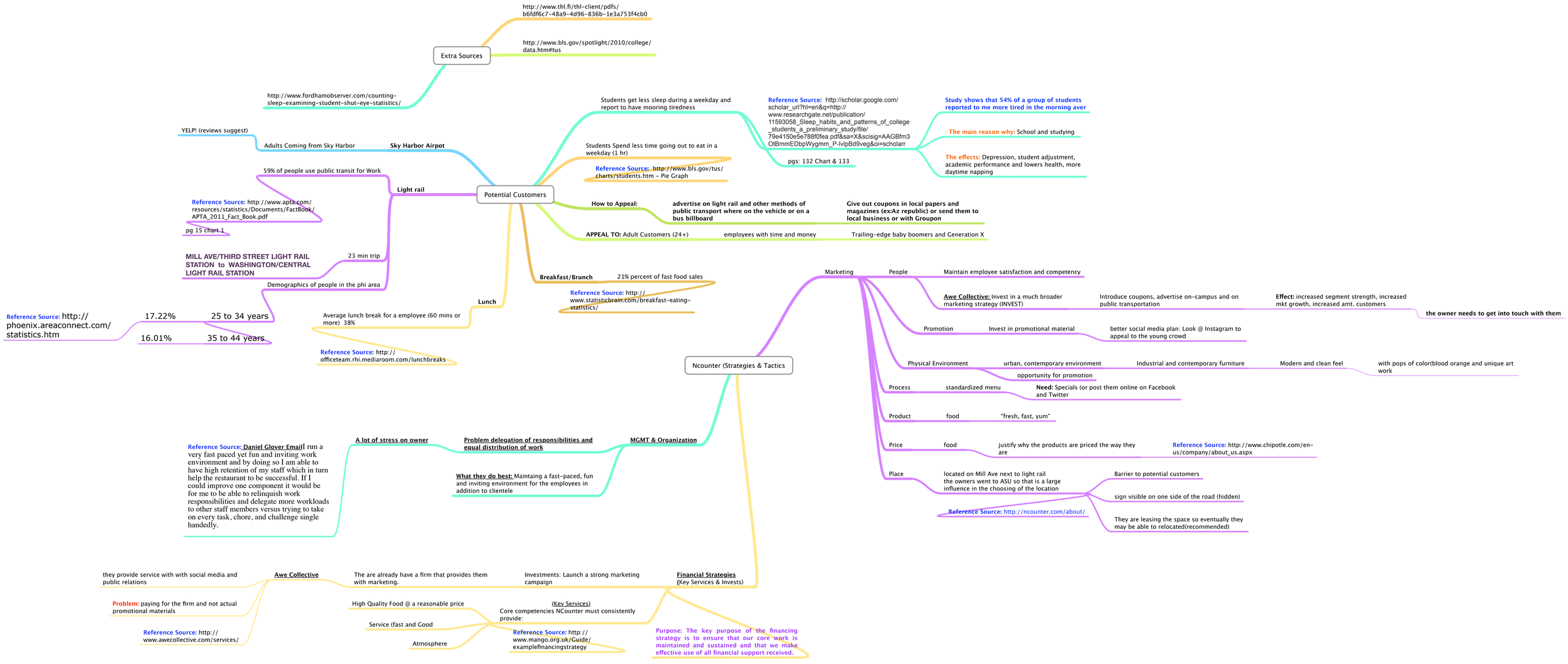
Extra Sources
http://www.thl.fi/thl-client/pdfs/b6fdf6c7-48a9-4d96-836b-1e3a753f4cb0
http://www.bls.gov/spotlight/2010/college/data.htm#tus
http://www.fordhamobserver.com/counting-sleep-examining-student-shut-eye-statistics/
Potential Customers
Students get less sleep during a weekday and report to have mooring tiredness
Reference Source: http://scholar.google.com/scholar_url?hl=en&q=http://www.researchgate.net/publication/11593058_Sleep_habits_and_patterns_of_college_students_a_preliminary_study/file/79e4150e5e788f0fea.pdf&sa=X&scisig=AAGBfm3OtBmmEDbpWygmm_P-lvlpBd9veg&oi=scholarr
pgs: 132 Chart & 133
Study shows that 54% of a group of students reported to me more tired in the morning aver
The main reason why: School and studying
The effects: Depression, student adjustment, academic performance and lowers health, more daytime napping
Students Spend less time going out to eat in a weekday (1 hr)
Reference Source: http://www.bls.gov/tus/charts/students.htm - Pie Graph
How to Appeal:
advertise on light rail and other methods of public transport where on the vehicle or on a bus billboard
Give out coupons in local papers and magazines (ex:Az republic) or send them to local business or with Groupon
APPEAL TO: Adult Customers (24+)
employees with time and money
Trailing-edge baby boomers and Generation X
Sky Harbor Airpot
YELP! (reviews suggest)
Adults Coming from Sky Harbor
Light rail
59% of people use public transit for Work
Reference Source: http://www.apta.com/resources/statistics/Documents/FactBook/APTA_2011_Fact_Book.pdf
pg 15 chart 1
23 min trip
MILL AVE/THIRD STREET LIGHT RAIL STATION to WASHINGTON/CENTRAL LIGHT RAIL STATION
Demographics of people in the phi area
Reference Source: http://phoenix.areaconnect.com/statistics.htm
17.22%
25 to 34 years
16.01%
35 to 44 years
Lunch
Average lunch break for a employee (60 mins or more) 38%
Reference Source: http://officeteam.rhi.mediaroom.com/lunchbreaks
Breakfast/Brunch
21% percent of fast food sales
Reference Source: http://www.statisticbrain.com/breakfast-eating-statistics/
Ncounter (Strategies & Tactics
Marketing
People
Maintain employee satisfaction and competency
Awe Collective: Invest in a much broader marketing strategy (INVEST)
Introduce coupons, advertise on-campus and on public transportation
Effect: increased segment strength, increased mkt growth, increased amt. customers
