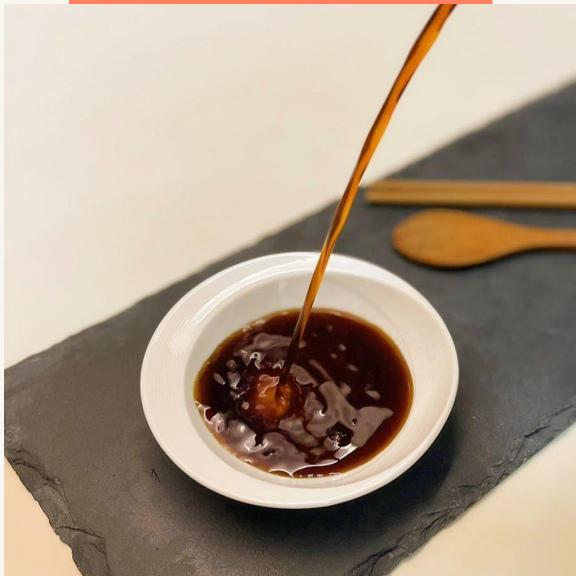
BUSINESS PROBLEM



Fukudon faces **dwindling sales** due to
low customer retention rate and
low attraction of new customers.



↓
Low social media presence



ANALYSIS



FOOD REVIEW ANALYSIS



FOOD REVIEW ANALYSIS



Fukudon

Salmon Mentai Don

\$8.80 *AVAILABLE SPICY

NO.1 BEST SELLER

MENTAI YA
明太屋
JAPANESE CUISINE

Mentai-Ya



Sticks 'N' Bowls

COMPETITORS

DATASETS



Google Reviews Dataset with Outscraper



Burpple Dataset with Selenium



Food Advisor Dataset with WebScraper



Facebook Reviews Dataset with Phantom Buster



DATASETS



- Fukudon: 133 reviews
- Mentai-Ya: 358 reviews
- Sticks 'N' Bowls: 37 reviews

FOOD REVIEW ANALYSIS

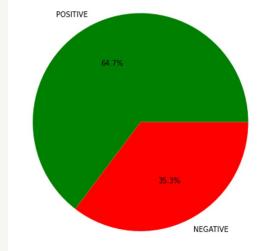
Unigram



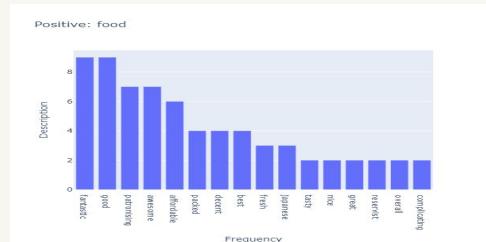
Topic Modelling



Sentiment Analysis



Aspect-Based Analysis





SENTIMENT ANALYSIS

We want to answer...

How do customers feel about Fukudon
in comparison to its competitors?

SENTIMENT ANALYSIS - METHODOLOGY

- 1) Scrape food reviews of Fukudon and its competitors



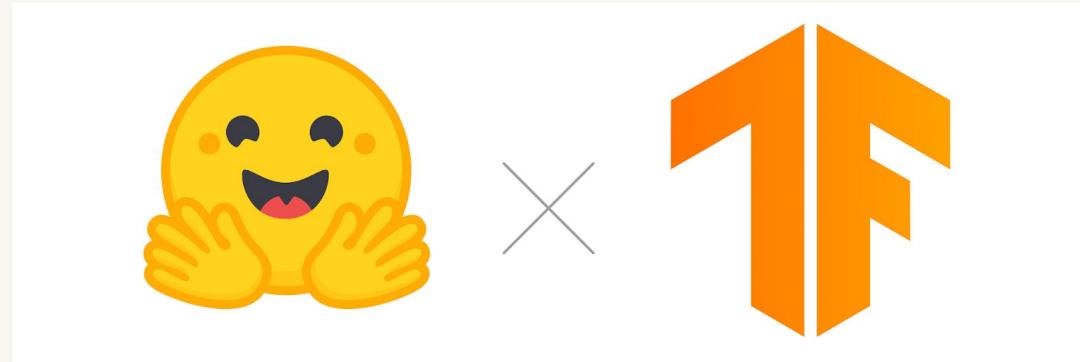
SENTIMENT ANALYSIS - METHODOLOGY

- 1) Scrape food reviews of Fukudon and its competitors
- 2) Clean data - Make text lowercase, remove punctuation, words containing numbers, extra lines labelled as "\n" and stopwords including the respective restaurant's name

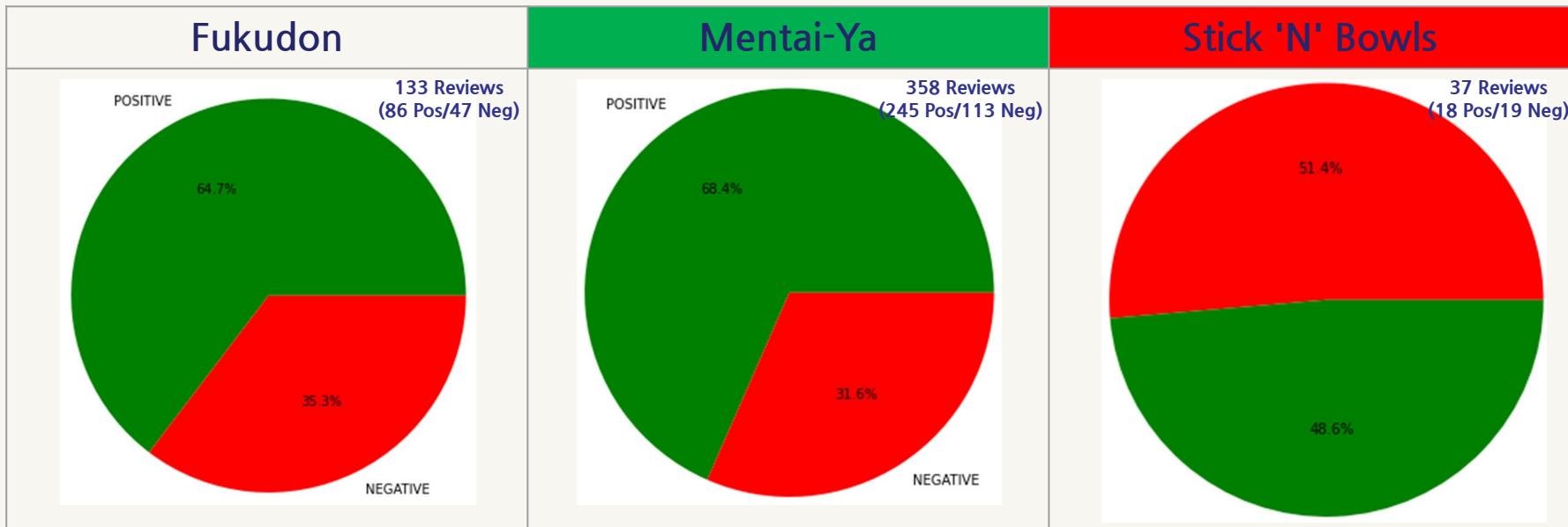


SENTIMENT ANALYSIS - METHODOLOGY

- 1) Scrape food reviews of Fukudon and its competitors
- 2) Clean data - Make text lowercase, remove punctuation, words containing numbers, extra lines labelled as "\n" and stopwords including the respective restaurant's name
- 3) Use HuggingFace to label each review as "POSITIVE" or "NEGATIVE"



SENTIMENT ANALYSIS - FINDINGS



TOPIC MODELLING

We want to answer...

What are the key topics mentioned in the positive and negative feedback of Fukudon and its competitors?

... So that

Fukudon can:

- Revolve campaigns on the topics identified in the positive feedback they receive to retain customers and attract new ones
- Resolve issues based on the topics identified in the negative feedback they receive
- Differentiate themselves from their competitors, whilst adapting to what they have been doing well in and badly at



TOPIC MODELLING

Nature of Data

- BERTopic requires a lot of data to formulate topics
- The number of Fukudon's negative feedback and both Stick 'N' Bowls' positive and negative feedback were insufficient to do so
- As an alternative, TF-IDF word clouds were created for the aforementioned feedback groups to still showcase the frequency of words and give a visual overview of the groups

TOPIC MODELLING - METHODOLOGY

- 1) Separate previous data frame from sentiment analysis based on sentiment type and convert them to lists



TOPIC MODELLING - METHODOLOGY

- 1) Separate previous data frame from sentiment analysis based on sentiment type and convert to list
- 2) Use BERTopic to get topics for both positive and negative reviews and generate a word cloud



TOPIC MODELLING - METHODOLOGY

- 1) Separate previous data frame from sentiment analysis based on sentiment type and convert to list
 - 2) Use BERTopic to get topics for both positive and negative reviews and generate a word cloud
 - 3) For reviews that were unable to generate topics via BERTopic, generate TF-IDF word cloud instead



