

Final Project - M&G Enterprise

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Abstract

In this paper, G&M Enterprise would discuss advertising and marketing strategies to help five guys compete in today's competitive landscape. G&M has many marketing techniques such as digital marketing which includes the use of the internet in order to help Five guys develop a stronger connection with its customers with the help of the internet, specifically social media marketing and advertising. G&M also discusses the use of branding strategies, pricing strategies, distribution strategies and promotional strategies guaranteed to make Five Guys the most profit. G&M details the target market in which they seek to operate which includes Millennials and Generation Z. Both these target markets offer an array of interests. In which G&M newest marketing approach will appeal to these markets. G&M Marketing will approach these target markets through the use of media mediums such as the internet and television.

Let's break down Five guys really quickly. 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 current 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

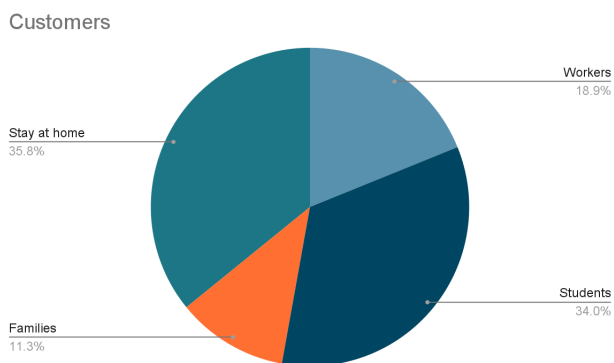
just want a good quality burger. Five Guys products are made out of fresh products daily, creating great quality food. Because of this, the price is a bit on the pricier side. The portion control that the franchise provides for the customer is also a large amount, which may also be why the price is at 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. Now that we are aware of how Five Guys markets themselves our team can take them to the next step and bring in more.

Marketing Analysis:

Five Guys is an American chain restaurant that has a focus on very limited menu options, in which it consists of burgers, fries and drinks. The fast food restaurant is able to provide a casual experience for the customers. Great food, great environment and great customer service. So, how were they able to get a hold of all their customers without much marketing. If you have noticed. Five guys does not really promote themselves as much as other chain restaurants like Mcdonalds, Wendys, Burger King etc. They were able to gain publicity within their customers. The customers themselves talk directly with one another and bring each other into the establishment. Which caused them to gain popularity.

However, recently the company has not been doing so well, sales have been decreasing and loyal customers are seen less and less everyday. Five guys have now decided to reach out to us, M&G Enterprise, to help them create a marketing segment because they have never had a marketing plan. In order to do so we are going to break down their customer base and figure out how we are going to target those individuals. From their the marketing plan is going to take its place.

In order to figure out who eats at five guys, we have created a survey on our online website, in which it shows who the main customers are.



As we take a look at this chart we have noticed that our main target market comes from individuals who stay at home, students as well as workers. This has helped us figure out what segments to look at. Students take up 34.0% of the company's customers. In this case the students are going to fall under Generation Z. Our stay home individuals would most likely be parents who stay at home or who come home early from work. These customers would then fall under Millennials.

Now, our main goal is to reach the customers and keep them to prevent a downfall from occurring again. We want to make sure we don't use the basic traditional media because in this new era not a lot of our customers pay attention to newspapers or radios. Starting off with Gen Z we know that the majority of this generation is very active on the internet, especially on social media. In order to reach our target market we have decided to create an App in which these individuals can easily access and redeem points. With the points collected you are then able to earn free meals, prizes etc. This creates an excitement for the individuals and pulls them in to want to keep earning points and redeeming them later on. Not only that, if you qualify and enter your school information all students would be able to receive a 10% discount as well.

Next comes Millennials, these individuals would also be able to access the internet but not as much as gen z. The main medium for these individuals would be Television. Creating a commercial in which it informs the latest deals and new items that come up on the menu (occasionally) . Of course with the commercials we have to have a spokesperson who the millennials look up to. In this case, every season Five Guys will come out with a commercial with a new spokesperson. This gives them the excitement to want to come in and purchase the products.

