

# Development Plan



May 2024

# Introduction



Retro House is a Chinese restaurant and a coffee shop combined. It aims to establish a reputable food and beverage brand throughout the Tampa Bay region by delivering culinary flair from scratch, paired with a comfortable and trendy atmosphere in the middle of the University Area, Tampa, FL.

## This marketing plan aims to:

- Advise Retro House on how to increase brand awareness with this demographic.
- Give suggestions on ways to ensure smooth operation in the first 7 months.
- Find out how Retro House can stand out from other Chinese restaurants in the area.

# Suggested Questionnaire

Estimate completion time: 10 minutes.

## Part 1: Personal Information

What is your name?

What is your phone number?

What is your email?

How old are you?

This section aims to gather information that serves advertising purposes. We can explicitly use the information about age to determine which age range we should target when Retro House opens.

## Part 2: Personal Preferences

Have you tried Chinese food before?

Yes

No

What type of food do you like the most?

Dessert

Main Course

Snacks

Other

How likely would you prefer having a coffee cup after finishing your meal (or vice versa)?

Not likely at all

1

2

3

4

5

Very likely

# Suggested Questionnaire

Estimate completion time: 10 minutes.

## Part 2: Personal Preferences

How much would you pay for a meal?

Breakfast: Let the respondent fill in their desired amount

Lunch: Let the respondent fill in their desired amount

Dinner: Let the respondent fill in their desired amount

This section aims to understand customers' needs and preferences better when choosing a specific type of dish. Using this information, we can later analyze some notable dishes to place on the menu.

## Part 3: Competitor Survey

Do you have any Chinese restaurants in mind? If yes, please name them.

Let the respondent type/write their response

What sets them apart in your mind?

Let the respondent type/write their response

This section aims to know customers' preferences of other restaurants in the industry (if applicable).