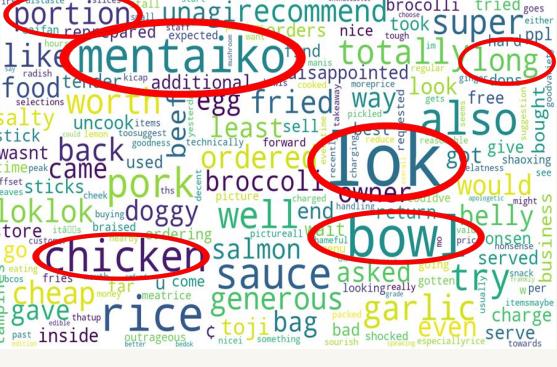
TOPIC MODELLING - FINDINGS: POSITIVE

■: Most Probable Topic
■: Probable Topic
■: Least Probable Topic

Fukudon	Mentai-Ya	Stick 'N' Bowls
 <p>Topic 0</p> <p>Topic 1</p> <ul style="list-style-type: none"> japanese mustgood sauce karaage try curry donburi fresh affordable highly nice definitely good portion price food affordable highly nice best happy 	 <p>Topic 0</p> <p>Topic 1</p> <p>Topic 2</p> <ul style="list-style-type: none"> sauce salmon chicken mentaiko generous spicy food taste good really value portion good nice great food soft im salmon spicy crab shell mentaiko unagi next mentaiko 	 <ul style="list-style-type: none"> Lok well great garlic nice salmon tasty sticks rice mentaiko definitely ordered recommended delicious
<p><u>Highlights:</u></p> <ul style="list-style-type: none"> Quality: Affordable, Portion, Best Food: Sauce, Curry, Karaage, Donburi 	<p><u>Highlights:</u></p> <ul style="list-style-type: none"> Quality: Price, Good, Portion, Quality Food: Salmon, Mentaiko Food: Soft, Shell, Crab 	<p><u>Highlights:</u></p> <ul style="list-style-type: none"> Food: Mentaiko, Lok Quality: Tasty, Friendly

TOPIC MODELLING - FINDINGS: NEGATIVE

■: Most Probable Topic
■: Probable Topic
■: Least Probable Topic

Fukudon	Mentai-Ya	Stick 'N' Bowls
		
<p><u>Highlights:</u></p> <ul style="list-style-type: none"> Food: Rice, Beef, Pork Quality: Price, Queue 	<p><u>Highlights:</u></p> <ul style="list-style-type: none"> Food: Mentaiko, Salmon, Spicy Quality: Service, Small, Expensive 	<p><u>Highlights:</u></p> <ul style="list-style-type: none"> Food: Mentaiko, Lok, Chicken, Bowl Quality: Portion, Long

TOPIC MODELLING

Why do some words appear both in positive and negative feedback?

Eg: Mentaiko appears for both positive and negative feedback for Mentai-Ya

POSITIVE:

absolutely loved food salmon mentaiko rice alongside fries great lunch portions particularly large considering affordable price would go	POSITIVE	0.999306
great place satisfy mentaiko cravings affordable mentaiko salmon spicy mentaiko fried chicken mentaiko mayo really good heat spicy mentaiko made better	POSITIVE	0.998154
food good tasty affordable mentaiko japanese food mentaiko fries good spicy mentaiko spicy salty nice meal	POSITIVE	0.999769

TOPIC MODELLING

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food good tasty affordable mentaiko japanese food mentaiko fries good spicy mentaiko spicy salty nice meal	POSITIVE	0.999769

NEGATIVE:

got worst salmon mentaiko ever tried life even entire singapore one piece miserably cooked salmon flour oil salmon topped bowl hard plain rice doused chemical sauce absolutely disgusting the staff stall even clueless bring matter them never coming back singapore's disgusting salmon mentai yuck	NEGATIVE	0.999537
went newly opened mentai ya sengkang give shot try mentaiko katsu salmon disappointed rice know japanese rice known mushy texture cook much water become Bazhang glutinous rice rice served went back gave feedback chef greeted ignorant attitude replied the rice like one quantity rice way expectation order salmon fried chicken quality salmon poor fried chicken ok mentaiko sauce ok brutally honest buy sauce easily don't conclude hungry don't expect fill stomach price paid justifiable feedback chef please cook rice pride critical part dish rice not like one overall disappointed	NEGATIVE	0.998448
ordered gyoza soft shell crab chicken salmon mentaiko don't mentaiko salmon skin soggy portion size small side dishes eg shredded cabbage seasoned seaweed plain rice protein mentaiko sauce mentaiko sauce mainly mayo saltish sue mentaiko burnt enough called aburi reason turn jelat end meal side dishes mitigate jelatness not worth price due quality portion size for gyoza slightly dry for soft shell crab totally dry crab size small both side dishes worth trying overall overhypedit place offers disappointing meal willing try improve will follow based others google review	NEGATIVE	0.998385

ASPECT-BASED ANALYSIS (ABSA)

We want to know...

What specific factors people are saying about Fukudon compared to its competitors?

...So that

Fukudon can maintain their standards for what they are good at and improve on aspects which they lack in and/or competitors are better at

ABSA - METHODOLOGY

1

Performed sentiment analysis on reviews to separate positive and negative reviews

2

Gather the **aspects per review** using POS tagging

3

Gather the **frequency of aspects** and select those aspect that **appears at least 10% of the reviews**

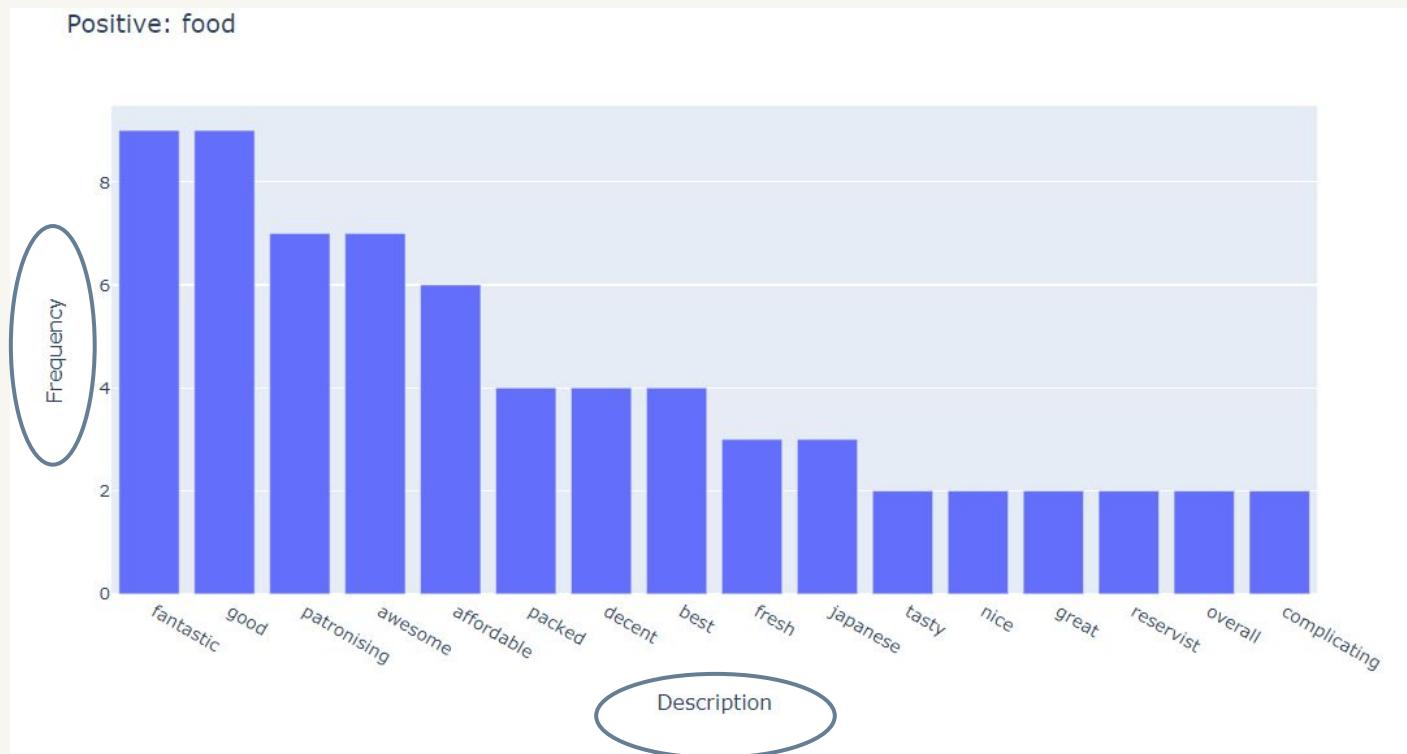
4

Get the descriptions for selected aspects and the frequency of the descriptions per aspect

5

Visualise it using plotly bar charts

ABSA - VISUALISATION EXAMPLE



ABSA - SUMMARY

	Fukudon		Mentaiya		Sticks 'N' Bowls	
pos/neg	Positive	Negative	Positive	Negative	Positive	Negative
FOOD	Katsu: Thick Good	Rice: Overnight bad	Rice: Generous Japanese	Salmon: Tasteless Dry	Salmon: Generous	Chicken: Uncook
	Donburi: Affordable Good Decent	Beef: Average				Rice: Salty Sourish
QUALITY	Portion: Generous	Order: Wrong Long	Service: Good	Portion: Small	Portion: Generous	Serve: Long bad
	Price: Cheap Worth	Queue: Long	Price: Affordable			

