



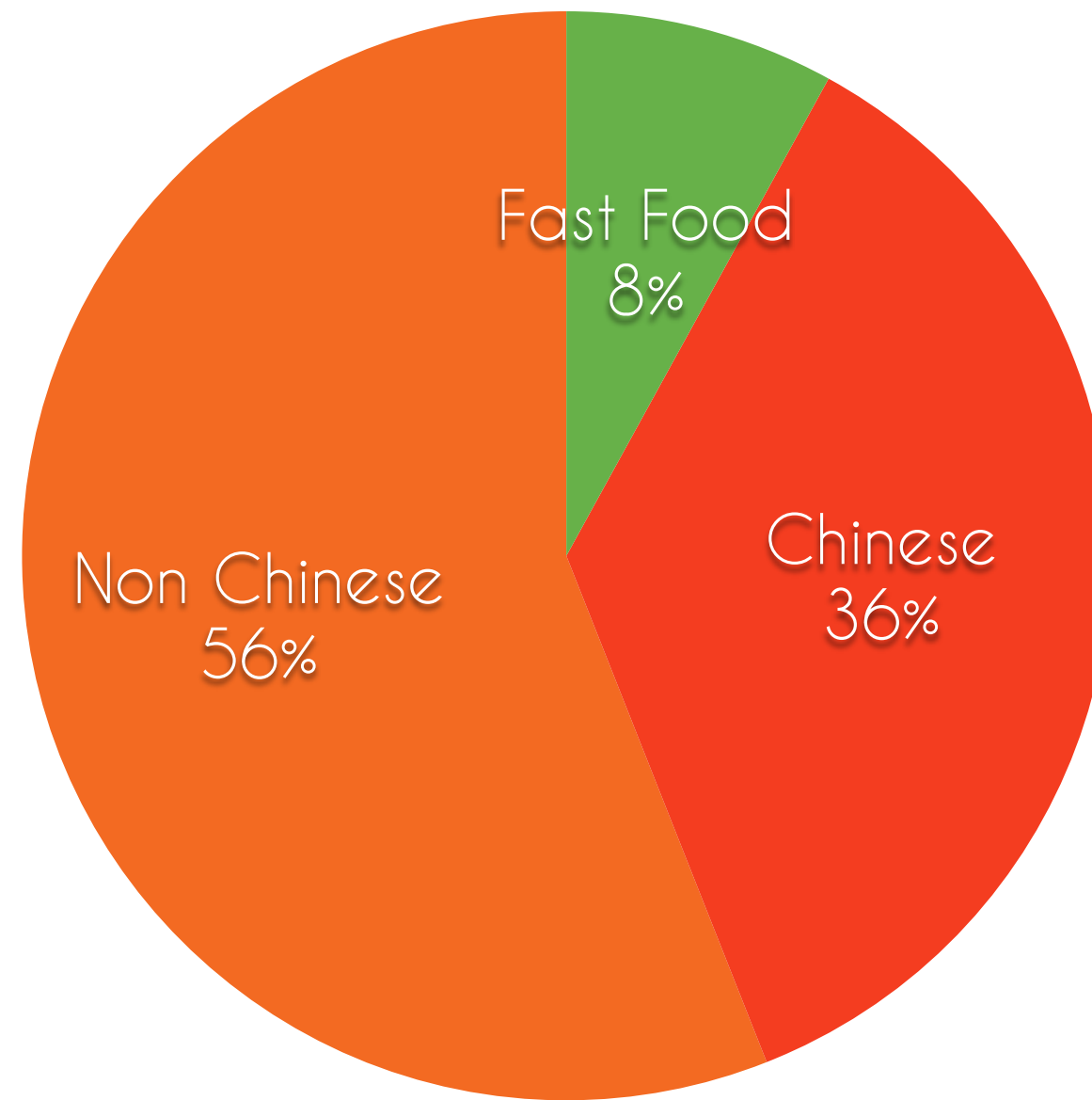
# Wrap it UP

# WRAP IT UP

Fast Food | Hong Kong | Society



# The Food Industry



US\$ 12 Billion+



# The 8% Key Drivers

- Life Style Concept
  - Modern Hang Out / Gathering Places
  - Choices for the Values
  - Visually Intense with Information & Messages
- Average Spending:
    - HK\$35 - Breakfast
    - HK\$50- Lunch
    - HK\$30 - Afternoon tea
    - HK\$70 - Dinner