# Competitors At A Glance

18

Chinese restaurants  
near USF

10

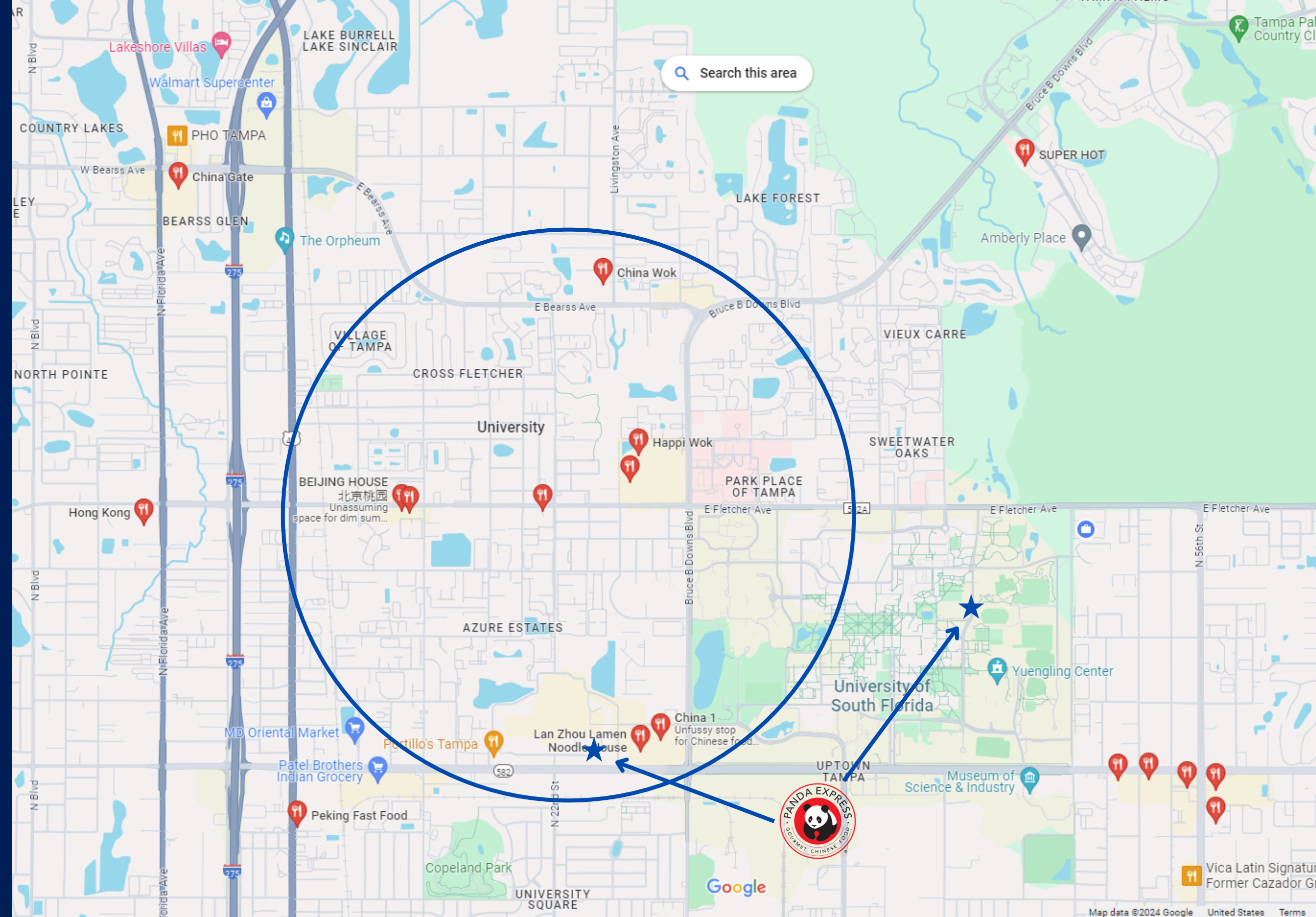
Chinese restaurants  
in the same area

1

Competitor from a  
well-known brand



# Competitors At A Glance



Chinese restaurants in the area near University of South Florida when searching for “Chinese Restaurants”

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# Marketing Analysis (S.W.O.T)

## Strengths

Target a moderate/low competitive market (Chinese FnB)  
Creative execution in restaurant design & brand placement

## Weaknesses

Limited branding recognition (new brand)  
Limited budget on marketing compared to big brands

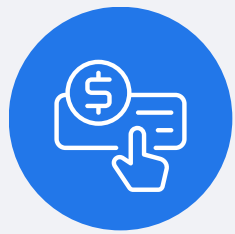
## Opportunities

Expansion on a new model: Coffee and Chinese food  
Target younger people with a fresh design style

## Threats

The connection between coffee and Chinese food isn't clear  
Interest in Chinese food in the area may not be strong  
Strong competitors (traditional restaurants and franchises)

# SWOT 1/4: Strength Analysis



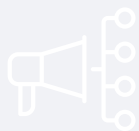
## Target a moderate/low competitive market (Chinese FnB)

Chinese FnB, compared to other restaurants in other cultures, has a relatively low appearance in the area. Also, Chinese food is unique and very hard to replicate; thus, this is a promising market to break into around this area.



## Creative execution in restaurant design & brand placement

Brand identification of Retro House is one-of-a-kind. Retro House's model of selling Chinese food and coffee simultaneously is unique, yet will be challenging. Retro House's effort to craft the restaurant is massive and will reflect an attractive design for Retro House.





# SWOT 2/4: Weaknesses Analysis



## Limited branding recognition (new brand)

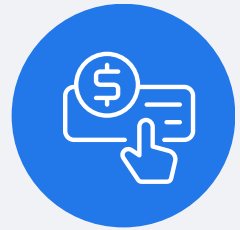
Creating a new brand is a challenge because the brand has to accept the fact that not everyone is familiar with the brand, which makes the sales not as high as expected.



## Limited budget on marketing comparing to big brands

Big brands are backed by big banks based on their previous sales result, even owned by private equity firms - for example, Blackstone bought Tropical Smoothie Cafe as reported by Reuters on 24th April 2024 ([full report](#)), which decreases the chance for new FnB restaurants to break in the market.

