

What do you want for breakfast?



Angie's All Day Breakfast

(A fictitious restaurant)

Marketing BUA 369 - Fall 2021

Marketing BUA 369 - Fall 2021

Created by Angie Waterman

Angela.Waterman@maine.edu

Submitted: November 21, 2021

Created with MS Word

I am introducing a new family dining opportunity: breakfast meals all day, every day. Affordable pricing will be an added benefit to our customers. Since breakfast is a meal enjoyed at all times of the day, not just in the morning, *Angie's All Day Breakfast* will be one that draws in families because their children will want pancakes and scrambled eggs for dinner.

Table of Contents

Executive Summary	3
Current Marketing Situation	4
Threats and Opportunities	4
SWOT Analysis	5
Objectives and Operating Issues	6
Marketing Strategy	6
Action Programs	6
Budgeting	7
Control Monitoring	8
Summary Conclusion	8
References	9

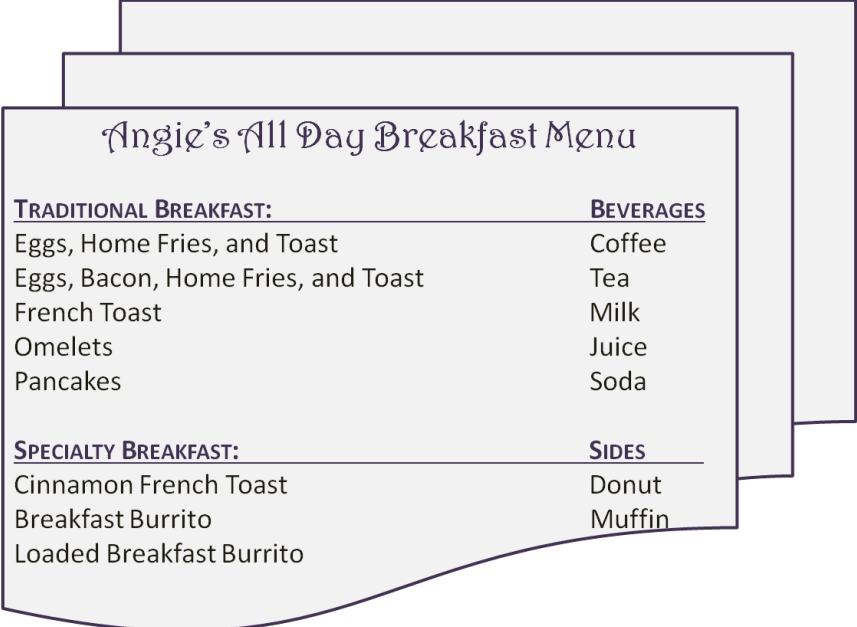


Executive Summary

Angie's All Day Breakfast will be a restaurant located on Route 3 in Belfast, Maine. The restaurant will serve breakfast meals everyday during normal operating hours. The restaurant will be owned and operated by Angie Waterman with a staff of ten employees to perform daily duties to include cooking, kitchen help, and wait staff. The restaurant will be designed to provide food service for up to 40 guests at any given time.

The restaurant will be open five days per week, with operating hours from 6:00am until 7:00pm from Wednesday through Sunday. The menu items will consist of traditional breakfast offerings as well as sandwiches for lunch and dinner.

The purpose of a restaurant with this style of menu options and the service of breakfast all day is due to many reasons and includes fun. People enjoy variety. People want value. Angie's All Day Breakfast will provide a menu



<u>TRADITIONAL BREAKFAST:</u>	<u>BEVERAGES</u>
Eggs, Home Fries, and Toast	Coffee
Eggs, Bacon, Home Fries, and Toast	Tea
French Toast	Milk
Omelets	Juice
Pancakes	Soda
<u>SPECIALTY BREAKFAST:</u>	<u>SIDES</u>
Cinnamon French Toast	Donut
Breakfast Burrito	Muffin
Loaded Breakfast Burrito	

Figure 1: Menu Example by Waterman

of varying breakfast and lunch food offerings that will be packed with value pricing for all to enjoy. This restaurant will not only employ a knowledgeable staff, the staff will be required to have fun and enjoy the work they do. The employees will have enjoyable personalities that incorporate fun into all visitor dining experiences.

Current Marketing Situation

In the town of Belfast, there are a few options available for breakfast dining. Even in neighboring towns, few breakfast restaurants are seen. Belfast needs an informal restaurant, one suited for families, teenagers, and couples – young and old alike – to enjoy breakfast any time of the day. The menu will offer a great variety of traditional breakfast choices and will also include different sandwiches as well. While there are mostly no restaurants like this in the area, immediate competition would be seen with McDonalds, Dunkin' Donuts, and Traci's Diner, which are all located in Belfast. Located in neighboring Stockton Springs is Just Barb's restaurant.