SUGGESTIONS

	FOOD	QUALITY
Based on own reviews	Improve on the quality of their beef and rice Promote karaage in their marketing campaigns	Improve on their accuracy of orders Offer occasional discounts
Based on competitors	Promote salmon in their marketing campaigns	Consider employing more staff during peak hours to reduce queues and waiting time

INFLUENCER ANALYSIS



CRITERIA FOR CHOOSING INFLUENCERS

- Nano-influencers (below 11k)
- Food bloggers
- Engagement rate of 5% and above



760 Posts 10.9 k Followers 1,135 Following

fatclay.com 🍴 Fat Clay
🇸🇬 Singapore Food | 🍳 Recipe | ✈️ Travel | 💁‍♀️ Beauty | 🎓 Fashion



965 Posts 8,958 Followers 3,281 Following

🇸🇬 Singapore Foodie
Hi, I'm Serene
👉 Follow me as i share my food life



2,044 Posts 5,480 Followers 383 Following

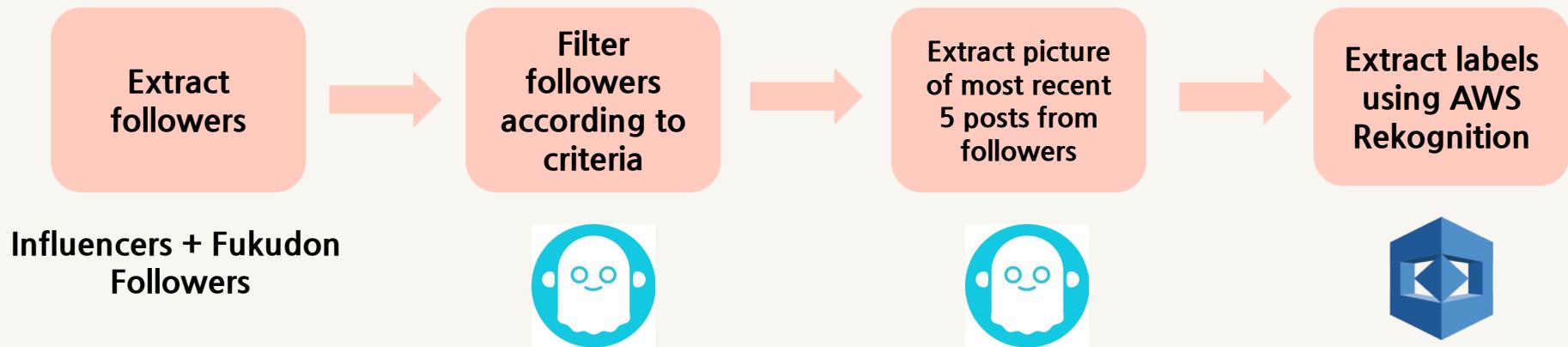
Let the food speak for itself. Just honest and non-obligated opinions while sharing our makan experiences



779 Posts 3,347 Followers 427 Following

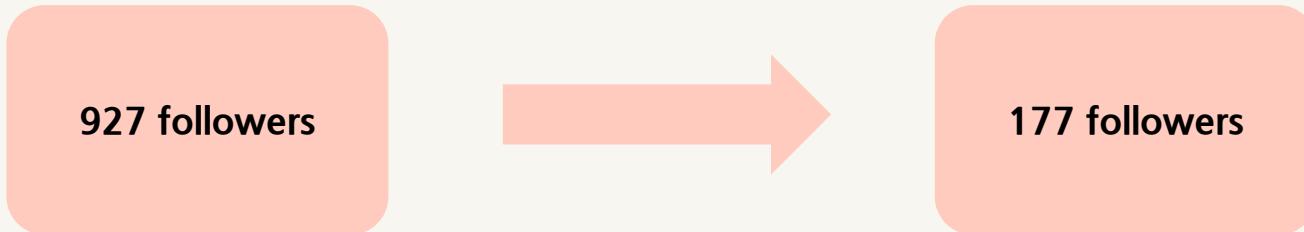
Crystal Chew
Digital creator
Food photographer • cafe hopper
🇵🇭 @chewwwiev2.0

ANALYSIS PROCESS



FILTERING OF FOLLOWERS

Example for Fukudon



1. Public accounts
2. Number of posts > 5
3. Number of followers > 100
4. Followers > Following * 2/3

EXTRACTING LABELS FROM AWS

Most recent 5 posts from active followers



Amazon
Rekognition

80% Min Confidence

```
REGION = "us-east-1"  
MAX_LABELS = 10  
MIN_CONFIDENCE = 80
```



Person, Human,
Shorts, Clothing,
Apparel,
Watercraft, Vehicle,
Transportation,
Water, Waterfront



Dessert, Food, Cake,
Chocolate, Sweets,
Confectionery

FILTERING OF LABELS

Removed common labels that would not give us meaningful insights:

- Person
- Human
- Face
- Skin
- Head
- Hair
- Mammal
- Canine
- Woman
- Female
- Girl
- Clothing
- Apparel
- Food
- Meal
- Dish
- Plant
- Text

INSIGHT 1: DESSERT



FUKUDON'S FOLLOWERS POSTS



INFLUENCERS' FOLLOWERS POSTS



@serenetan.sg

The word cloud diagram is centered around the word "Food". The most prominent words are "Food" (in red), "Food", "Food", "Food", "Food", "Food", "Food", "Food", "Food", and "Food". Other significant words include "Food", "Food", "Food", "Food", "Food", "Food", "Food", "Food", "Food", and "Food". Smaller words are scattered throughout the diagram.

@i.makan.sg

RECOMMENDATION



Fukudon can add *desserts* to their menu



Daifuku(don)
(大福 or 'great luck')

A type of wagashi (Japanese sweets) - small round mochi stuffed with sweet red bean paste.

Variations include different flavours such as strawberry, mocha and ice cream.

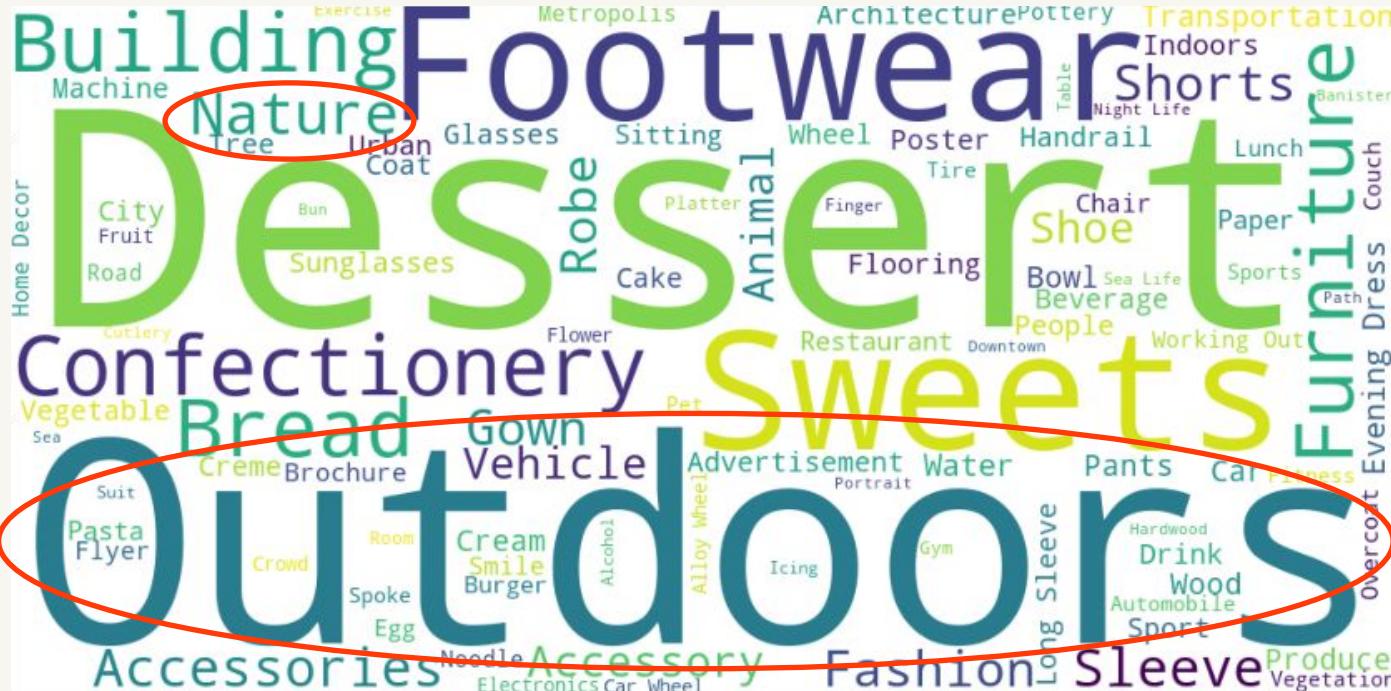
When promoting the new launch of *daifuku*, Fukudon can engage the previously identified influencers, since their followers share similar interests of desserts.



INSIGHT 2: HEALTH



FUKUDON'S FOLLOWERS POSTS



FATCLAY'S FOLLOWERS POSTS



RECOMMENDATION



Highlight the health benefits of Fukudon's food



1. Fukudon can increase promotion for their salads and healthier choice dishes, highlighting their health benefits.
2. Fukudon can add *salad* as an alternative option to rice

This would appeal to health-conscious individuals and attract a wider consumer base.