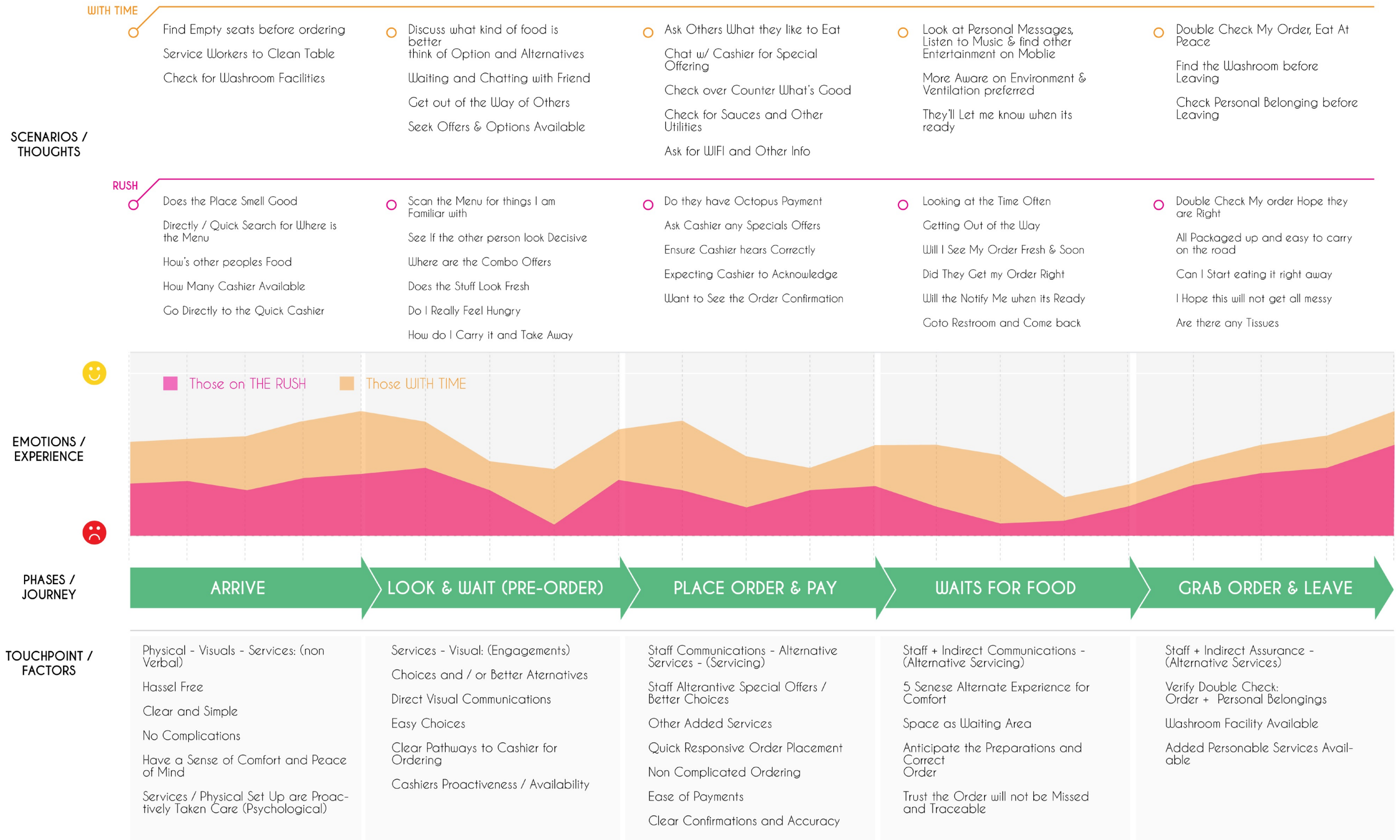




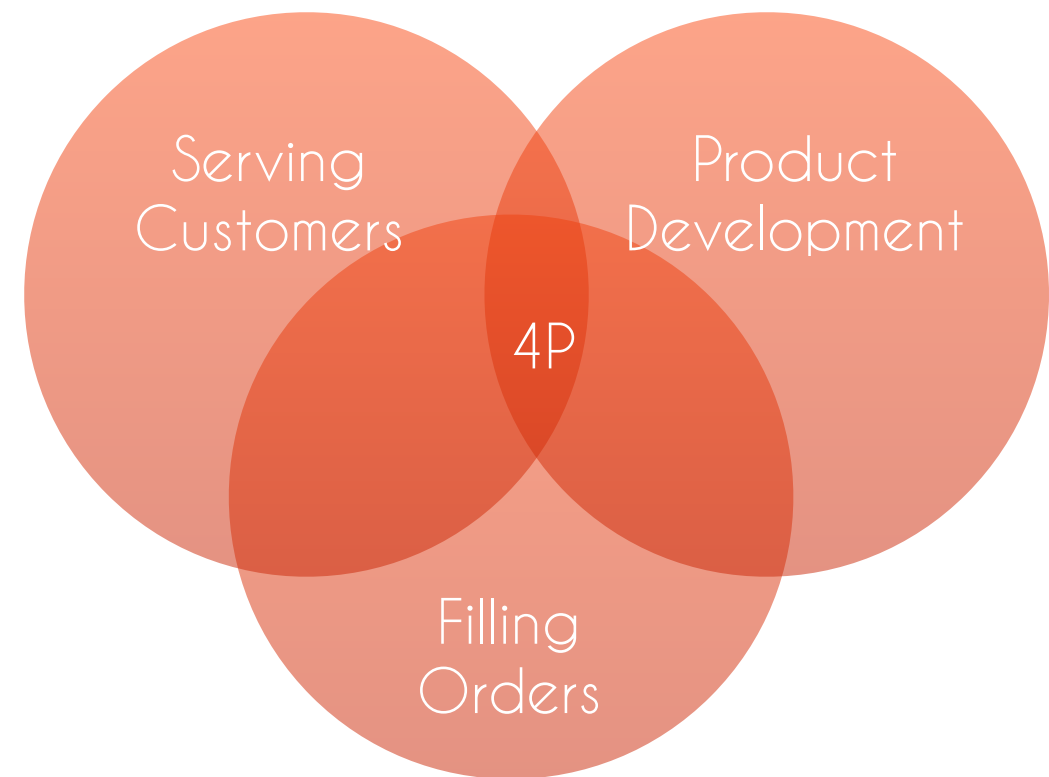
# Brand Information



# Journey



# id Touchpoints



## Serving Customers

No Hassles | Approachable | Clear & Precise | Engaging | Peace of Mind

## Developing Products

Open & Transparent | Easily Adaptive & Intuitive | Simple & own Aura

## Filling Orders

Maintain Connected Real Time | Informative is Essential with Accuracy | Focus on Labour Well Being



# Positioning

For You upbeat Splash 'n' Dashers **always on the move,**

We, “**Wrap-it-Up**” Food Concept Innovation are The **Convenience that Fuels** your body temple with Quality Mixes;

We specialize in **providing you only the truest necessities** in your **HEALTHY Journey** through personal Time & Space.

# Sincerity

We Define Healthy: isn't only just about the Food itself, but also The OVERALL well being of the MIND | BODY | SOUL

Our NEW FAST FOOD on the Go is about:

Cracking a Smile, **ONE** Healthy  
“**MOMENT**” at a Time ... ..

