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# Brentwood Project

**MBA 6304-02 Consumer Behavior**

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# Executive Summary

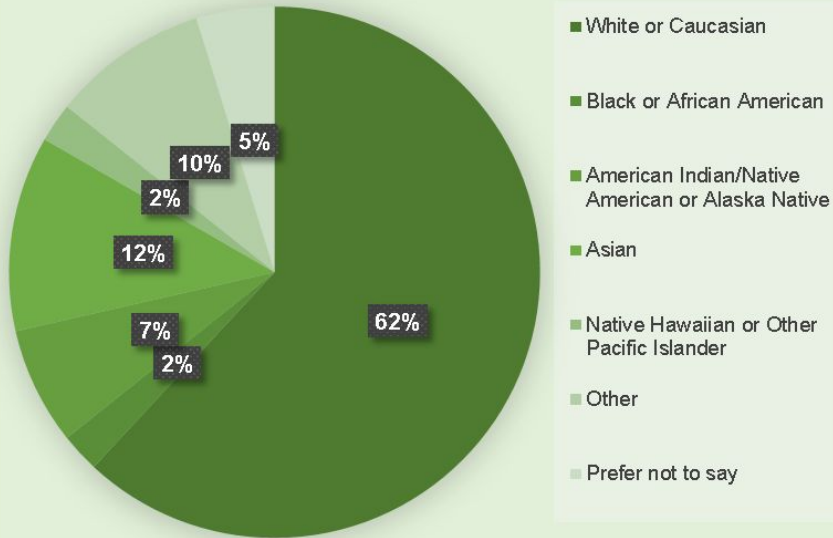
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The lack of variety in Brentwood's restaurants has made eating out much less frequent. Many of the options are fast food and casual dining with a lack of full service sit-down restaurants of different cuisines and bars. People in Brentwood are looking for dining places that build community, tap into local offerings while maintaining a sense of internationalism. Developers must figure out how to create compelling spaces that are inviting and (in some cases) made for lingering, rather than strictly viewing stores as transactional spaces.

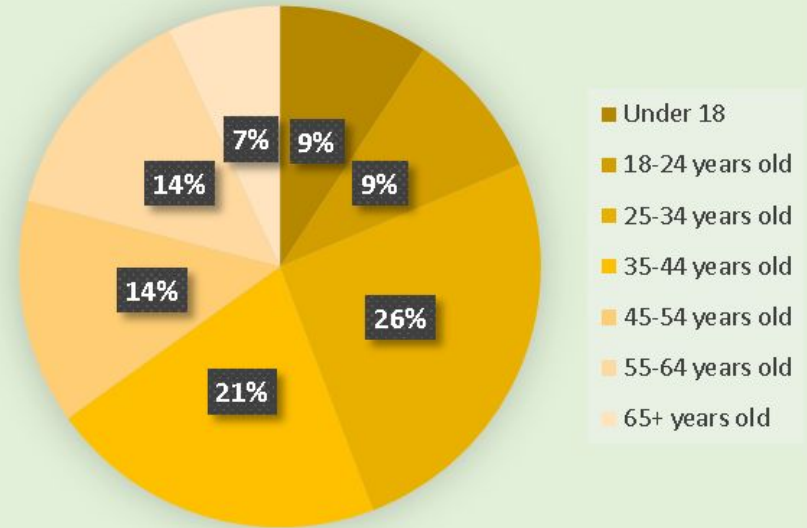
Upon our analysis, we would recommend introducing a new food mall named "*BrentFood*" that offers better experiences for sit-down dining with a variety of restaurants such as homegrown producers, Mom & Pop restaurants, ghost kitchens, cafes/bistros and fine dining options alongside eco-friendly living. This plays into the city's rising popularity of farmer's markets and appreciation for artisanship while building a sense of community and socialization.

