



One Page Business Plan

Name: Malik Lee **Owner:** Suede Restaurant- Chasen Hollacind

<p>Why? To help clients reach a wider audience gain customers with multiple demographics increasing the traffic flow in the business.</p> <p><i>*Why you do what you do?</i></p>	<p>How? Show clients the benefits of traditional and digital media along with the influence it has on potential customers outside of their preference</p> <p><i>*How you do what you do?</i></p>	<p>What? Give clients recommendation of what should be improved in the business along with steps on how to improve and explain the benefits.</p> <p><i>* What you do?</i></p>
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<p>Customer Problem Due to limited seating in the business customer result into leaving the establishment unsatisfied.The Lack of customer engagement leaves customers feel less valued not wanting to return</p>	<p>Solution Offered Offer customers delivery service to provide them with the products to the comfort of there home.Creating events that involves customers</p>
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Target Market
Customers 21-50 who prefer fast pace in-out food restaurants such as Wendy's or Mcdonald's ,ordering food off of apps instead of visiting business physically. Large sized families or couples with various demographics willing to spend any amount of food items enjoying the experience if fine dining.

Position or Concentration
To provide customers with outstanding and memorable experiences by providing exceptional cuisine and genuine hospitality surrounded with great atmosphere with creative dishes and mixed drinks.Giving customers the culinary innovation that an entire family can enjoy

Competitive Advantage
competitors provide customers with multiple services such as delivery and pick-up services eliminating physical contact with customers still being able to provide them with the best products.Competitors excel in using traditional media along with digital media providing customers with information regarding operations of the businesses.

<p>Income Streams Offering space for events Offering catering services Offering delivery services</p>	<p>Price Strategy Offer variety and combinations. Research competition finding out what tactics work best for them and Determine the demographic of potential customers.</p>
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<p>Top Three Competitors</p> <ol style="list-style-type: none"> 1. Foot Prints Cafe 2. Peppas Jerk Chicken Restaurant 3. Negril B.K 	<p>Notes:</p>
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Suede Restaurant

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Suede Restaurant located in the Flatbush section of Brooklyn, New York. Suede specializes in Caribbean cuisine giving customers a taste of the Caribbean culture while providing a great atmosphere along with fast pace service and blended mixed alcoholic/non-alcoholic drinks. Suede struggles with using digital marketing such as Instagram and Facebook which can contribute to the loss of customer engagement and providing customers with correct information on services. Suede sticks to the traditional restaurant tactics. In efforts to help Suede improve their business they will be introduced and recommended some traditional media tactics like creating a commercial that would help with reaching a wide range of customers besides those who live in the area and teaching the company how to constantly update their digital media platform to showcase clients events that will be held and the business is able to stay up-to-date with technology changes.

Average

Customer

- 23 - 50 Years old
- Enjoy the experience of fine wine & dinning
- Prefers fast casual and fine dining over traditional fast food like McDonalds

Ideal

Customer



- 23 - 50 Years old
- Those who enjoy mixed drinks and well cooked food along with a mixture of music and great ambiance

- 28- 60 Years old
- Those who can not find the time to dine the restaurant but have time to order delivery services
- Prefers quick service

Target

customer

CLIENT CUSTOMER
ATTRIBUTES

SUEDE
RESTARUANT

MALIK LEE
E077

E077
6:00PM-
7:15PM

SUEDE RESTAURANT
MALIK LEE

SWOT Analysis

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- Good reputation among customers
- Excellent traffic
- Creative menu from competitors with traditional and combinations of entrees

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- Competitors who serve the same product and offer the same service
- No communication between management
- Competitors present same products with lower prices (less expensive atmosphere and chain affiliations)

O

- Offer Space For Private Events (Birthday Parties/Gatherings)
- Extending The Menu (Adding more choices)
- Create events that would help improve customer engagement
- Offer Catering Service and providing "curb side" delivery for situations such as Covid-19

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- Competitors offer delivery service
- Maintenance of the surrounding area
- Having a business with no sales team
- World changing evens such as Covid-19 Pandemic putting a holt on business
- Competitors having stronger media tactics such as traditional media (commercials on television and radio)



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Marketing Strategy

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Suede will be introduced to a form of traditional media beginning with filming a traditional television commercial inside of the restaurant providing customers with information on the business such as hours of operations, location with the nearest directions along with the number to place reservations and website. In the ending of the commercial views will be informed to check the on social media such as Facebook and Instagram. Advantages of television commercials is the huge audience you can reach instantaneously. TV ads can be targeted to specific audiences, viewers are also more likely to text friends about a product they just saw advertised or search for more information on a product in which they are interested. To improve with customer engagement Suede will reconstruct their business page on Facebook. Allowing customers to leave their comments or opinions about their experience visiting. The business will commit to responding to all the feedback whether its positive or negative with solutions that will satisfy the customer keeping the inaction going by posting up coming events (mother's day brunch, game-night ,and changes in the business. Encouraging feedback through surveys or monitoring customer comments on social networks provides valuable insight into customers' needs and preferences. Also on Facebook the client will begin to pay for advertisement & placement, with the placement the client will be able to pin point a location that will automatically pop the ad on a potential customers newsfeed once they're in the area helping the growth of the business. Similar to Facebook Instagram will be used to promote events hosted at the restaurant. The Instagram profile will also includes a "Contact" button near the top of the profile with the contact button including directions, a phone number and a email address. Utilizing insta-story Suede will start posting "behind the scenes" picture and videos showing customers how the business is ran, how meal/drinks are prepared along with sizes of the meals (portion wise). Recording videos of event inside of the restaurant will give potential customers the opportunity so see the atmosphere and the energy of the business. Allowing customers to post their own picture/videos of their orders to their personal accounts will benefit the client helping the word spread about the business. Hashtags on social media can help categorize posts, increase engagement, attract followers while strengthen the image of the business. Partnering with services such as Ubereats , Grubhub and seamless will expand the business with ready-made technology at the fingertips of customers. Hiring more staff (drivers) Implementing the new delivery service customers understand that seating is limited by offering door-to-door services will begin to create a new relationship with customers increasing in both business and revenue expanding customers reach beyond the walls of the physical restaurant. During world changing events such as Covid-19 makes delivery service and curb side delivery become the strongest source of income for the business elimination physical contact with customers following strict guidelines. Letting customers place an order through an app puts the responsibility of getting the order correct and in their hands, letting the client get more work done with less staff on shift. The changes for the client will result in a large amount of popularity, winning over customers based of services, atmosphere and cooperation. Having the upper hand will allow suede to not only stand out with competitors but be able to reach customers all over with different demographics. Suede will have the potential to open another restaurant using the same tactics being used to upgrade this location.

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Suede Restaurant

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Suede Restaurant problem was the lack of customer engagement and having no delivery service. Suede provides their customers with a excellent experience while dinning.Recommendations for the restaurant includes improving their presence on social media.Creating events such as Sunday brunch,Game night even contests will keep customers active, wanting to come back to the establishment instead of keeping things simple and traditional.Using traditional media such as television will help promote the business to a wider audience range which will help increase the business traffic. Improving social media presence will eliminate the pass of information between customers and coming straight from the business, answer customers questions/concerns will allow the customer to feel valued within the business. Updating media becomes helpful for customers to know the status of the business such as during life changing events such as pandemics Providing customers with delivery services help target the audience who don't have time to dine in and give them the comfortability of ordering from their homes.The end results of making these changes Suede Restaurant would attracting a new crowd transitioning them into customers while still being able to keep their regulars around with the potential to grow the business and consider opening up another restaurant.