When promoting the health benefits, Fukudon can engage the previously identified influencers, since their followers are mostly health-conscious.

INSIGHT 3: NOODLES



INFLUENCERS' FOLLOWERS POSTS



A word cloud centered around the word "Food". The words are arranged in a circular pattern, with "Food" at the top center. Other prominent words include "Noodle", "Bread", "Pasta", "Dessert", "Confectionery", "Furniture", "Egg", "Restaurant", "Building", "Advertising", "Nature", "Icing", "Footwear", "Vermicelli", "Robe", "Poster", "Evening Dress", "Cutlery", "Drink", "Wood", "Fashion", "Cake", "Lunch", "Vegetable Produce", "Animal", "Indoors", "Cream", "Beverage", "Soba", "Outdoors", "Pottery", "Cup", "Paper", "Interior Design", "Flyer", "Flower", "Gown", "Sea Life", "Burger", "Brochure", "Water", "Creme", "Shoe", "Hot Dog", and "Bow1". The words are in various colors including purple, green, blue, yellow, and red.

@chewwwie

@i.makan.sg

RECOMMENDATION



Fukudon can add *soba* as an alternative option to rice



Soba ('buckwheat' noodles)

While Fukudon specialises in donburi, providing an alternative base such as soba would increase menu variety and attract a larger pool of customers.

When promoting the new launch of *soba*, Fukudon can engage the previously identified influencers, since their followers share similar interests of noodles.

HASHTAG LANDSCAPE ANALYSIS



HASHTAG LANDSCAPE

We want to answer...

What hashtag topics are used around the sg hawker scene ?

... So that

Fukudon can use hashtags and revolve campaigns around popular topics to attract new customers



Instagram Hashtag Dataset with Selenium



- 2000 Instagram Posts, with Likes and #Hashtags
- 3953 unique hashtags

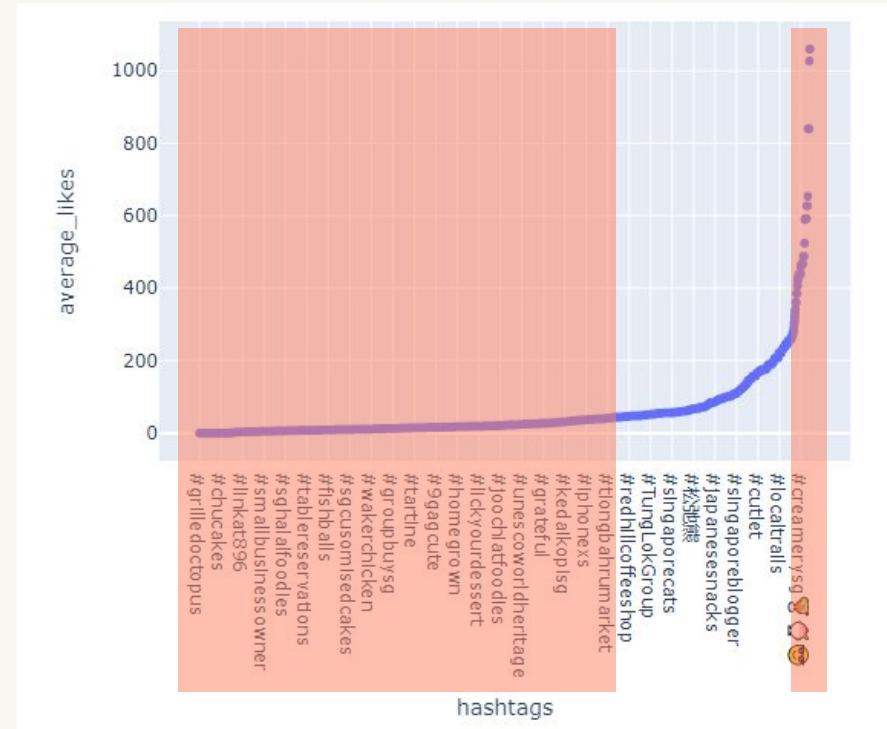
HASHTAG LANDSCAPE - METHODOLOGY

- 1) Map each hashtag to average likes

HASHTAG LANDSCAPE - METHODOLOGY

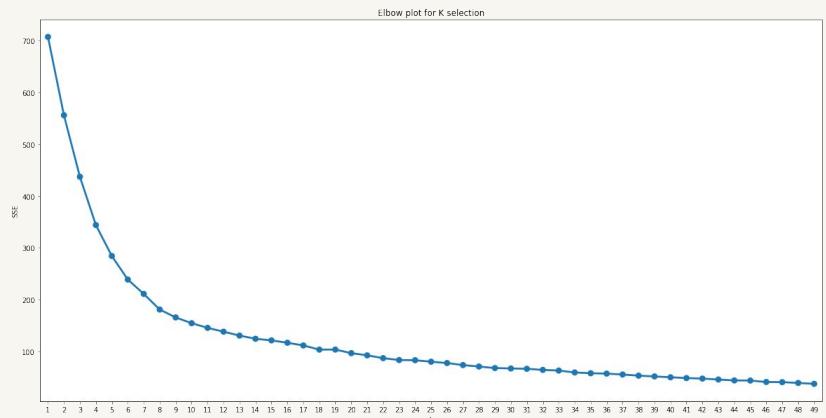
- 1) Map each hashtag to average likes
- 2) Filter redundant hashtags
 - Mentioned < 20 times
 - < 50 average likes
 - Non-English

AVERAGE LIKES per HASHTAG



HASHTAG LANDSCAPE - METHODOLOGY

- 1) Map each hashtag to average likes
- 2) Filter redundant hashtags
 - Mentioned < 20 times
 - < 50 average likes
 - Non-English
- 3) Create graph object with NetworkX and perform K-means clustering with Node2Vec and Sklearn



HASHTAG LANDSCAPE - METHODOLOGY

- 1) Map each hashtag to average likes
- 2) Filter redundant hashtags
 - Mentioned < 20 times
 - < 50 average likes
 - Non-English
- 3) Create graph object with NetworkX and perform K-means clustering with Node2Vec and Sklearn
- 4) Further filter clusters
 - Average likes within cluster > 50
 - Size of cluster > 20

label	hashtags	average_likes
4	#sgfood	54
3	#dessertsg	94
-1	#hariraya	6
8	#sgfoodies	49
5	#hawkerculturesg	47
...
4	#globaleats	196
4	#visitsingapore	120
8	#chinese	44
5	#wantonmee	91
5	#wheretodapao	38

HASHTAG LANDSCAPE

4 Communities of Hashtags



Food Guides
119 avg likes

#eatbooksg, #8dayseat, #singaporelife,
#eatoutsg, #burpplesg



Local Scene
73 avg likes

#sgfood, #ourhawkerulture, #singaporefoodie,
#sghawkerfood, #sghawker



Photography
105 avg likes

#sgigfood, #eatsg, #sgfoodstagram, #foodiessg,
#instafoodsg



International
155 avg likes

#foodiesinternationalchat, #globaleats,
#fooodiary, #visitsingapore, #sghomecooking

HASHTAG LANDSCAPE

Implementation	Micro-considerations	Macro-considerations
 Food Guides 119 avg likes  Local Scene 73 avg likes  Photography 105 avg likes  International 155 avg likes	<ul style="list-style-type: none">Good for building up local customersMore likely to lead to recurring customer baseShould be main focus with limited capacity <ul style="list-style-type: none">Seasonal promotion during holiday seasonsAd-hoc customer attraction	<ul style="list-style-type: none">Don't make hashtags entirely about your brandUse 3-5 hashtags per post [1]

POST TIMING ANALYSIS



POST TIMINGS

We want to answer...

When to post on social media (Instagram) such that outreach is highest

... So that

Fukudon can post more frequently during these periods, to increase social media engagement



INSTAGRAM POSTS DATASET with Instaloader



- Date, time and likes of Instagram Posts
- Fukudon, Mentai-ya, StickNBowls
- Total of 236 Posts