# Statistics: Customer Personas

Q7.2 - Choose one or more races that you consider yourself to be

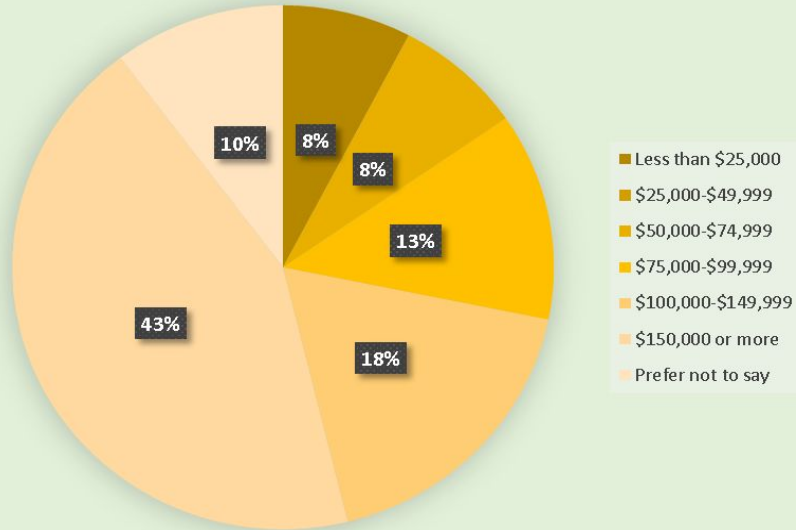


Q1.2 - How old are you?

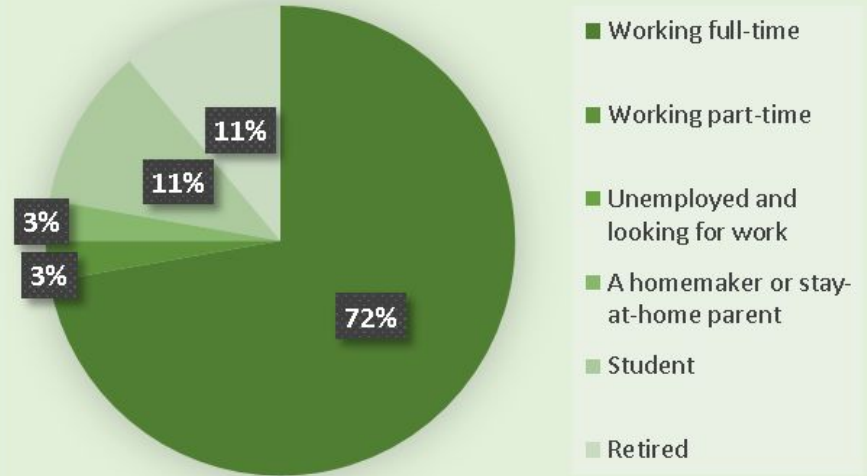


# Statistics: Customer Personas

Q7.4 - What was your total household income before taxes during the past 12 months?