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.

Brand Strategy

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.

Some objective for Five guys is to increase brand loyalty, identity & image. The objective for five guys is to not be viewed as a place that just sells burgers and fries. The purpose of five guys is to represent the best quality, service and cleanliness in order to sell the best meal. The vision of five guys is to make the most delicious quality meal with the use of fresh ingredients.

They want to be seen as a place which has good, freshly made food with a welcoming and comfortable vibe. Many fast-food places don't really allow for you to come and stay for a long period of time for you to stay and eat. The positioning of five guys is for consumers who want a customizable, quickly made meal, made to eat in a nostalgic and clean environment. Five guys personalities are playful, nostalgic, freeing and comforting.

The estimated price for the brand strategy and positioning of Five Guys would cost approximately \$30,000 since we would be marketing for a large firm. (Moon,2021)

C.PRICING STRATEGY(PRICE)

G&M enterprise has decided to keep five guys' current price as the lowest price in which they would sell their burgers.

G&M plans to attract price sensitive customers by using price skimming. Since five guys is known for its high quality, raising the price of the burgers occasionally is justifiable. The outcome of price skimming would help customers understand the quality of five guys. Customers would expect high-quality burgers and food. Five guys is able to justify the high price of its menu items since five guys is a brand that only uses fresh products. Occasionally lowering the price at least 2 months throughout the year would justify and help customers understand that five guys is a company of quality.

DISTRIBUTION STRATEGY(PLACE)

The distribution strategy for Five Guys takes into account its competitors and the costs.

The marketing channel used to distribute Five Guys products is through a direct channel. A direct channel in which the product goes directly to the consumer.

Another distribution channel for five guys would be using the internet to distribute their product.

G&M proposes for Five guys to add an ordering online feature to their website. In which customers would be able to order a meal at their fingertips. Ordering online and having the option to pick it up in store or have it delivered to your home. Not only would allowing to distribute the product through a website and app allow for the consumers to easily identify what they want.

The competitor issues in which five guys may face would most likely be the use of frozen foods in supermarkets in which they easily have food in which offer ready made food easy to make.

Distributing and placing five guys franchises in locations such as outside of schools would help attract customers who are hungry and would like to go for a quick bite.

E.MARKETING COMMUNICATION AND PROMOTIONAL PLACE (PROMOTION)

G&M's overall promotional objective is to gain brand awareness, recognition of Five guys. Another promotional objective of five guys is to create a connection with the customer. Promoting Five Guys as a place in which your whole family and friends can come and eat together, would help gain more customers and make them feel as if they have a say when it comes to their food choices.

We would advertise to generation Z through Social Media Advertising. We would advertise towards Generation Z through Social Media content. Social media is a great way in which five guys would have the opportunity to connect with the customers. Setting up a social media profile, for example on Instagram would inform customers of the latest products and the upcoming menu products. Not only would inform the customers of Five Guys' latest menu items, but it would give five guys insightful feedback which can help better the business.

Television is another way in which we advertise. Television is great in which we can easily target millennials. Creating narratives, through commercials as a way for millennials to come into Five Guys with their families would be a great way in which would gain customers.

Millennials praise quality time with friends and love to spend their money on something that is worth good quality.

G&M would include sales promotions in which customers would buy one sandwich and get a free drink with your meal. Another sales promotion which would stick to five guys' promotional objective would be ordering a food item for each of your party of five or more and getting 10% off your entire meal. Which would not only be a way to include the name of the brand but also tie in with the Five guys image of family.

Program costs in which would include spending 1 million of television advertising and \$500,00 on social media advertising.

Personal Selling

Competitor issues in which we might face are competitors such as McDonalds in which there would be constant promotions going on. With the constant promotions going on in other restaurants five guys can offer a rewards program in which after a certain amount of meal they would get a free meal. In order to qualify you must (again) be able to access the app in order to redeem points.