POST TIMINGS - METHODOLOGY

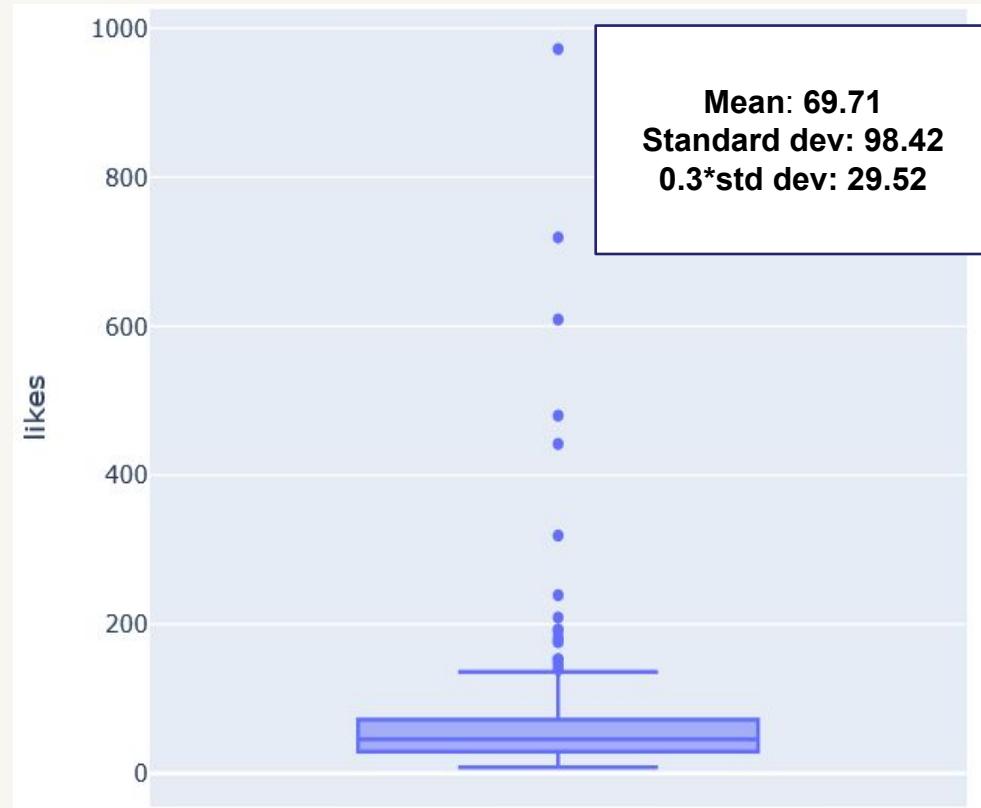
- 1) Scrape posts data (Date, Time, Likes) for Fukudon and competitors



* Date, time and likes are accessible through Instaloader API

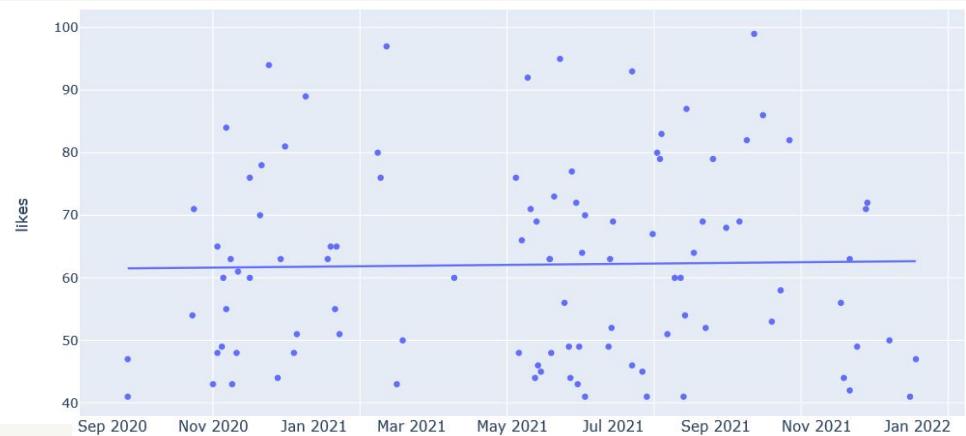
POST TIMINGS - METHODOLOGY

- 1) Scrape posts data (Date, Time, Likes) for Fukudon and competitors
- 2) Large number of outliers. Filter through **standard deviation from mean**.



POST TIMINGS - METHODOLOGY

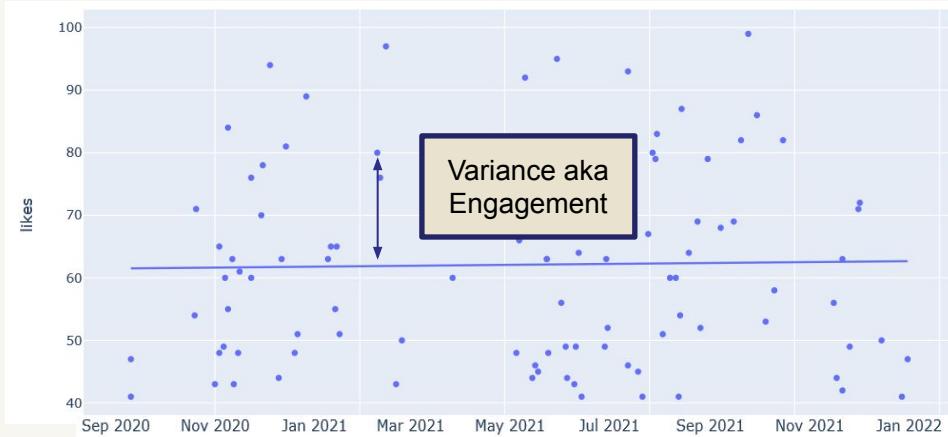
- 1) Scrape posts data (Date, Time, Likes) for Fukudon and competitors
- 2) Large number of outliers. Filter through **standard deviation from mean**.
- 3) Plot regressor (**trendline**) of likes against time period to capture time series nature of likes



Slight upwards trend (Expected)

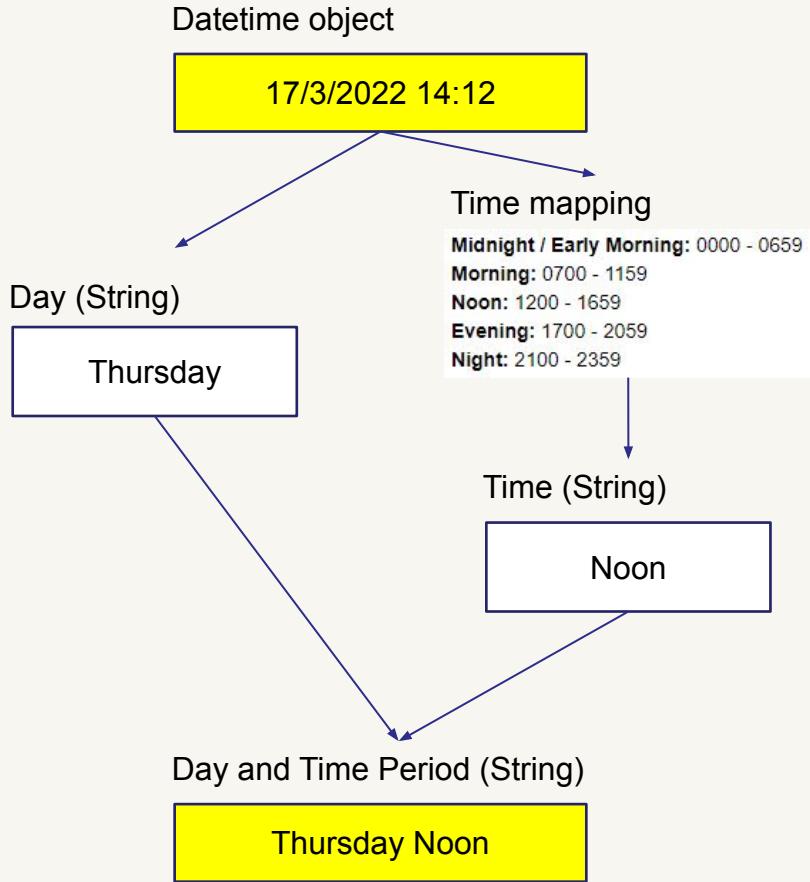
POST TIMINGS - METHODOLOGY

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- 4) Look at “engagement” as variance from regressor (Actual - Expected)



POST TIMINGS - METHODOLOGY

- 1) Scrape posts data (Date, Time, Likes) for Fukudon and competitors
- 2) Large number of outliers. Filter through **standard deviation from mean**.
- 3) Plot regressor (**trendline**) of likes against time period to capture time series nature of likes
- 4) Look at “**engagement**” as variance from regressor (Actual - Expected)
- 5) Feature Engineering to get period



POST TIMINGS - FINDINGS

Engagement aggregated by Days



High engagement **around the weekends** (Monday, Tuesday, Friday)

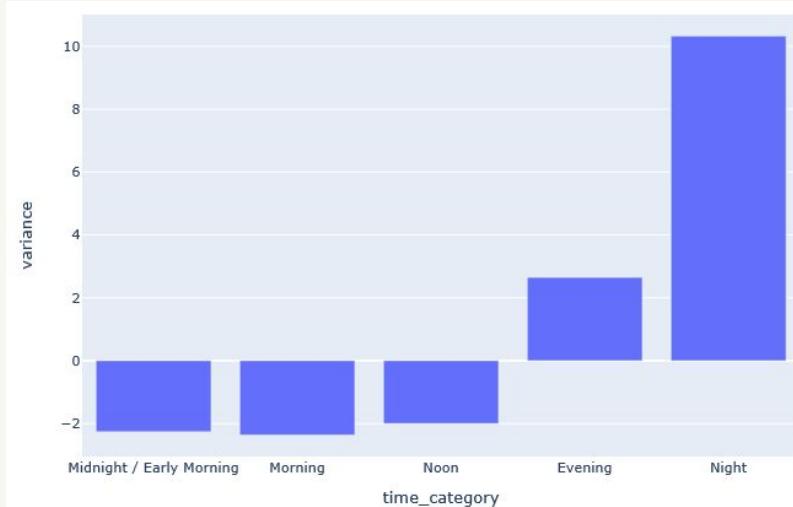
Poor engagement **Mid-week and weekends** (Wednesday, Thursday, Saturday, Sunday)