Q3.1 - What best describes your employment status over the last three months? %



# Young Professional **Patty**



*“It is important to have a balanced lifestyle.”*

AGE: 29

STATUS: SINGLE

LOCATION: BRENTWOOD

OCCUPATION: ACCOUNT MANAGER

EDUCATION LEVEL: BACHELOR'S DEGREE

SOCIAL

OUTDOORSY

HARDWORKING

CAFE AND SHOPPING

## VALUES:

- HANGING OUT WITH FRIENDS
- EXPLORING NEW RESTAURANTS
- RELAXING AT THE PARK

## FRUSTRATIONS:

- LIMITED SPOTS TO HANGOUT
- LIMITED RESTAURANT OPTIONS
- TOO FAR TO TRAVEL TO ANOTHER CITY FOR ENTERTAINMENT

# Family- Oriented Faye



*“I want my family to be healthy and happy.”*

**AGE:** 37

**STATUS:** MARRIED WITH 2 CHILDREN

**LOCATION:** BRENTWOOD

**OCCUPATION:** PROJECT MANAGER

**EDUCATION LEVEL:** BACHELOR'S DEGREE

**TEAM PLAYER**

**PLANNER**

**WORKING MAMA**

**SCHOOL COMMUNITY**

## **VALUES:**

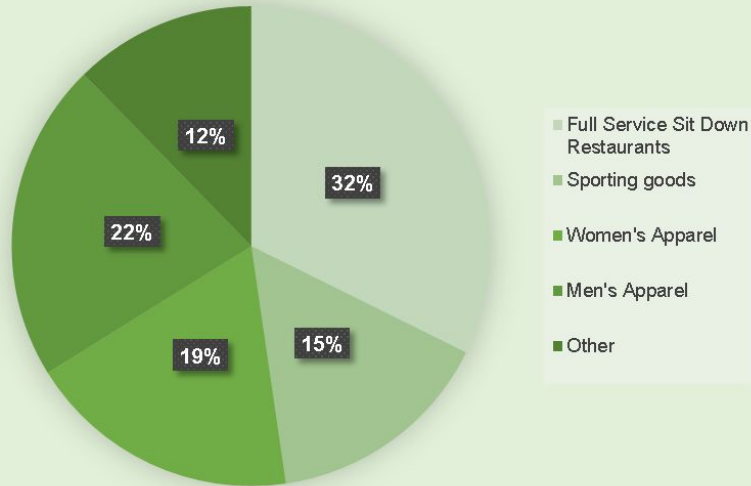
- HANGING OUT WITH FAMILY
- SAFE ENVIRONMENT FOR KIDS
- PLAYDATES FOR HER CHILDREN

## **FRUSTRATIONS:**

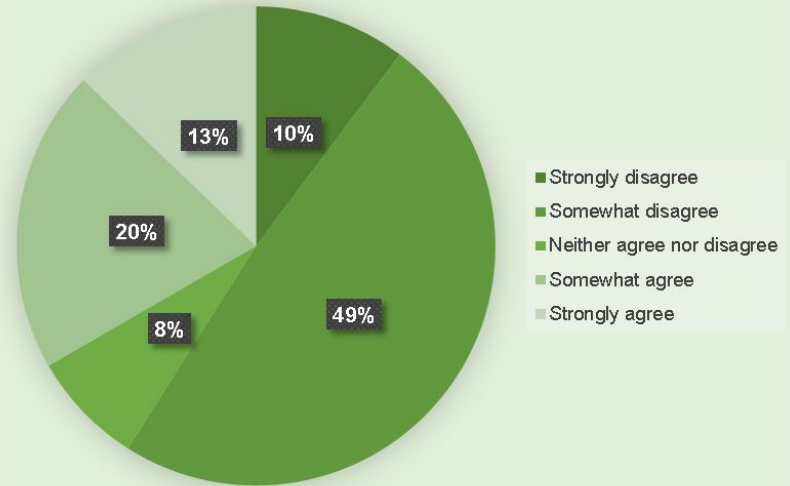
- LIMITED FAMILY-FRIENDLY PLACES
- LIMITED HEALTHY FOOD OPTIONS
- NO TIME TO TRAVEL TO OTHER CITIES FOR ENTERTAINMENT

# Statistics: Customer Insights

Q5.3 - What types of retail businesses (including restaurants) you feel are lacking in Brentwood?  
(Check all that apply.)

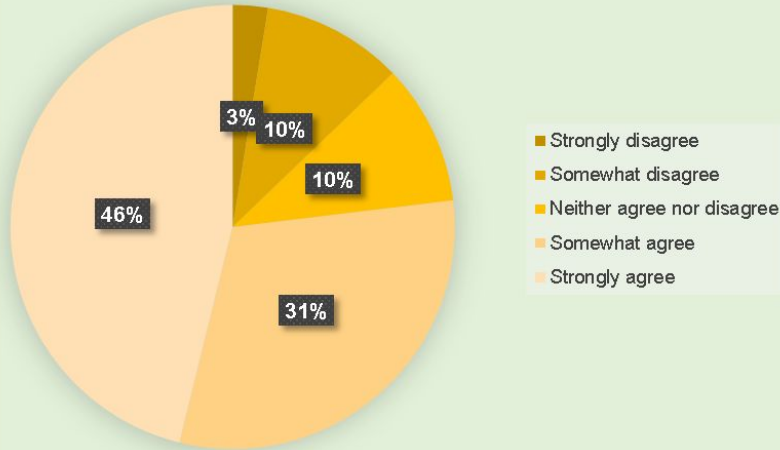


Q5.4 - How likely are you to agree with the following statement: Brentwood has plenty of dine-in restaurants with different cuisines.

