

# **Kobe's Fried Chicken Marketing Plan Project**

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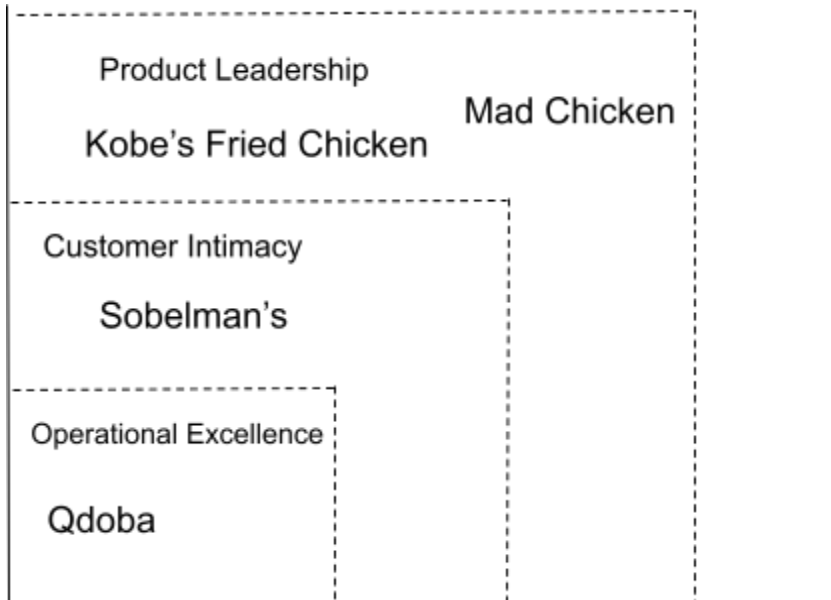
## Business mission statement and company objectives

**Mission Statement:** We use real chicken and serve it at real prices.

**Objectives:** A few of the objectives that our company will try to achieve are only selling the highest quality chicken while still maintaining relatively low prices so that anyone can afford our product. On top of these two objectives that are at the core of our company, we will also strive for all of our store employees to offer helpful and friendly serving while still keeping operations moving at a quick pace. Creating not only a fast experience, but an enjoyable one for all of our customers.

## Situation analysis

### Strategy Map



**Operational Excellence:** Qdoba fits in this category because the main focus that the company has is speed when it comes to their product. They constantly have employees cooking more food and customers move through the meal customization process very quickly. There are no frills with the Qdoba experience.

**Customer Intimacy:** Sobelman's fits in this category because they are the only sit down restaurant that is around the Marquette campus meaning they are the only restaurant that focuses on the customer experience over the product.

Product Leadership: Kobe's Fried Chicken, our company, and Mad Chicken both fit in this category because the most important thing to both companies is their product. The better the chicken the better the restaurant. And it is this similar mindset that makes them such close competitors.

### **SWOT analysis**

- Kobe's Fried Chicken
  - S: In comparison to other restaurants directly around us we serve food made with higher quality ingredients.
  - W: We only have one location right now. So we have a very limited market that mostly consists of Marquette students.
  - O: Expansion onto other college campuses other than just Marquette's such as UWM. That way those students do not just have to order our chicken online.
  - T: Several competitors located nearby with similar price points and similar operating hours.
  
- Qdoba
  - S: Timeliness, since all of their food is not made to order they can serve a lot of customers in a short amount of time which can be appealing to many students.
  - W: Do not offer as high quality of a product as some other restaurants in the surrounding area do.
  - O: Have a wider variety of food offerings allowing them to have a wider variety of customers.
  - T: Several competitors located nearby with similar price points and similar operating hours.
  
- Mad Chicken
  - S: They have a lot of locations so they are more well known. They also have a location on a college campus where Kobe's Fried Chicken is not yet represented so that could help them.
  - W: Often has long waiting times no matter what menu option you choose.
  - O: Already have a loyal group of returning customers.
  - T: Competitors offer similar options at a lower price.

### **Value proposition analysis**

Kobe's Fried Chicken: More natural, flavorful, and served quicker than any other chicken.

Qdoba: Making the world a more flavorful place (“Making the World a More Flavorful Place®”).

Mad Chicken: Real food tastes better (Mad Chicken).

### **Identify opportunities**

#### **3 target markets**

1. College aged individuals who live on or near Marquette’s campus.
2. Young adults (21-23) returning from the nightlife scene of downtown Milwaukee to either their residence near our physical location or who are possibly willing to purchase our products through an online delivery service.
3. 25+ year old individuals who work in downtown Milwaukee and could possibly be in search of a cheaper meal option.

