

Thomas 12027899G | Benton 11553411G | Julien 13102049g | Kin 12007694G

# URAP IT UP

Fast Food | Hong Kong | Society



WRAP it Up on the Go - Branding Strategy

# The Food Industry



# 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



WRAP it Up on the Go - Branding Strategy

## Journey

Cenarios / Thoughts	Find Er Service	mpty seats before ordering e Workers to Clean Table for Washroom Facilities	<ul> <li>Discuss what kind of food is better think of Option and Alternatives</li> <li>Waiting and Chatting with Friend</li> <li>Get out of the Way of Others</li> <li>Seek Offers &amp; Options Available</li> </ul>	<ul> <li>Ask Others What they like to Eat Chat w/ Cashier for Special Offering</li> <li>Check over Counter What's Good Check for Sauces and Other Utilities</li> <li>Ask for WIFI and Other Info</li> </ul>	<ul> <li>Look at Personal Messages, Listen to Music &amp; find other Entertainment on Moblie</li> <li>More Aware on Environment &amp; Ventilation preferred</li> <li>They'll Let me know when its ready</li> </ul>	<ul> <li>Double Check My Order, Eat At Peace</li> <li>Find the Washroom before Leaving</li> <li>Check Personal Belonging before Leaving</li> </ul>
	Directly the Me How's c How Ma	ne Place Smell Good / Quick Search for Where is nu other peoples Food any Cashier Available ectly to the Quick Cashier	<ul> <li>Scan the Menu for things I am Familiar with</li> <li>See If the other person look Decisive</li> <li>Where are the Combo Offers</li> <li>Does the Stuff Look Fresh</li> <li>Do I Really Feel Hungry</li> <li>How do I Carry it and Take Away</li> </ul>	O Do they have Octopus Payment Ask Cashier any Specials Offers Ensure Cashier hears Correctly Expecting Cashier to Acknowledge Want to See the Order Confirmation	Looking at the Time Often Getting Out of the Way Will I See My Order Fresh & Soon Did They Get my Order Right Will the Notify Me when its Ready Goto Restroom and Come back	<ul> <li>Double Check My order Hope they are Right</li> <li>All Packaged up and easy to carry on the road</li> <li>Can I Start eating it right away</li> <li>I Hope this will not get all messy</li> <li>Are there any Tissues</li> </ul>
		nose on THE RUSH	Those WITH TIME			
MOTIONS / EXPERIENCE		ARRIVE	LOOK & WAIT (PRE-ORDER)	PLACE ORDER & PAY	WAITS FOR FOOD	GRAB ORDER & LEAVE

#### WRAP it Up on the Go - Branding Strategy

6

# 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 ....



Wrap Up		scoveri	<b>es</b> Clean
Health	Ex		Sensitive to the 5 Senses
Quc	ality Value	Vc	ariety
Friendliness	Tidy	Simple	Moments
Fun De	lightful	Laugh	Mixes No Complications

WRAP it Up on the Go - Branding Strategy

10

# Product Considerations

### Product Tactics to consider

- $\cdot$  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,
- $\cdot$  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.
- $\cdot$  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

Beef

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



#### Sliced tuna fillet, crispy shredded lettuc chopped red bell pep

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



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



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

Ham



#### Veggie

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

Verapit UPImage: Solution of the solu

### 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**

- $\cdot$  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
- $\cdot$  REINFORCES THE BARRIERS to Entry
  - Safeguarding our Know-How Repository | Retaining Customer Loyalty Base

# Place Tactics

- $\cdot$  inner GROWTH & LEARNING
- portfolio EXPANSIONS
- community EXTENSIONS
- corporate ALLIANCE









20



#### WRAP it Up on the Go - Branding Strategy

# That's a WRAP!