# Values

Discoveries

Clean

Wrap Up

Explorations

Health

Sensitive to the 5 Senses

Quality Value

Variety

Moments

Friendliness

Tidy

Simple

Fun

Mixes

Delightful

No Complications

Laughter



# Product Considerations

## Product Tactics to consider

- How to keep the food in good quality
- How to make the packaging in green design
- How to propose a tasty, healthy and low calorie food
- Avoid food ingredients to break the forbidden rule from different religion
- How to keep food's packaging easy to take away (sauces spreading out, etc)
- How to shorten the “waiting time” for customers during purchasing food,
- How to propose a clear product offer
- How to choose a variety food material to meet east and west's users need.



# Product Tactics

## Product Tactics

- Introduce western and eastern healthy with nutrition food to local customers,
- Choose appropriate food ingredients to adapt customers with different religious background
- Use paper with special sleeve design to fold in pocket
- Use appropriate sterilizing process to treat wrapping paper
- Apply fast lane concept or preorder service through web/apps
- Simple and cheerful design, with different colour (stickers, wraps)
- Consult or employ good food purchaser to source economic and healthy food



# Price Considerations

- Great opportunities offer customers to recognize what's value to bring nutrition toward healthy lifestyle.
- Niche audiences and rush services are critical to small business model and avoid the impact coming from the high rent of store.
- In order to establish Brand equity poor quality and unfresh food is not our choice to customers,
- Any uncertainty factors bring risky to disconnect the raw & fresh food supply chain such as the Typhoon events and the seasonal change with bird flu disease.
- How to source consistent, valuable raw food with good quality supplier.

“Do we spend money in a valuable and correct way to our health?”



# Price Tactics



## Turkey

Sliced turkey-fillet,  
fresh tomato salsa sauce,  
crispy shredded lettuce,  
chopped Onion and tomatoes,  
slice green bell pepper,  
Flour tortillas  
Calories: 260



## Tuna

Sliced tuna fillet,  
crispy shredded lettuce,  
chopped red bell pepper,  
minced garlic,  
grated Parmesan cheese,  
Flour tortillas  
Calories: 507



## Chicken

Marinated chicken breast,  
fresh tomato salsa sauce,  
crispy shredded lettuce,  
chopped Onion and tomatoes,  
slice bell pepper,  
warm tortillas  
Calories: 294



## Beef

Grilled beef,  
fresh tomato salsa sauce,  
crispy shredded lettuce  
chopped onion and tomatoes,  
warm tortillas  
Calories: 270



## Ham

thick cut ham,  
fresh tomato salsa sauce,  
spread with deli style coleslaw,  
chopped Onion and tomatoes,  
Flour tortillas,  
Calories: 264



## Veggie

chopped Onion,  
crispy shredded lettuce,  
chopped tomatoes,  
jalapenos, cheddar,  
Cilantro in corn tortillas,  
Calories: 205



Fruit Salad  
+ HK\$ 25



HK\$40each



+



Apple juice,  
Orange juice,  
Water Melon juice

= HK\$ 65 Combo

# Price Tactics

## Price Tactics

- Pre-arrange with food supply chains how to solve and narrow down the risk effect,
- Always keep awareness in critical factors which it affects investment the most within business flow,
- A suitable and promise price can give consumers a Brand trust commitment to recognize its proposed Brand image,
- Always keep Food quality control under efficient management.

# Promo Considerations

## Promo Tactics

- Ensure the food catch consumer's interest , desire and expectation,
- Served waiters provide bad experience to customers will affect brand's equity,
- Any special food promotional channel adapt to young and smart customers,
- How to grow Brand's awareness from customers,
- Apply Fun elements into promotional strategy