# SWOT 3/4: Opportunities Analysis



## Expansion on a new model: Coffee and Chinese food

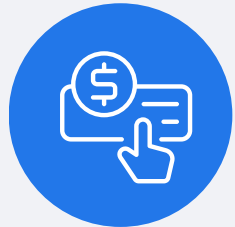
Coffee and Chinese food are a new and unique combination in the market. Based on the needs of Asian people, from my experience, they often drink coffee in the morning and have dim sum for lunch and dinner. The restaurant complex Retro House can attract many people by separating each category but finding a strong elation between them.



## Target younger people with a fresh design style

Based on my research of the University Area, many restaurants need a better decoration style, which may detract customers. Following the branding kit our team has built for Retro House, we believe the restaurant will attract many potential customers.

# SWOT 4/4: Threats Analysis



## Connection between coffee and Chinese food isn't clear

While developing a new model can be successful, it is important to notice that the connection between coffee and dim sum is logical and reasonable to attract customers.



## Interest w/ Chinese food in the area may not strong (low demand)

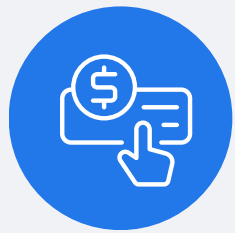
While Chinese restaurant seems to have more numbers than Koreans, it does not mean the demand for dining out of Tampa people is high. Based on our observation, 80% of restaurants are family-run, and they do not have much stress on maintaining a high-profit margin, which is different than running a restaurant, which requires a high-profit margin to pay salary, rent, etc.



## Strong competitors (traditional restaurants and franchise)

Based on the “Competitor At A Glance” map, Panda Express is a potential franchise that may cause the failure of Retro House’s operation. Ensuring that our menu is different from Panda's is crucial.

# Platforms **for** Marketing **Channels**



## Online appearances

Social Media Marketing (SMM) is very powerful, as many Gen Z individuals use social media as the primary means of communication and sharing. By actively working on those platforms, we believe the revenue will increase based on word of mouth. Those platforms include Facebook, Instagram, Threads, etc. Besides, building a website that is SEO-friendly and accessible also goes a long way, as many people still think that the website is a more credible page to obtain information.



## On-site campaign

On-site appearances, such as grand opening or Mother's Day events, go a long way in making an impression. I have been to some free food events from local Tampa restaurants, and although I don't buy meals from there, their name still comes to mind when I need to introduce someone from a good Halal restaurant, for example.

# Solutions



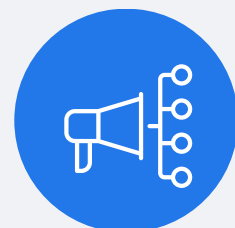
## Focus on differentiating the operation model and restaurant's vibe

As mentioned earlier, Retro House's strength is its creativity in operation and how it is decorated (based on what we noticed from the branding kit earlier). Focusing on this strength would be beneficial for the growth of Retro House in the future.