#### **Competitors target markets**

Qdoba: college aged individuals who live on Marquette’s campus and are in search of a fast, cheap, and easy meal option

Mad Chicken: college aged individuals who live on UWM’s campus who want a higher quality meal than other options around.

#### **Positioning**

Kobe’s Fried Chicken: Kobe’s Fried Chicken is positioned as a higher quality fast food option. This positioning statement fits our company because it aligns closely with the values that are the basis of our company. Thus they are the most apparent in the mind of our customers.

Qdoba: Qdoba is positioned as a contemporary Mexican inspired restaurant (“Making the World a More Flavorful Place®”). This positioning statement fits well with Qdoba because it accurately describes the food that they serve which is the focus of their restaurant. Serving the customer their product in the most efficient way possible.

Mad Chicken: Mad Chicken is positioned as a chicken eatery striving to serve the best chicken possible (Mad Chicken). This positioning statement fits Mad Chicken well because they are quite obviously a chicken restaurant, but they focus on their food over everything else.

## **Implementation**

**Product:** Kobe's Fried Chicken offers chicken in all types of varieties, from sandwiches, to wings and tenders, buckets of chicken, nuggets, and even chicken bowls which come with either mac n' cheese or salad. Along with main courses, we offer sides such as fries, salads, mac n' cheese, biscuits, and many more options.

**Price:** Kobe's Fried Chicken makes one of our missions to always offer our prices below our competitors to stand in line with our mission statement. For a main course at our competitors' establishments, you need to spend at least \$10, therefore for our main courses we decided to price them in a range from \$8.50-\$9.99. Our sides range from a price of \$.99 to \$2.99 depending on the side.

**Placement:** Kobe's Fried Chicken only has one location as of now, therefore we have also opened up to online delivery as our restaurant is featured on UberEats, GrubHub, and DoorDash. Our market as of now is college students at Marquette University, but due to our online delivery we have started to move into other vague markets of people who are looking for a cheaper alternative to a restaurant like Mad Chicken, or Qdoba. For our distribution, we have decided that efficient yet excellent service will suit our restaurant the best, therefore we have hired a surplus of staff to keep our restaurant running smoothly, along with our food being the best quality, while maintaining a safe and clean restaurant for our customers to enjoy their meal.

**Promotion:** Kobe's Fried Chicken runs various advertisements and promotions throughout the year. For advertisements, we have started off by purchasing advertisements on Instagram, Snapchat, along with Tik Tok. We feel that by advertising on these apps that we can have strong engagement with our target market and bring customers to us. For promotions we have began running a promotion for college students at Marquette University, UW-Milwaukee, along with MSOE, where on Wednesdays and Thursdays students can come in with their student ID's and with the purchase of a chicken sandwich they can receive a free 10-piece nuggets, or 4-piece tenders. We advertise this promotion through both social media and going through college campuses and handing out flyers to students.

## **Competitors implementation**

**Product:**

- Qdoba:
  - Qdoba offers a variety of food items, promoted more as a cheap Mexican style food establishment here in Milwaukee. Offers main courses such as burritos, and burrito bowls with sides of chips, queso, guacamole, etc.

- Mad Chicken:
  - Mad Chicken is promoted as more of a chicken restaurant. Main courses include chicken and fries, chicken bowls, chicken tenders, nuggets, and wings along with chicken sandwiches. Specially known for their variety of sauces, including mad sauce and mad fire sauce which are unique to Mad Chicken.

Price:

- Qdoba:
  - Qdoba prices at a higher end level of cheap. Main courses are priced at \$10 or above while many sides are priced from \$2.45-\$6.99.
- Mad Chicken:
  - Mad Chicken is priced at a higher end of cheap food. Their main courses begin at \$9.99 or higher while their sides are priced at a range from \$2.99-\$6.99.

Placement:

- Qdoba:
  - Qdoba has various locations within Milwaukee, including a restaurant on Marquette's campus. Not only can you order in restaurants, but you can also order online for delivery or you can order online for pickup. As a company, Qdoba positions themselves as a quick and easy way for consumers to grab a quick bite to eat where their food will be made quickly and efficiently.
  
- Mad Chicken:
  - Mad Chicken offers 3 restaurants near and around the Milwaukee area. One restaurant 13 minutes northeast of Marquette's campus, one location 15 minutes south of campus, and a third location 14 minutes north of campus. You can order in person, online for delivery or you can order online for pickup. Mad Chicken positions themselves as a quick and efficient chicken restaurant that offers many options for food, including their various sauces.