Possible Reasons

- Mid-week blues
- Post saturation during the weekends

POST TIMINGS - FINDINGS

Engagement aggregated by Time



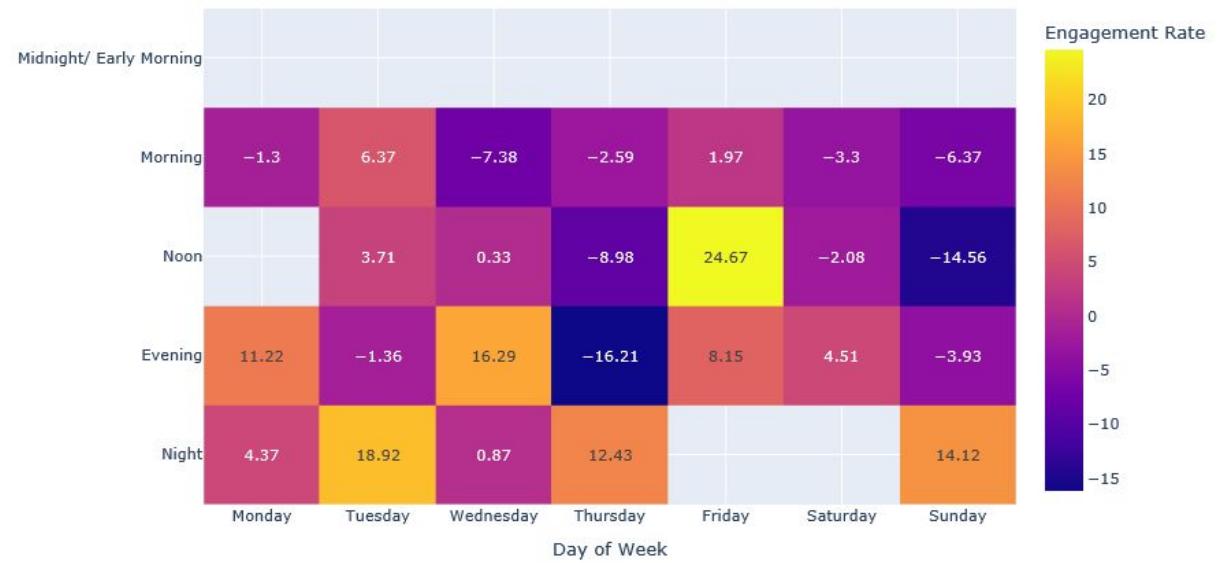
High engagement **around the evenings and night**

Poor engagement **midnight to noon**

Possible Reasons

- Most people use social media in the evening and night after work

POST TIMINGS - RECOMMENDATIONS



- Prioritize **critical posting** according to this heatmap
- Brighter regions = higher engagement
- **Consistency is key**

IG FILTER CAMPAIGN



IG FILTER CAMPAIGN

We want to answer...

Whether an Instagram filter marketing campaign can boost engagement in Fukudon's Instagram?

... So that

Fukudon can boost their social media presence and engagement!



IG FILTER CAMPAIGN



What Don Are You? Filter



Details:

- One week long marketing campaign to push out the filter to their followers
- IG Stories pushed out everyday - either self-produced collaterals or IG reposts of our members using the filter

IG FILTER CAMPAIGN - NATURE OF DATA

- Only one week may not be enough to assess how well an IG filter can boost engagement on their Instagram account
- Limited data regarding their rate of increase in followers

IG FILTER CAMPAIGN - FINDINGS

All experiences

Impressions

2K

Opens

77

Captures

51

Saves

2

Shares

5

Impressions

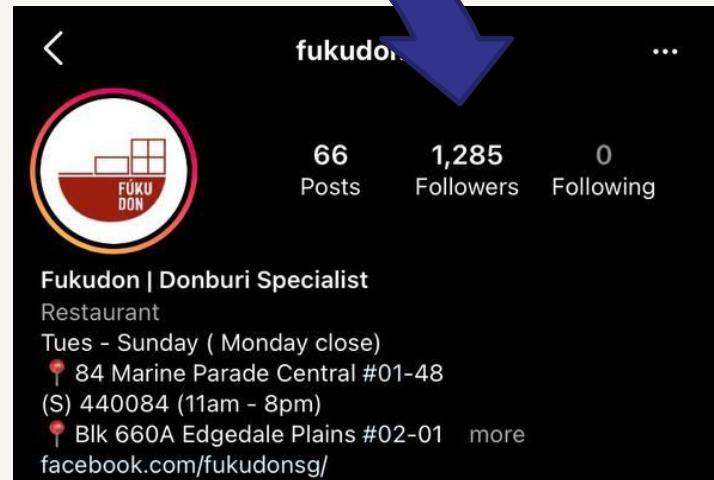
The number of times your effects were on-screen in stories, posts and reels on Instagram, and in stories and posts on Facebook.

IG FILTER CAMPAIGN - FINDINGS

+30 FOLLOWERS!!!



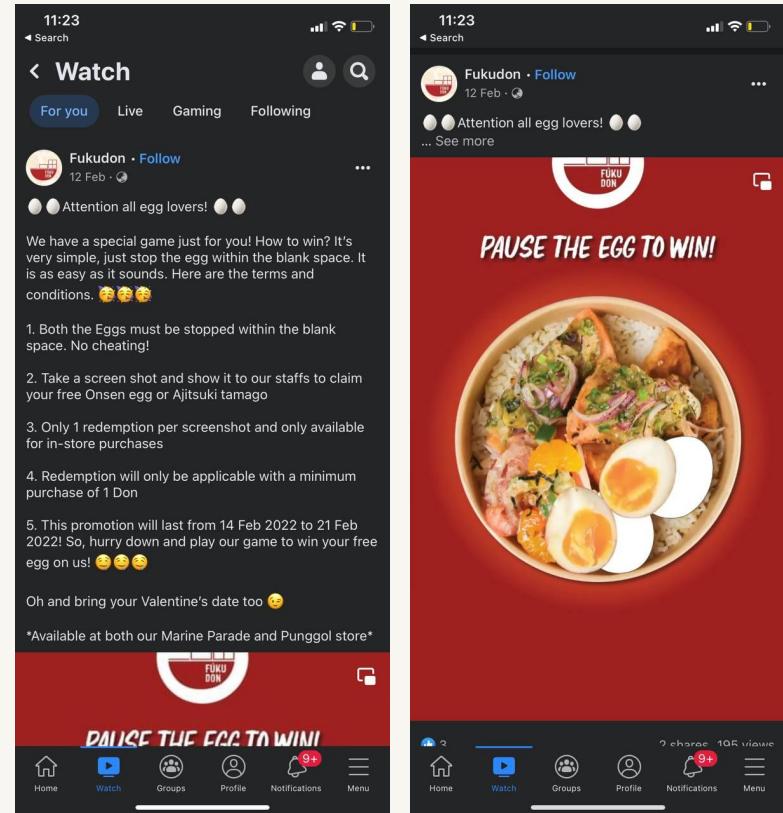
March 27 (Sun)



April 4 (Mon)

IG FILTER - SUGGESTIONS

- Continue using the IG filter in their own marketing campaigns to drive engagement into their social media accounts
 - Eg: A campaign where customers screenshot them using the filter to get discounts at the stall in-person





SUMMARY & RECOMMENDATIONS



BUSINESS RECOMMENDATIONS

Increase customer retention rate



Improve on their quality of beef and rice



- Improve accuracy of orders
- Reduce queues and waiting time



Explore introducing desserts and healthy food elements



Offer occasional discounts



Promote their customer favourite Karaage and their salmon menu items



Engage with desserts / health centric influencers



- Focus on non-brand specific hashtags
- 3-5 hashtags per post



Consistent posting on
1) Friday noon
2) Tuesday night

Attract more customers

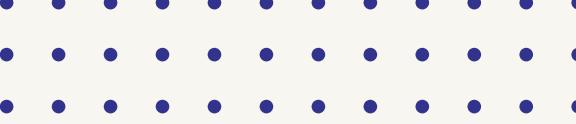


THANK YOU!