## Craft creative marketing campaigns for appropriate audiences

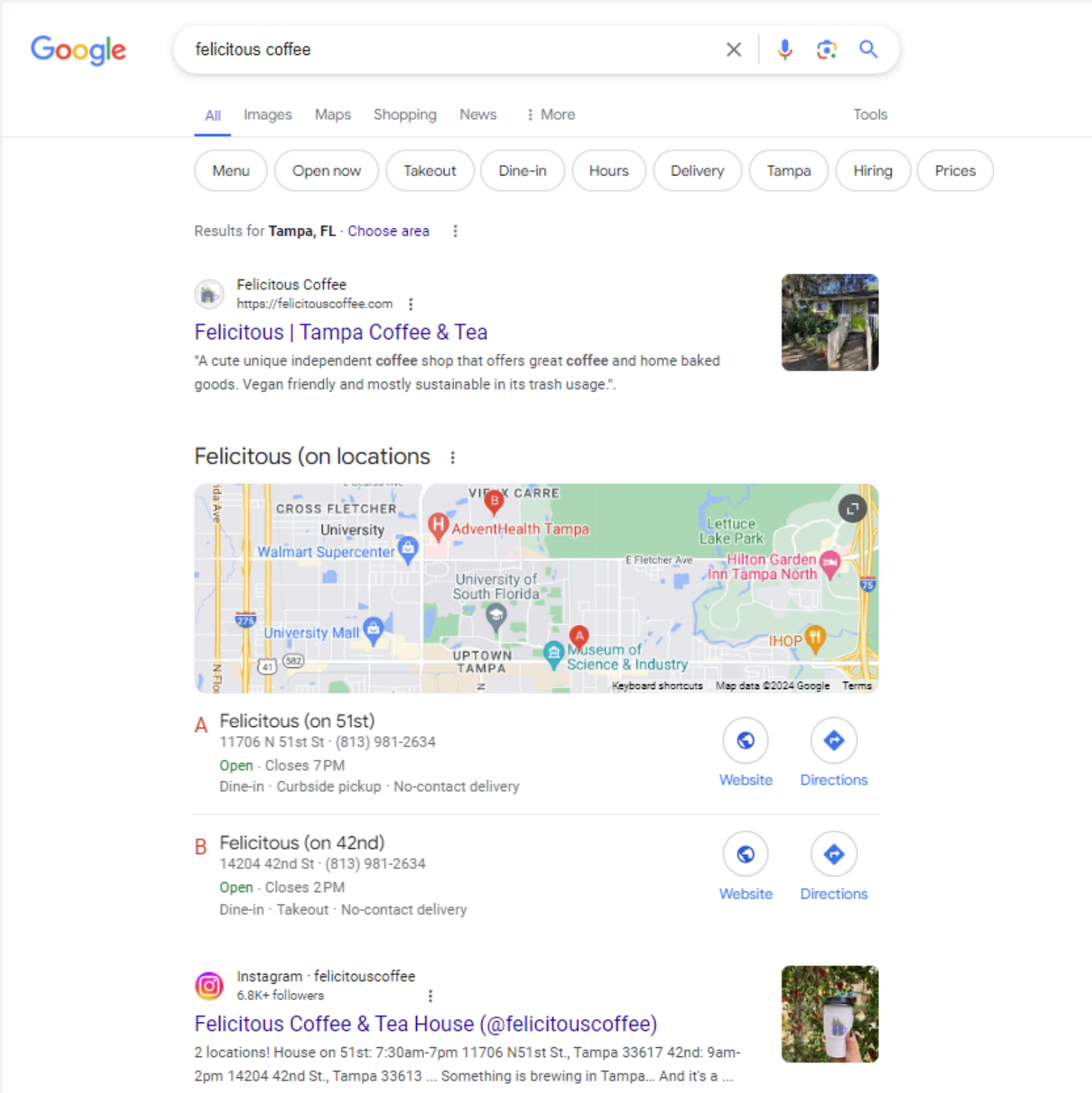
Utilizing SEO is a good idea, as pointed out in the next slide. Retro House should also focus on building great appearances on social media platforms, such as Facebook and Messenger. Marketing campaigns must also be appropriate and customized based on different audiences.