Public Relation:

Five Guys Company is here to try something new for their company. We are going to take a turn and aim towards the latin community. Bringing in a celebrity who is well known to this community is going to bring in new potential customers to this establishment. Our spokesperson being Bad Bunny is going to be partnering up with Five guys and creating a limited time meal. This meal includes the company's signature fries and burger of their choice with a touch of a new sauce created by bad bunny himself. Not only is there a collaboration, we have come up with the idea to create a contest in which 10 selected individuals who participate in the contest will receive two concert tickets in their city to go see Bad Bunny in concert for the following year.

The contest starts off like this, in order to participate of course like any other contest you must be 18 years or older to enter. Now, on the app's home page the contest flyer will appear in which it states the following rules, ages 18+ to enter, only individuals who purchase the collabed meal will qualify to enter. In order to show proof, all you have to do is enter the numbers at the bottom of your receipt, you can only enter once a day. Once the numbers have been entered you are then directed to another page in which it asks for your personal information, such as name, address, email and phone number and instagram name . Then that's all you have to do in order to enter. From there you will wait for the announcement in which Bad Bunny himself announces via Email and on Instagram. This contest will go on for two months and then one month prior to his concert the announcement will be made giving the individual enough time to be contacted.

Technological Issues

Currently going on in the world is the pandemic. In which like many other businesses impacts sales in many ways. This has caused G&M to propose in-store pickup and delivery services. Through the five guys app customers would have the ability to order their food and pick up in store conveniently. Without having to worry about wait times and feel as they would risk their health. Five guys care for a customer's well-being in which his customer would still be able to enjoy the delicious flavors.

Not only would this be a good solution for the current situation going on but also be helpful. It would be helpful in doing future business with customers who don't necessarily enjoy eating their food in a restaurant or who are in a rush to get their food and leave.

Financials

- a. Sales Volume Forecast

PRODUCT													START DATE	UNIT TYPE
FIVE GUYS													00/00/00	
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	
NUMBER OF UNITS SOLD	50	50	100	100	100	100	250	250	300	300	450	450	2,600	
PRICE PER UNIT	\$12.99	\$12.99	\$12.99	\$12.99	\$12.99	\$10.99	\$10.99	\$11.99	\$11.99	\$11.99	\$12.99	\$12.99		
TOTAL SALES	\$649.50	\$649.50	\$1,299.00	\$1,299.00	\$1,299.00	\$1,099.00	\$2,747.50	\$2,997.50	\$3,597.00	\$3,597.00	\$5,845.50	\$5,845.50	\$30,990.00	
PERCENT OF TOTAL	2%	2%	4%	4%	4%	4%	9%	10%	12%	12%	19%	19%	100%	
PERCENT CHANGE	—	0%	100%	0%	0%	-15%	150%	9%	20%	0%	63%	0%		

b. Marketing and Service Provision costs

G&M plans to spend at least 9% of revenue on marketing, advertising and PR. Which would be an estimated 90,000,000. G&M plans to spend at 32,000,000 on advertising which would increase sales at approximately 21% which would increase revenue by 210,000,000.

G&M plans to spend 12,000,000 on PR which would increase revenue by 10% and increase revenue by 10,000,000. G&M predicts that with five guys earning a revenue of 1 billion we estimate that G&M's marketing tactics would increase a total of 62%. Therefore the estimated income in which Five guys would make would be making a total of \$620,000,000 extra in revenue.

Fees	Total spent	Increase % of sales	Extra revenue
Marketing	46,000,000	40%	400,000,000
Advertising	32,000,000	21%	210,000,000
PR	12,000,000	10%	10,000,000

Total	90,000,000	62%	620,000,000 total in revenue
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c. Estimated Income

The estimated income in which five guys would be making in revenue would be a total of \$2,620,000,000 with the use of G&M's proposed Marketing techniques.

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