

OVERVIEW

Falafel Zone is an innovative fast food not established business that has a Mediterranean touch and at the same time can satisfy the palate of Miami people who love everyday change. And since falafel is my favorite dish and is one of the most delicious foods in the Middle East. I decided to go forward and make it my own living to open a small fast service restaurant in Miami.

PROBLEM

As a new business, the challenge is to launch Falafel zone and get popular in South Florida by creating an integrated advertising campaign (Experiential, social medial, promotional).

MARKETING STRATEGY

Convince target market that Falafel zone is the new take on healthy fast food restaurants.



OBJECTIVES

Build brand awareness to attract the target and sell 6000 Falafel wraps in the end of 2018

TARGET MARKET

- People who live in south beach Miami
- College students
- Families and couples
- Professional workers

COMPETITORS

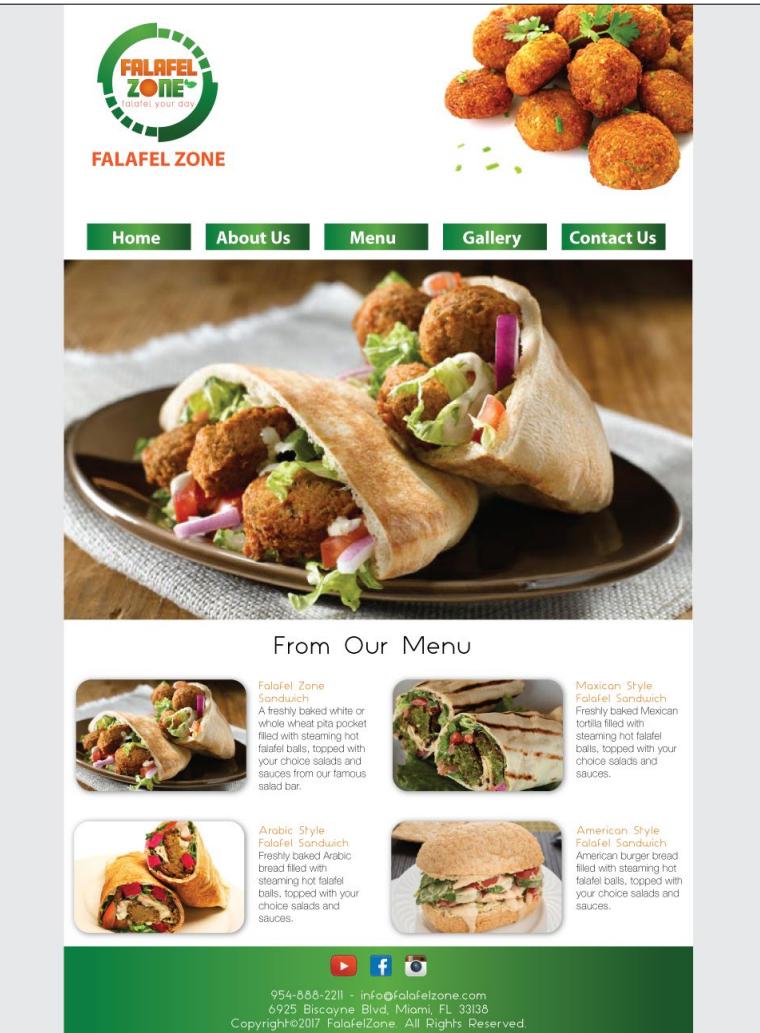


Miami Mediterranean cuisine:
Miami Mediterranean in South Beach, specializes in Greek and Mediterranean food.



D'vine hookah lounge:
Located in the heart of the internationally famous South Beach, D'Vine offers a menu of tantalizing and exotic homemade dishes, which will satisfy the most demanding pallet

EXECUTION



Website



Menu