

Imaginary Business Plan

Pow Pow Foods
281 W Lane Ave.
Columbus, OH 43210

January 1, 2024

Background and History

Alice and Bob have been involved with restaurants for many years. They opened their first restaurant in 1995 and their second in 2005. Praised for the quality of their menus, Alice and Bob have decided to build on this success and open their third restaurant in Columbus, Ohio.

Description of Products

Alice and Bob's mission is to create the best fast-casual restaurant around.

Customers are delighted by the Chicken Pow Pow they offered at their last restaurant, and Alice and Bob will build a full menu around this award-winning recipe. Their Chicken Pow Pow is marinated with a blend of parmesan, garlic and other ingredients. Alice and Bob have created a themed menu that includes: 1) Chicken Pow Pow Sliders, 2) Chicken Pow Pow Tenders, and 3) Seasoned Fries – these foods can be eaten at the restaurant or ordered for pick-up or delivery.

Alice and Bob have also created 4) Chicken Pow Pow Sauce that customers can take home.

Marketing Strategy

Alice and Bob decided on a three-legged marketing approach:

1. Loyalty Program
2. Targeted Marketing
3. Mobile Food Truck

Loyalty Program

Alice and Bob have decided to create a loyalty program for their best customers. After four meals, customers will get their fifth meal free. Alice and Bob noticed this type of loyalty program works great for coffee at the gas station, and they imagine it will work well for lunch.

Targeted Marketing

Alice and Bob will start by understanding who is their customer and the customer's greatest problem or opportunity – namely, a hungry customer. Alice and Bob will set specific, measurable goals such as: increased sales, boosting reviews, or growing their social media following. Next, Alice and Bob will develop a unique brand identity for their Chicken Pow Pow fast-casual restaurant. They'll create compelling content and adapt to changing market trends.

Mobile Food Truck

Alice and Bob will take their Chicken Pow Pow food truck to local events. They believe that college football games will be a great place to attract hungry customers. Additionally, they plan to offer their bottled Chicken Pow Pow sauce from their food truck, for customers to take home.