Many families enjoy dining and look for affordable pricing. With *Angie's All Day Breakfast*, menu options will be affordable and have a better value that contains delicious breakfast choices. Not only will there be pancakes and eggs, Angie's special French Toast recipe will become a favorite of all who enjoy a scrumptious plate of buttery French Toast with drizzling fruity syrup sprinkled with powdered sugar or Angie's breakfast burritos, no one in town serves them like this!

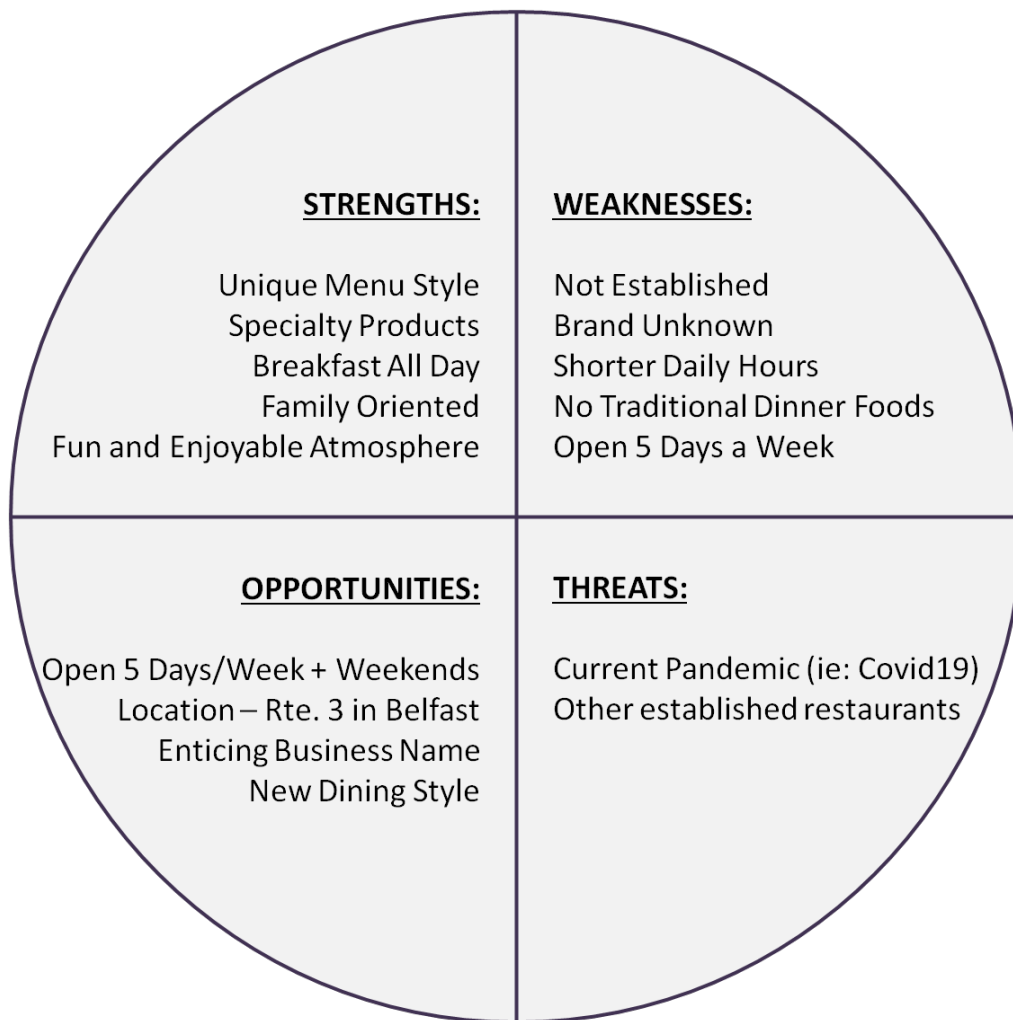
Threats and Opportunities Analysis

A visit to Tripadvisor's website shows limited options for local breakfast locations because they do not offer dine-in due to being a bakery or only offer orders-to-go options, while some locations are just not suited for families with children. *Angie's All Day Breakfast* would be a family-oriented restaurant that encourages you to bring your children and grandchildren. A fun breakfast dining experience at its best, all day!

The immediate opportunity that exists is that people want value and variety. Sometimes they just want to try something new and different. Once they come inside and have a meal, they will return time and again.

The opportunity to have a business venture with a local bakery to sell their donuts and pastries will boost sales as well. Instead of taking business away, we will work together to promote one another's business.

SWOT Analysis



Objectives and Operating Issues

The course of action will include acquiring a suitable location in which a small to medium sized restaurant can be operated daily that can accommodate forty customers at any given time. Upon acquisition of a building, further arrangements to purchase kitchen appliances, dining furniture, dinnerware, silverware, cookware, and cash register will be planned. Obtaining necessary building and business operation permits will be completed. Food will be purchased prior to opening after all operational purchases are completed and any necessary remodel and building updates are accomplished.