APPENDIX



TOPIC MODELLING IMAGES

TOPIC MODELLING

Findings (Fukudon - Positive Reviews)

Topic 0

japanese sauce
mustgood karaage
try love
curry
fresh donburi

Topic 1

definitely good
portion happy
price best
food
affordable
highly nice

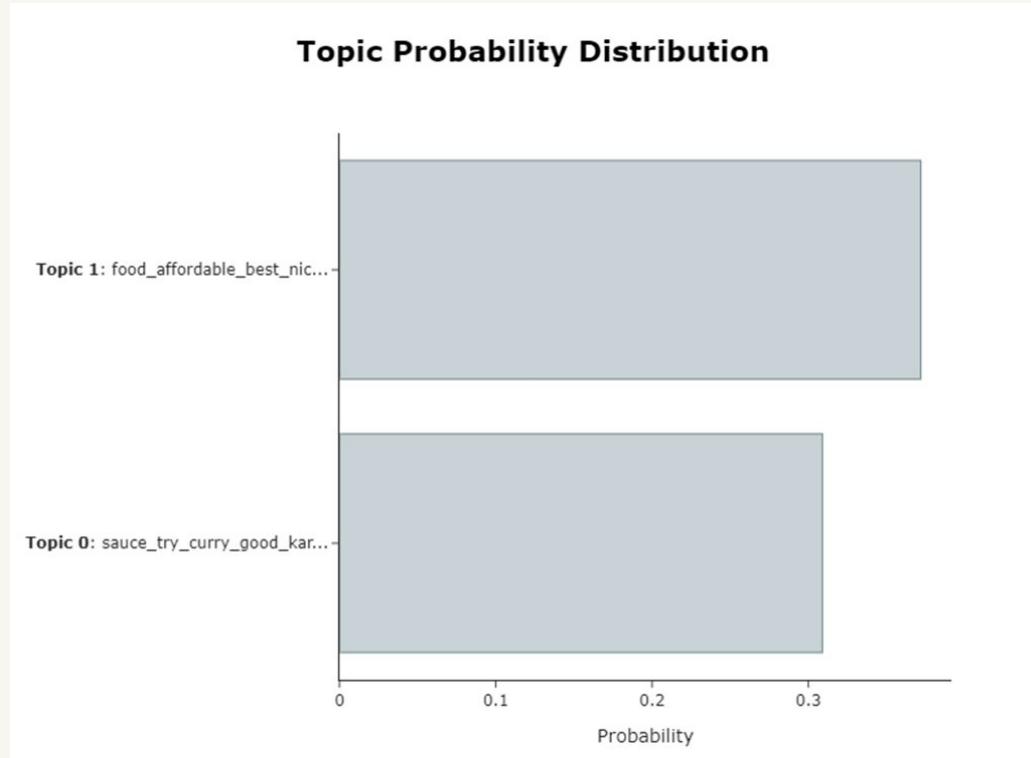
TOPIC MODELLING

Findings (Fukudon - Positive Reviews)



TOPIC MODELLING

Findings (Fukudon - Positive Reviews)



TOPIC MODELLING

Findings (Fukudon - Negative Reviews)



TOPIC MODELLING

Findings (Fukudon - Negative Reviews)



TOPIC MODELLING

Findings (Mentai-Ya - Positive Reviews)

Topic 0

sauce really
salmon
chicken
mentaiko
mentai
generous spicy
good food

Topic 1

quality worth
price
value nice great
food
portion good
taste

Topic 2

im salmon
spicy soft
crab
unagi
next
mentai shell
mentaiko

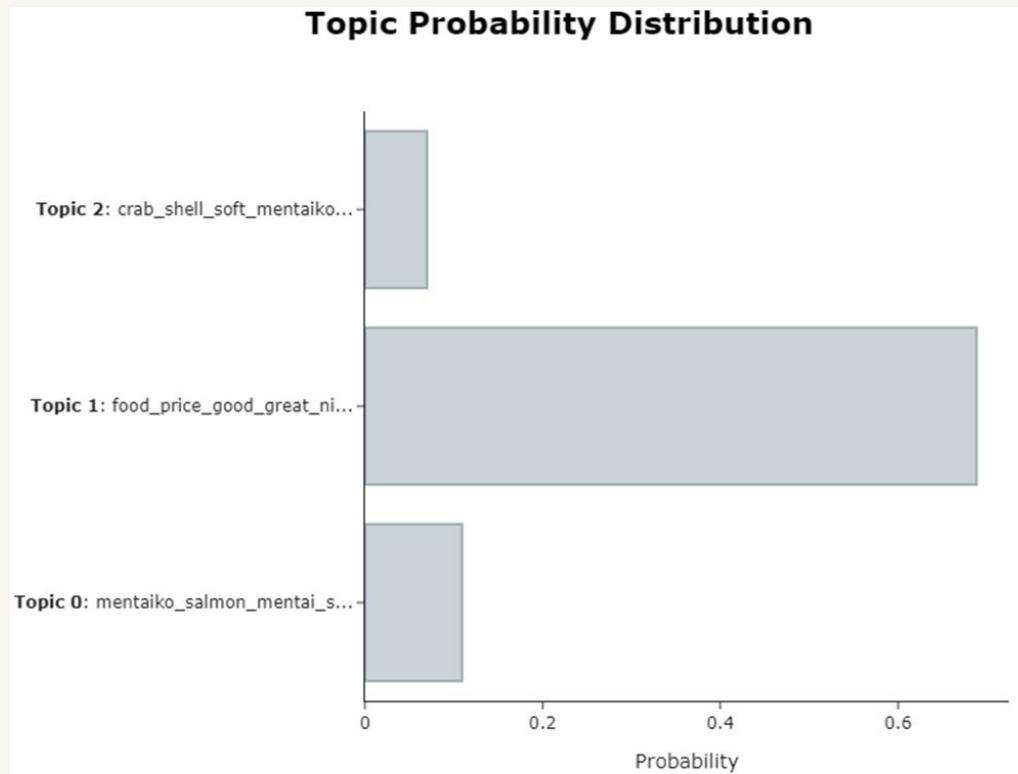
TOPIC MODELLING

Findings (Mentai-Ya - Positive Reviews)



TOPIC MODELLING

Findings (Mentai-Ya - Positive Reviews)



TOPIC MODELLING

Findings (Mentai-Ya - Negative Reviews)

Topic 0

mentai chicken
good rice salmon like
mentaiko sauce
ordered spicy

Topic 1

service bad
would attitude
portion food
terrible price
small expensive

TOPIC MODELLING

Findings (Mentai-Ya - Negative Reviews)

Topic 0

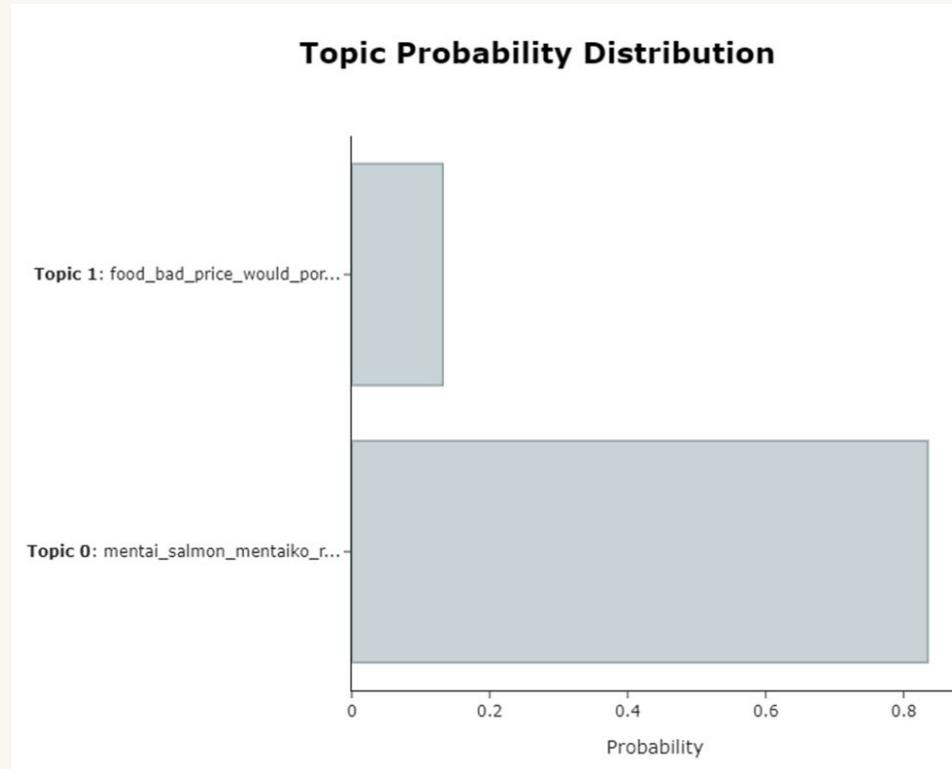
mentai chicken
good rice salmon like
mentaiko sauce
ordered spicy

Topic 1

service bad
would attitude
portion food
terrible price
small expensive

TOPIC MODELLING

Findings (Mentai-Ya - Negative Reviews)



TOPIC MODELLING

Findings (Stick 'N' Bowls - Positive Reviews)



TOPIC MODELLING

Findings (Stick 'N' Bowls - Positive Reviews)



TOPIC MODELLING

Findings (Stick 'N' Bowls - Negative Reviews)



TOPIC MODELLING

Findings (Stick 'N' Bowls - Negative Reviews)

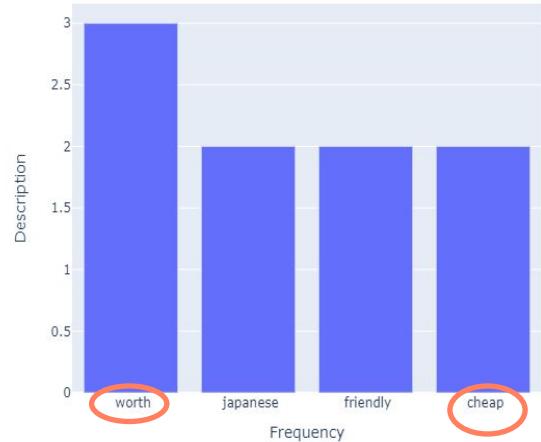




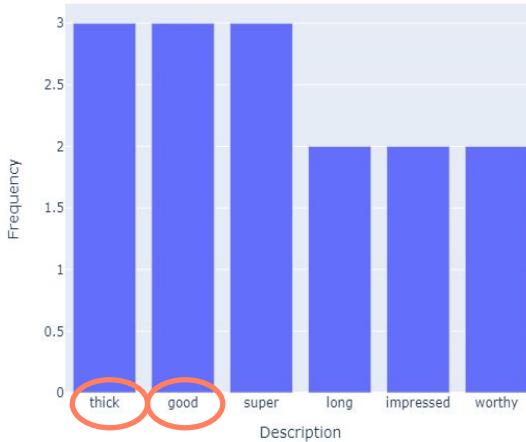
ASPECT BASED SENTIMENT ANALYSIS

ABSA: FUKUDON (POSITIVE)