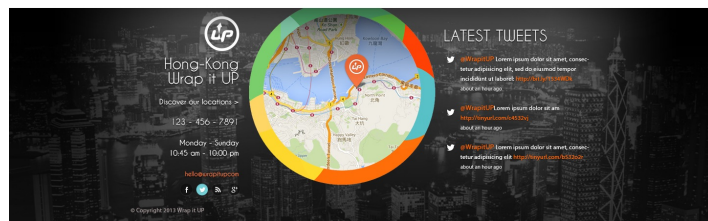
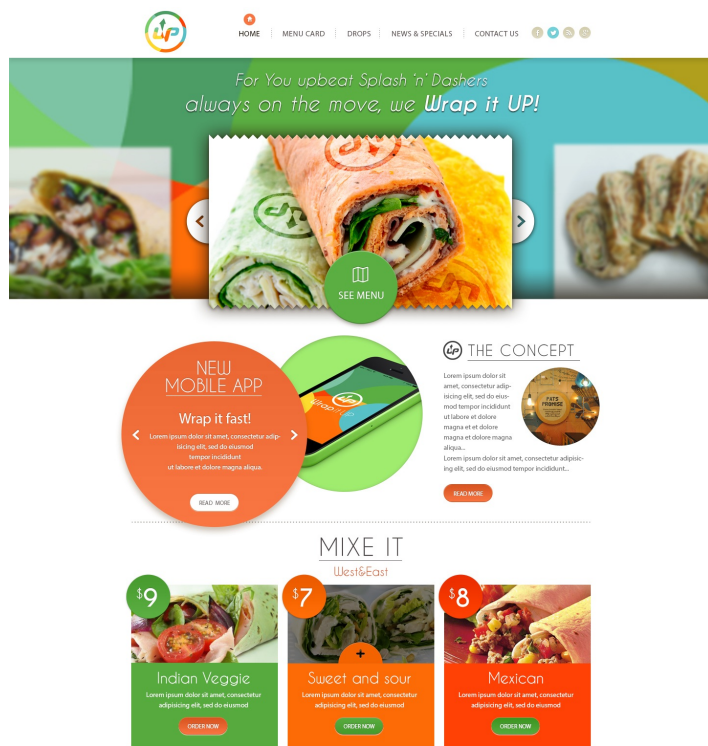
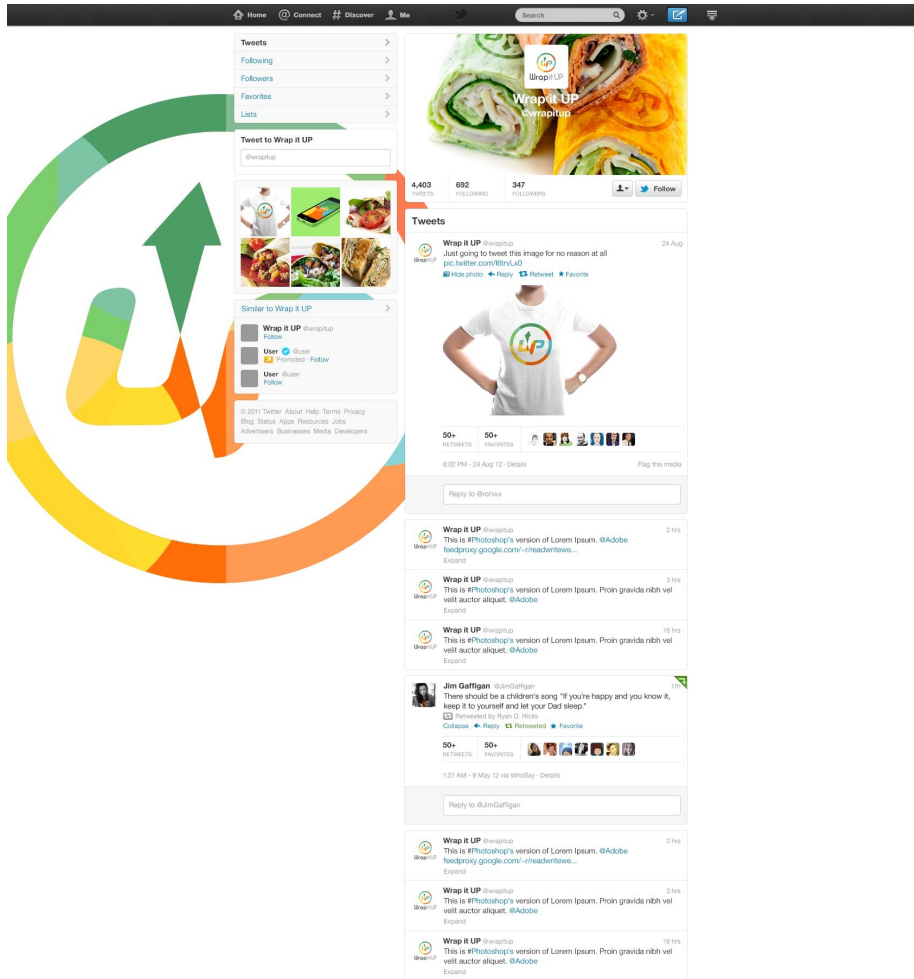
# Promo Tactics