Promotion:

- Qdoba:
  - Qdoba has recently partnered with Hot Dish Advertising to promote their company, along with social media advertisements and promotions. (Hotdish)
- Mad Chicken:
  - Mad Chicken doesn't rely on advertisements as much as other companies. Instead they rely more on their target market of local residents who are looking for a chicken restaurant. They do have social media accounts for their food but besides that they run no other advertisements.

**Comparison**

**Product:** For products, Mad Chicken and our company, Kobe's Fried Chicken have very similar products. Both restaurants are individually focused on chicken and the various meals and courses that can be created with chicken as the base. On the other hand, Qdoba offers very different and unique products, solely focusing on Mexican styled food and although Qdoba does serve chicken, it is not emphasized as a specialty of their restaurant but instead just a part of their bigger course of a burrito or a burrito bowl.

**Price:** For price, Kobe's Fried Chicken made it a mission of ours to guarantee that our prices would be lower than our competition, to assure we fit the needs of our target market, college student's who can't afford to spend \$15+ on a late night dinner or lunch. Although our prices are just dollars less, it still does have an impact on the bigger outlook on things. If a student buys our product twice a month for the school year then they are saving themselves around \$50, which can be used to their disposal since they chose to dine with Kobe's Fried Chicken.

**Placement:** The placement of each restaurant are each pretty close in proximity, along with the way each company places themselves to consumers. On the other hand, the way in which the companies place themselves as establishments, they are all very similar. Each restaurant promotes themselves as quick, efficient, good tasting restaurants where you can get in and out of the restaurant within 10 minutes and you won't have to break your wallet to get a meal at any of the restaurants.

**Promotion:** The promotion for Kobe's Fried Chicken and our two competitors vary a little bit. On one hand Kobe's Fried Chicken spends a great deal of their efforts on advertisement, along with offering promotions to college students which are not offered by our two competitors. This must be done though, because our two competitors are already well known restaurants, while we are just starting off so we need to spend more time and money on our advertisement to gain customers and play catch-up to Qdoba and Mad Chicken. Qdoba and Mad Chicken know that they already have a steady market of customers so they don't invest so much into advertisements.

## **Evaluation timeline**

1-5 years from now: Kobe's Fried Chicken plans to expand our company in the first 5 years by simply focusing on our one restaurant location and building a loyal customer base. There are no plans to expand and open a new restaurant for at least the first 5 years, Kobe's Fried Chicken is solely focused on the one restaurant at hand especially with tough competitors.

6-10 years from now: Kobe's Fried Chicken hopes to reach our goal within the next 5 years so we can move onto our next phase after step 1 to start expanding our restaurant. If everything goes smoothly and the bumps hit in the road aren't too rough, then we will be able to open up

2-3 more chains around the Milwaukee area in the time frame to grow our business. By the time we plan to expand, we hope that we will be on the same level or even better than our competitors from a business standpoint.

10+ years from now: If our marketing plan works out according to our timeliner, we plan to expand Kobe's Fried Chicken out of Milwaukee and expand over to Madison and down to Chicago. We feel that if we are able to expand to Madison and Chicago, then we can get enough publicity to grow our company exponentially. We hope that expanding to Chicago will give us a competitive edge over our competition, and with our high quality chicken at a low price we feel that in 10+ years we can grow our company outside of the Midwest.

### **Timeline Goals**

- Develop a customer rewards program to make progress towards creating a loyal customer base and retaining customers
- Don't expand the company to a second restaurant until we have enough revenue to expand to three restaurants to assure we won't fail
- Develop an app for Kobe's Fried Chicken
- Expand outside of Milwaukee, to Madison and Chicago, try to target college towns
- Expand the company, build more restaurants in the Milwaukee area
- Develop a nationwide brand that is known for serving high quality chicken and a reasonable price

### **Metrics**

- Develop a customer rewards program of at least 1000 customers within the first 5 years, grow to 10,000 customers by the end of the 10 year tenure, and once we expand grow the customer rewards base to 50,000 customers
- Build up revenue of at least \$750,000 before expanding and building a second restaurant around the Milwaukee area
- After opening up multiple locations in Milwaukee, open up 1 restaurant in Madison, and 1 in Chicago and wait for 2 years to see the restaurants performance
- After seeing performances, invest 10% of the company into building new locations and advertising across the country



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