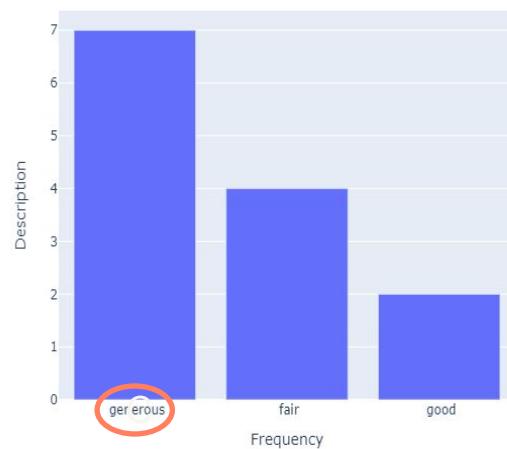
Positive: price



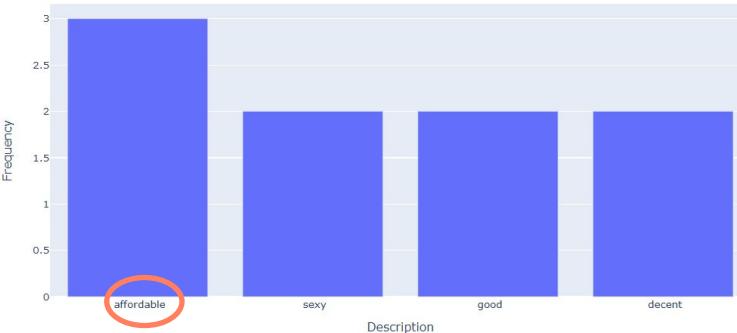
Positive: katsu



Positive: portion



Positive: donburi

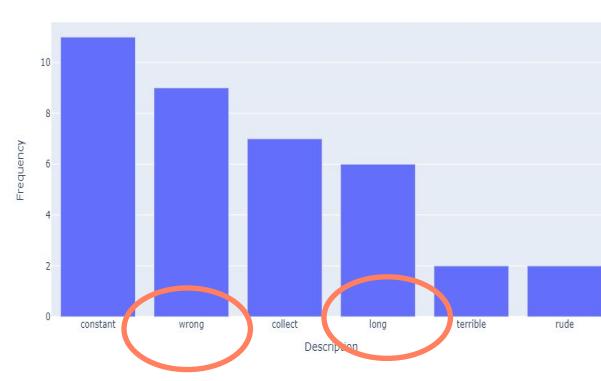


ABSA: FUKUDON (NEGATIVE)

Negative: rice



Negative: order

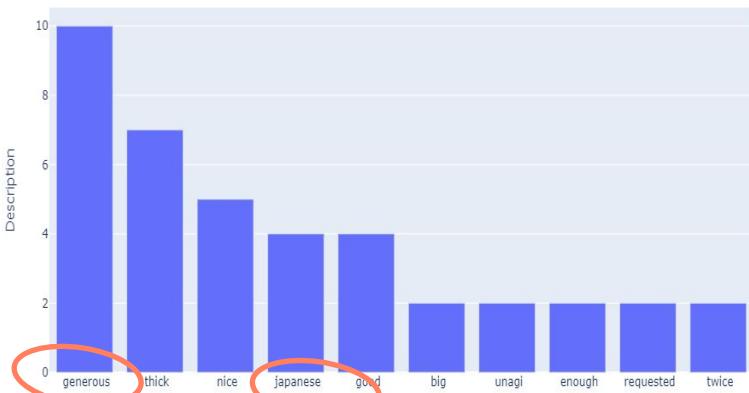


Negative: beef

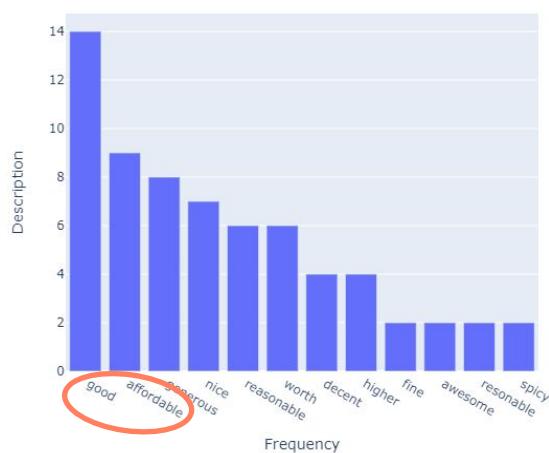


ABSA: MENTAIYA (POSITIVE)

Positive: rice



Positive: price



Positive: service

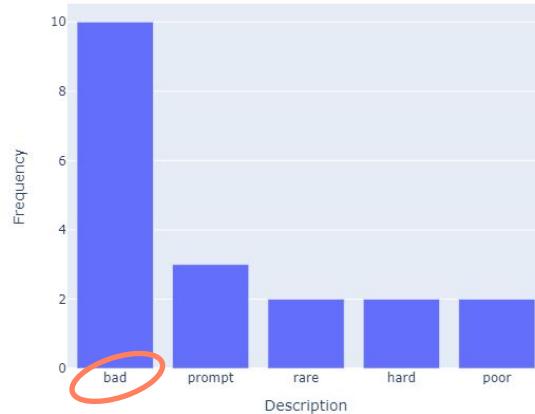


ABSA: MENTAIYA (NEGATIVE)

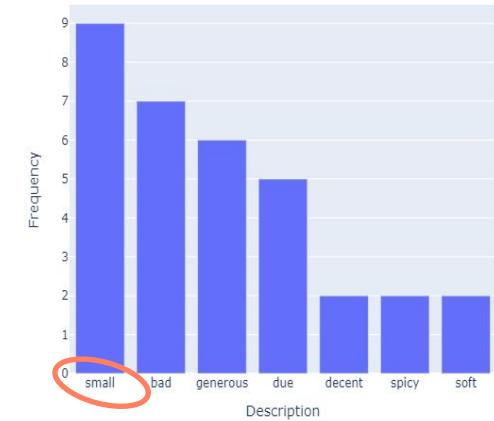
Negative: salmon



Negative: service

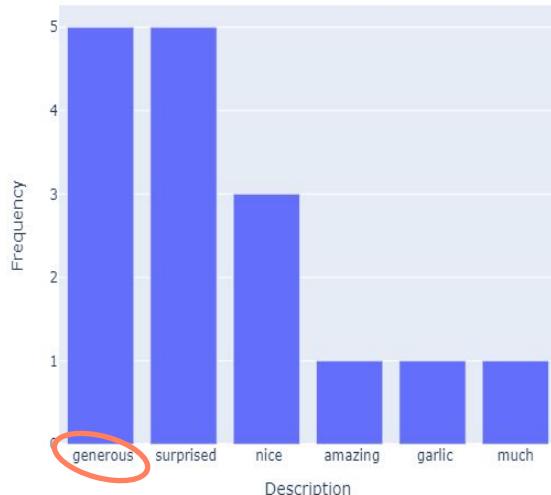


Negative: portion

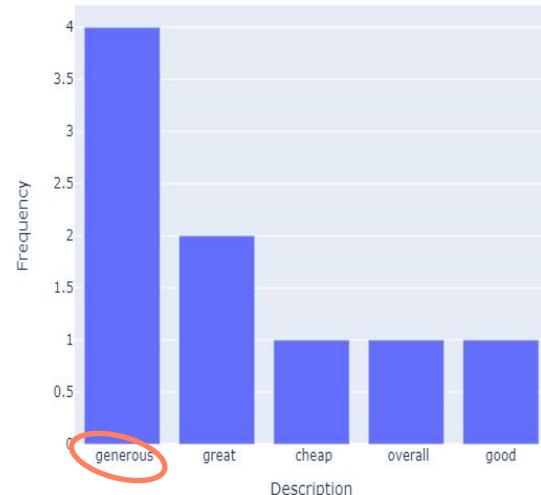


ABSA: STICKS N BOWLS (POSITIVE)

Positive: salmon

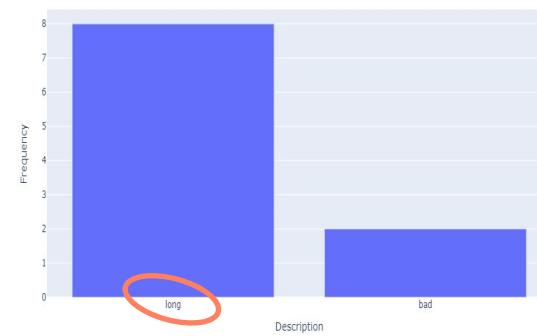


Positive: portion



ABSA: STICKS N BOWLS (NEGATIVE)

Negative: serve



Negative: rice



Negative: chicken