the owner needs to get into touch with them
Promotion
Invest in promotional material
better social media plan: Look @ Instagram to appeal to the young crowd
Physical Environment
urban, contemporary environment
opportunity for promotion
Industrial and contemporary furniture
Modern and clean feel
with pops of color(blood orange and unique art work
Process
standardized menu
Need: Specials (or post them online on Facebook and Twitter
Product
food
"fresh, fast, yum"
Price
food
justify why the products are priced the way they are
Reference Source: http://www.chipotle.com/en-us/company/about_us.aspx
Place
located on Mill Ave next to light rail
the owners went to ASU so that is a large influence in the choosing of the location
Barrier to potential customers
sign visible on one side of the road (hidden)
They are leasing the space so eventually they may be able to relocated(recommended)
Reference Source: http://ncounter.com/about/
MGMT & Organization
Problem delegation of responsibilities and equal distribution of work
A lot of stress on owner
Reference Source: Daniel Glover Email run a very fast paced yet fun and inviting work environment and by doing so I am able to have high retention of my staff which in turn help the restaurant to be successful. If I could improve one component it would be for me to be able to relinquish work responsibilities and delegate more workloads to other staff members versus trying to take on every task, chore, and challenge single handedly.
What they do best: Maintaing a fast-paced, fun and inviting environment for the employees in addition to clientele
Financial Strategies (Key Services & Invests)
Investments: Launch a strong marketing campaign
(Key Services)
Core competencies NCounter must consistently provide:
High Quality Food @ a reasonable price
Service (fast and Good
Atmosphere
Reference Source: http://www.mango.org.uk/Guide/examplefinancingstrategy
Purpose: The key purpose of the financing strategy is to ensure that our core work is maintained and sustained and that we make effective use of all financial support received.
Awe Collective
The are already have a firm that provides them with marketing.
they provide service with with social media and public relations
Problem: paying for the firm and not actual promotional materials
Reference Source: http://www.awecollective.com/services/