

**Final Project Summary- M&G Enterprise**

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## **Target Market**

Five Guys is family and friends oriented which is perfect for Millennials since they are always willing to try new food with their friends and family. They would also be more likely to spend money on a meal which is of high quality. This is exactly what Five Guys offer, a meal with fresh ingredients. Millennials and Generation Z have one thing in common that being that they both have a strong social media presence. Having a strong social media presence will drive more customers to a brand according to Kathy Sucich.

Gen Z is typically a generation in which they are always on the internet and has a strong social media presence. The interior of Five Guys is perfect for posting on social media. Generation Z, love to showcase their whereabouts and where they are eating. Five guys' signature red and white interior would draw more customers to come into Five Guys and snap a picture of them eating alongside their friends.

Baby Boomers are typically health concise in which we would have a harder time marketing towards them since Five Guys are considered fast food. M&G would still choose television as a medium to promote Five Guys. Since this generation is the least active on the internet, television would be a better way to reach them. Typically baby boomers already have grandchildren, marketing Five Guys as a place in which family can come together and enjoy a meal. Would appeal to the baby boomers to stop by and take their families. They are willing to come in and sit down and enjoy a meal with their family.

## **Swot Analysis**

Some of the strengths of the Five Guys include their Signature red checkered look, for which they can be easily identified for. When you first walk into Five Guys the ambiance is nostalgic. The red and white tile interior gives Five Guys a vintage and retro look. Five guys promise to use fresh ingredients, by not having freezers at their restaurants to store unused food (Team, 2020).

Currently, Five Guys have a few weaknesses which can become an opportunity into making Five Guys a successful company. A weakness of Five Guys is that they have very limited advertising and a limited menu. They cook in peanut oil which may dismiss many people away since peanut allergies are one of the most common allergies out there. (Team, 2020)

The main threat of these companies is that they have many locations spread out throughout the world. McDonald's and Burger King are big brands that are widely known across the world. The threat they have against Five Guys is the price since that is what their brand is known for value. Compared to Five Guys, McDonald's may not be so much of a threat, since Five Guys offers quality food for their price.

Currently, Five Guys has very limited marketing and advertising, which is an opportunity. The opportunity to use other marketing approaches to create the most profit in the company. Five guys have the opportunity to add variety to their menu. They also have the opportunity to adjust their menu to those who have peanut allergies. (Team, 2020) There would also be an opportunity to create a more online presence, since it would help customers want to experience Five Guys

When walking into Five guys there is no need to be dressed up or feel out of place. The vibe and atmosphere of Five Guys are meant for you to walk in and sit with your friends and family and enjoy a meal. A meal that you customized, one in which was ready-made and can easily be enjoyed. You are there to feel welcomed and nostalgic with the red and white tile interior.

Five Guys burgers' main goal is to attract customers and have them try their food. Five guys' main objective is to provide one of the best customer experiences in order to create a long-term clientele. Keeping it simple, Five Guys goes towards quality in their food. As we are all aware, Five Guys does not necessarily promote/advertise themselves; however, there are different methods by which the company builds its consumer relationship. By using the marketing mix to help break down the company's strategic plan.

Starting with location, with only 14 locations in NYC, each franchise is properly taken care of to create a welcoming environment for the customers. The company's product stays very limited in which it only provides burgers, fries, and a drink of your choice. The limit of products helps create the target market to those who always know what they want or are very simple and just want a good quality burger. Five Guys products are made out of fresh products daily, creating great quality food. Because of this, the price is a bit on the pricier side. The portion control that the franchise provides for the customer is also a large amount, which may also be why the price is at a higher price. As for promotion, keeping it simple, customers are the best promotional strategy. The word about five guys is spread within the customer. Creating a connection the customers are the ones who bring in more audience.

G&M Enterprises seeks to market toward Gen Z and Millennials through well-known celebrities and influencers. For example, A popular app amongst Gen Z is Tik Tok. With the platform having thousands of users and largely followed by influencers. Using influencers such as Charli D'amelio to help promote five guys, would encourage millions of users, specifically Gen Z to go out and try Five Guys.

For example, Bad bunny a Latin American celebrity well known within Generation Z in which we could do PR through. Bad bunny is well represented through the Latin American community. Doing commercials and advertising with Bad Bunny would help our menu appeal to Millennial Latin audiences.

## CITATIONS

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