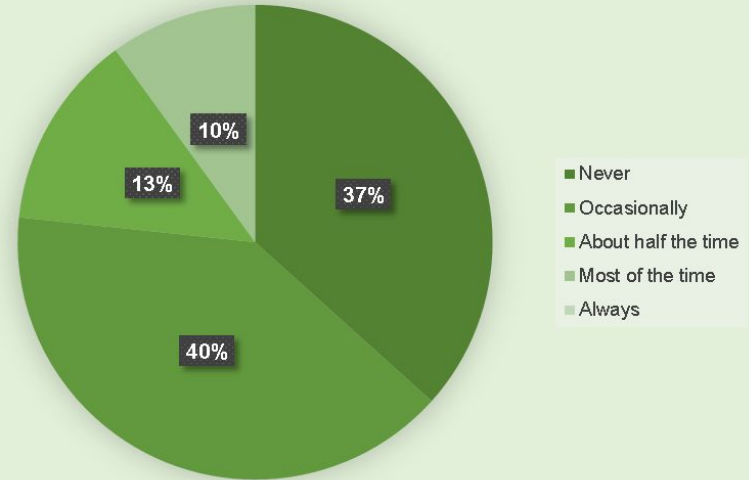


# Statistics: Customer Insights

Q5.5 - How likely are you to agree with the following statement: Brentwood has plenty of casual dining/fast food restaurants (Chipotle, Panda Express, In-N-Out) with different cuisines.



Q5.6 - When working from home, how often do you leave your home to go out for something to eat for lunch?





# Final Customer Insights from Survey

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- **How far they live from Brentwood:** Less than 5 miles
- **Favorite place to work:** Home office
- **Preferred means of transportation:** Personal transportation
- **Typical lunch spent:** \$10-\$15 (38%), \$15-\$20 (33%)
- **Reason for going to Farmer's Market:** Explore the market and downtown Brentwood
- **Main source of information:** Word of mouth
- **Best attributes of Brentwood:** Nice parks & safe neighborhoods

# Our Recommendation

Introduce a food mall in Brentwood with the concept of a “community mall”, or a place where community meets consumerism.



# The *BrentFood* (An Upgraded Version of Brentwood's Farmer's Market)

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- **Locals only:**

- Homegrown producers (Farmer's Market to the table)
- Mom & Pop restaurants
- Ghost kitchens
- Cafes/Bistros
- Fine Dining

- **Eco-friendly**

- Less of a need for outside vendors
- Solar panels for energy
- Biodegradable serving materials

- **Building infrastructure and helping improve the economy**



# What Other Questions Could We Ask?

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- **Marriage status:** Are you married or unmarried?
- **Family:** How many people are under the age of 18 in household?
- **Food:** What type of food/cuisine are you most interested in for dine-in?
- **Entertainment:** Would you be interested in having a stage in the food mall to hold small talks and performances?
- **Lifestyle:** Would you visit bars located in the food mall or prefer an environment elsewhere?



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# Bringing It Together Using Class Concepts

# Motivation

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- **People are driven by motivation**
- **Maslow's Hierarchy of Needs**
- **Fulfill people's needs of:**
  - Hunger
  - Socialization
  - Status and accomplishment





# Group Influences

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- Humans are social animals
- How a group can persuade lies on the social power
- Social power can create **Word-of-mouth (WOM)**
  - 71.79% of interviewees are acquiring information via WOM
  - WOM is powerful & our key marketing tool



# Income and Social Class

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- Targeting the top of the pyramid (High income consumers)
- Focusing on social class, lifestyle and tastes
- Using social class and income to define our target market





# Communication

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- Communication can change consumers' attitudes toward products and services
- Characteristics of the message itself determine its impact on attitudes
- Our objective is to portray *BrentFood* in a welcoming and friendly way



# Marketing Execution

- Put out an attractive message:
  - ***“Better mood? Come to the BrentFood”***
- **Print Advertising** - to reach potential customers on a broad scale
- **Social Media** - to drive awareness about the new food mall through referrals and recommendations (like on Yelp)