## For the Launch use

- Cooking Competition:  
Green theme/ Use Local Organic Source/ Recipe Design
- Recipe Expo
- Free Food Tasting

## For the daily use

- Sponsor food bank (Promo our brand image)
- Create cooking class for the students (lower income)
- Deliver the remaining food to the food bank nearby. Because it will not waste the food and treat the food as rubbish
- Receive the donation from the customers and we use that kind of money to buy food or make donation for the food bank
- Use our app to check in or take photos (with logo) by weibo/ facebook/twitter to get the gift point or discount
- Use our app to order and pay for the food, the customers can get the gift point or discount and pick up faster



# Place Considerations

## Brand Essence

- SIMPLE | HEALTHY | MOMENTS | FUN (Approachable + Sociable + Connect)

Design Lead System Process

## Direct Channel

- SELECTION / DECISION PROCESS - Adaptive to Changes and Alteration (Evolves)

- CAPITALIZE the ADVANTAGE to Our Portfolio

Small Facilities | Mobility Units | Agility Mode to Grow

## Indirect Channel

- OUT REACH to CHANNELS of the similar Values and Awareness

License & Offer Branded Image & Concept Creatives | Advocating the Concept of Food Cultural

## Legals & Agreements

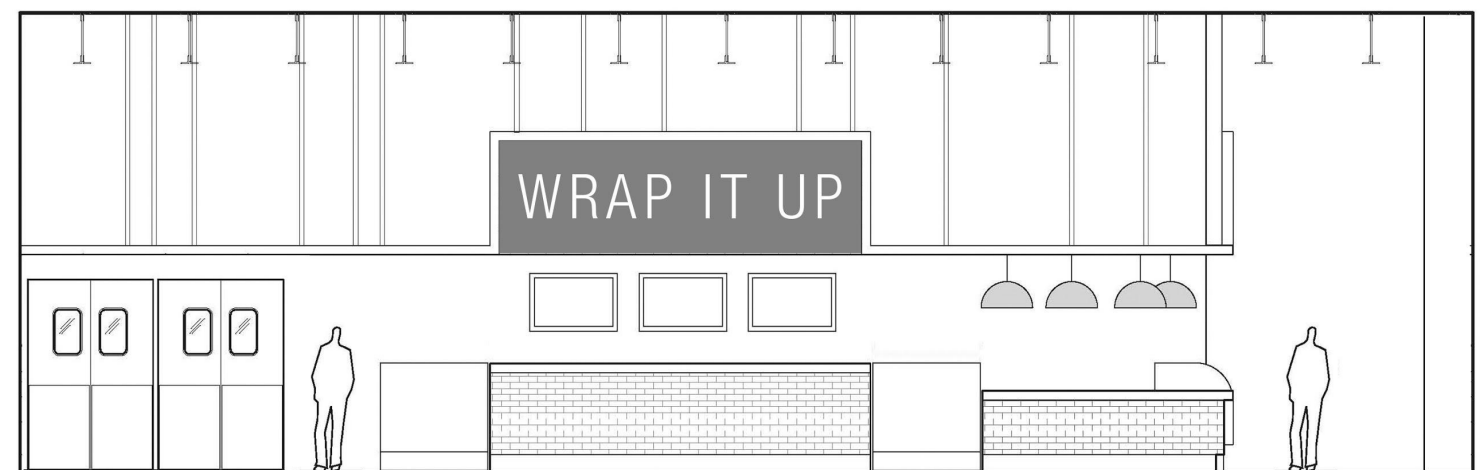
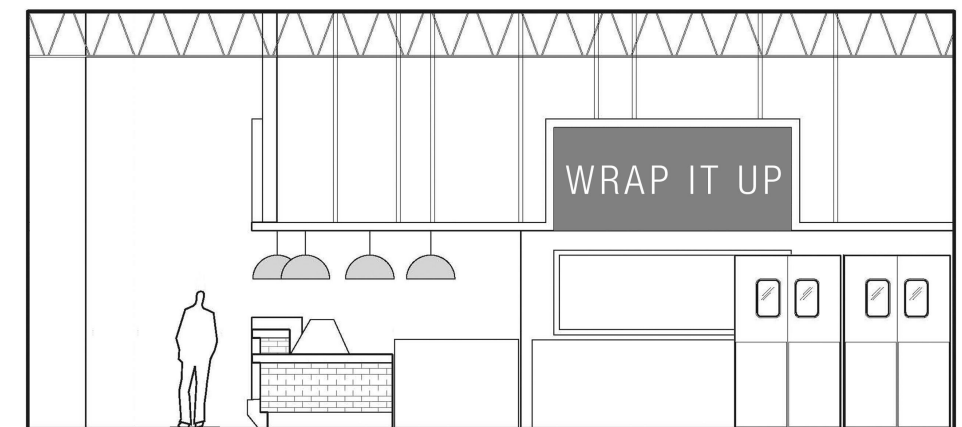
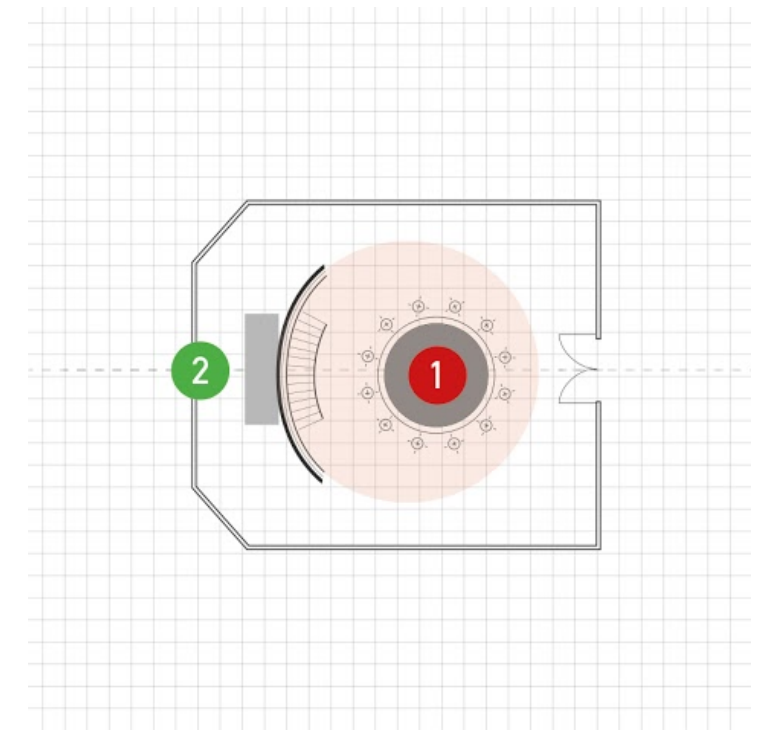
- FORMULATE The Sufficient Supplies to sustaining our Brand Essence