Marketing Strategy

Initially, advertising in local papers will be needed to draw the attention for the new restaurant opening. Social media would need to be used as well. Many opportunities exist in social media outlets. Social media allows people to talk about the restaurant and share their experiences which are then seen by others.

All marketing ads will include the opening day and highlight the specialty menu items. Our slogan, "What do you want for breakfast?" will be headlined on all marketing ads.

Reevaluating the marketing strategy over the course of the first year will be required. As the economy can change drastically without anticipation, so can business operations.

Action Programs

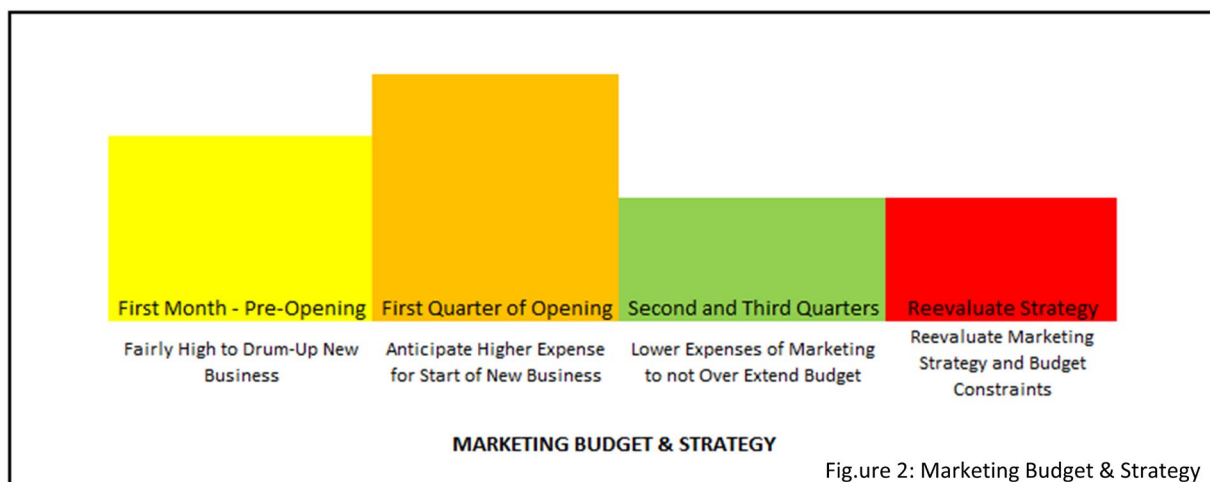
Building relationships with local bakeries to sell and market their pastries, breads, and donuts at the restaurant will create partnerships with one another. Rather than competing against area bakeries, *Angie's All Day Breakfast* will sell their homemade pastries on the regular menu. Angie will be the primary marketing strategist for all areas of the restaurant.

The property would need to be large enough to accommodate a parking lot for patrons and employees as well as the restaurant. The building itself would need to be large enough to sit comfortably, upwards of forty guests.

Budgeting

The marketing budget would need to be high in the beginning to draw attention and help build the brand for the first quarter of year. During the second and third quarters, the expense for marketing can be lowered to approximately 2% of revenue to continue to draw in new customers. In the fourth quarter, the budget and marketing strategy should be reevaluated for adjustments to the advertising avenues being used and possibly expand budget constraints up to 4% of revenue, if needed.

Other business budgets will be limited to daily expenses for operations. These expenses would include: keeping on-hand stock of operational products such as maintaining food and cooking supplies, cleaning supplies, napkins and toiletries, utilities expenses (phone, internet, gas, electric, and water), employee wages, as well as unforeseen expenses for repairs to building or equipment.



Control Monitoring

Marketing ads will be evaluated for effectiveness. If ads are not reaching the expected customers than the marketing strategies would require alterations.

A constant evaluation of menu items would be required. Adding or removing menu items would be options for improved menu offerings, especially if food were to expire before it could be used. Restaurants must always consider low performance menu items and be prepared for alterations.

Always listen to the customer. Most of the time the customer's input is extremely valuable. Offer customer surveys and use the information to make necessary improvements.

Summary Conclusion

While this marketing plan is intended for a fictitious restaurant, it still holds valid for all the many requirements a business can expect to see when starting up. The most expensive parts of this business startup plan are the actual building and property expenses, followed by the furnishings of kitchen, dining, and cooking equipment. Although many opportunities for success of *Angie's All Day Breakfast* are present, this is a big business venture with a very high startup expense.

References

Armstrong, Gary, et al. *Marketing: An Introduction*. Pearson Education, 2020.

Guide to Marketing and Branding - Smallbusiness.wa.gov.au.

www.smallbusiness.wa.gov.au/sites/default/files/Guide-to-marketing-and-branding.pdf.

“The 10 Best Breakfast Restaurants in Belfast.” *Tripadvisor*, 20 Nov. 2021,

www.tripadvisor.com/Restaurants-g40508-zfp2-Belfast_Maine.html.