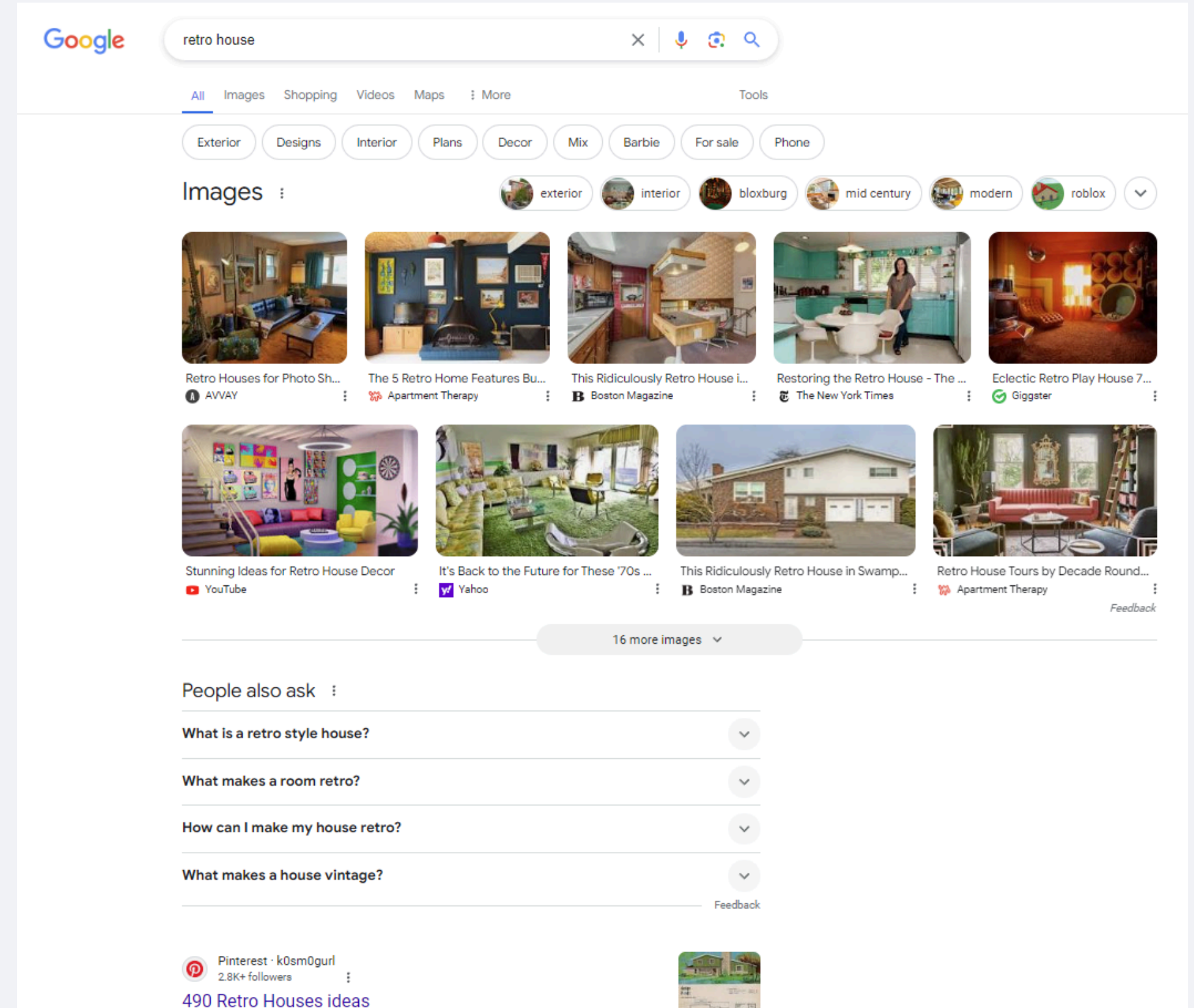
## Ensure consistent quality during the first 6 months at least

By saying “ensure quality,” I am focusing not only on food quality but also on quality in customer service and the quality of the ideas. Retro House could obtain feedback and preferences from new customers by trying to feature different dishes every month.





Felicitous Coffee appears on the first page of Google...



... so let 's make Retro House the same in the future!

# Resources for Social Media

## Instagram:

<https://www.instagram.com/hanhandrollbar/> (Han Hand Roll Bar)

<https://www.instagram.com/presoteatampa/> (Presotea Tampa)

<https://www.instagram.com/oldheightsbistro/> (Old Heights Bistro)

## Facebook:

<https://www.facebook.com/oldeheightsbistro> (Old Heights Bistro)

## Websites:

<https://www.gordonramsayrestaurants.com/en/us/hells-kitchen> (Hell's Kitchen)

# Operation Schedule

Assuming that the beginning steps will take 7 months to get in shape, we suggest the following timeline for Retro House, from May to December 2024.

PROCESS	QUARTER 1				QUARTER 2				QUARTER 3			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Conduct survey												
Marketing online												
Marketing offline												
Buy 1 Get 1 Campaign												
Identify key products												
Competitor research												

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# Got Questions?

## Reach Out

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