- REINFORCES THE BARRIERS to Entry

Safeguarding our Know-How Repository | Retaining Customer Loyalty Base

# Place Tactics

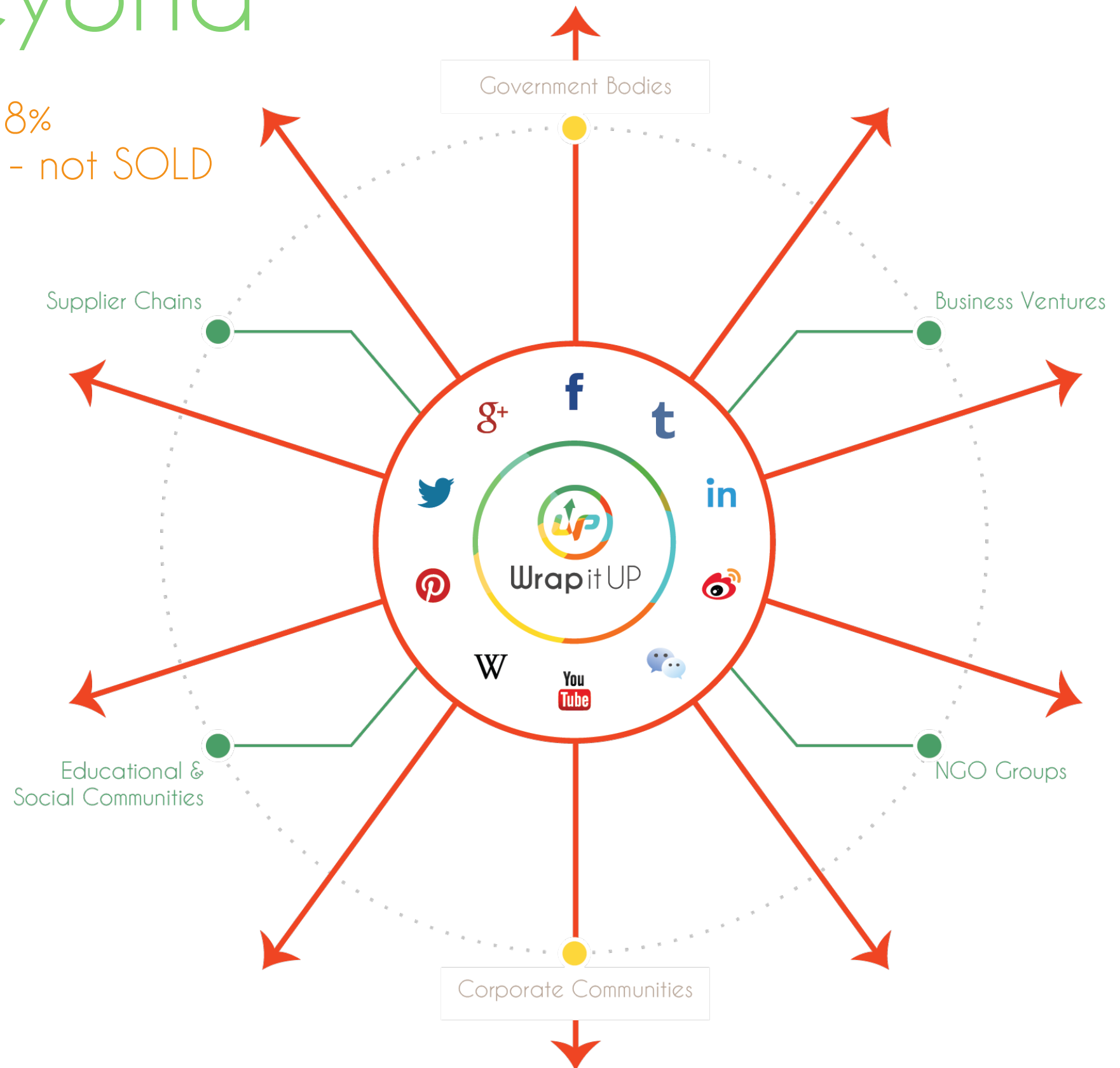
- inner GROWTH & LEARNING
- portfolio EXPANSIONS
- community EXTENSIONS
- corporate ALLIANCE





# Places beyond

- IMPACT - beyond the 8%
- we aim to be Bought - not SOLD





That's a WRAP!