



**M**r.Kim, a 32-year-old immigrant from South Korea, wants to start a restaurant named **Pollo Pollo**, which is based on **Korean-style chicken dishes**.

The place of the restaurant is **downtown Berkeley**, where many students including Korean students live. The size of the space is a small space that can **accommodate only 50 people at a time**.

He prefers a **modern and neat image** as much as possible to differentiate his restaurant from other nearby Korean restaurants. But He still wants a strong image that **emphasizes the spicy taste** of the product at the same time. The main dish is chicken dishes, but it is not necessary to put images of chicken in the logo because it offers **a variety of menus and drinks**.

There is a **competing restaurant** nearby. MOA restaurant is located right next to Pollo Pollo with the similar menu. But the food is lighter than Pollo Pollo. Main clients of Moa is more focused on family. Plus, unlike Pollo Pollo, the restaurant doesn't have a different type of drinks.



**Pollo Pollo.** Korean restaurant Since '20

+1 925-1549-5415  
1823 Solano Ave, Berkeley, CA 94707  
@pollopollochicken  
@pollopollochicken@gmail.com



Pollo Pollo® Korean restaurant Since '20



# FRIED CHICKEN

# DRINKS

# OVEN CHICKEN

Full | Half

## "Yang Nyum" Chicken

served with coleslaw and radish

28.00 14.00

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