

# Retail Business Plan Project

**Alisha Mukadam**

# Outline

- Mission Statement
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- Company Summary
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  - Market Segmentation
  - Target Market
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- Evaluation
- Conclusion

# Mission Statements

## Aramark:

*To deliver experiences that enrich and nourish lives.*



## Lafayette General Medical Hospital:

*To Restore, Maintain and Improve Health*



# Business Objectives

**Goal 1:** Increase total retail sales by 3% and implement an array of new and unique items that introduce healthier and tastier selections of ethnic foods that induce culture shock and delight the focused audience.

**Objective:** Increase total sales in the bistro by 3% in 8 days.

# Business Objectives

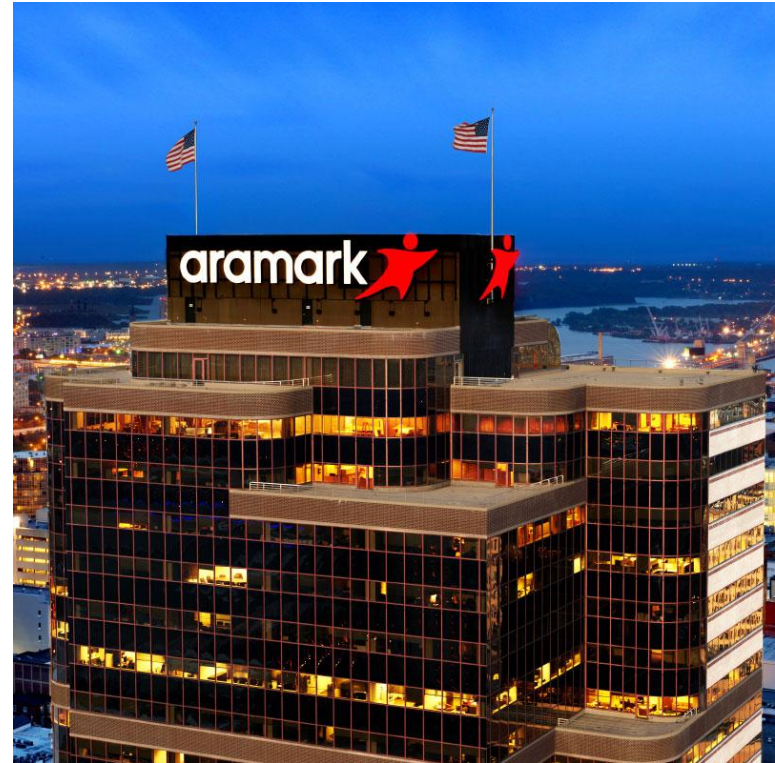
**Goal 2:** Increasing overall customer satisfaction.

**Objective:** Obtain at least 80% in overall customer satisfaction by providing excellent quality and quantity of food consistently and delivering excellent customer service upon each interaction on a daily basis that enhances the rapport with customers through responsiveness to needs and requests.

# Company Summary

## Aramark

- Food Service Industry for over 80 years
- 2 billion meals every year
- Offers services in 21 countries
- Headquarters located in Philadelphia, Pennsylvania
- Been in top 3 of food management.com's TOP 50 for 4 years
- Offers services to
  - Educational institutions
  - Healthcare
  - Sports teams
  - etc...



# Company Summary

## Lafayette General Medical Hospital (LGMC)

- Community-owned, Non-profit health system<sup>1</sup>
- Established in 1911<sup>1</sup>
- 342 beds<sup>1</sup>
- Recipient of the Women's Choice Award as one of America's 100 Best Hospitals for Patient Experience in 2015<sup>2</sup>



1. Lafayette General Medical Center Website <http://www.lafayettegeneral.com> Published 2017. Accessed February 12, 2016.  
2. Womens Choice Awards. <https://www.womenschoiceaward.com> Published 2017. Accessed February 12, 2016.

# Company Summary

- In 2015<sup>3</sup>
  - 335 daily census
  - 25,242 inpatient discharges
  - 145,821 emergency room visits
- Aramark and LGMC
  - Aramark ended its Environmental Services contract with LGMC in October 2016.
  - Aramark is still contracted for:
    - Patient food service
    - Retail
    - Vending
    - Catering Services

3. Lafayette General Medical Center PDF [http://www.hfma.org/uploadedFiles/Education/Capital\\_Conference/LafayetteGeneralHealth\\_2016Presentation.pdf](http://www.hfma.org/uploadedFiles/Education/Capital_Conference/LafayetteGeneralHealth_2016Presentation.pdf) Published March 31, 2016. Accessed February 12, 2016



# Market Analysis

## Boulevard Bistro

Open 7 days a week

Breakfast – 6:30 a.m. to 10:30 a.m.

Grill – 6:30 a.m. to 10 a.m.

Lunch & Dinner – 11 a.m. to 7 p.m.



# Market Analysis

## Local Competitors

1. Chipotle
2. ACME Taco & Burger
3. Urbano's Taqueria
4. Oh My Taco
5. Taco Sisters
6. Agave
7. Taco Bell
8. Izzo's Illegal Burrito



# Market Analysis- Market Comparison

	Chipotle	ACME	Urbano's	Oh My Taco	Taco Sisters	Agave	Taco Bell	Izzo's
Soft Chicken Taco (3)	\$6.50	\$8.00	\$3.75 (1 taco) \$11.25	\$3.75 (1 taco) \$11.25	\$5.50 (1 taco) \$16.50	\$8.95 (2 tacos) \$13.43	\$1.79 (1 taco) \$5.37	\$6.49
Soft Steak Taco (3)	\$7.50	\$8.00	\$4.75 (1 taco) \$14.25	\$4.00 (1 taco) \$12.00	\$6.20 (1 taco) \$18.60	\$8.95 (2 tacos) \$13.43	\$2.49 (1 taco) \$7.47	\$6.49
Chicken Burrito Bowl	\$6.50	N/A	N/A	N/A	N/A	N/A	\$6.49	\$7.99
Steak Burrito Bowl	\$7.50	N/A	N/A	N/A	N/A	N/A	\$7.99	\$8.49
Lettuce Wrap	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Side	\$1.95	\$3.00	\$3.50	\$1.95	\$3.50	\$2.95	\$1.49	\$2.99
Fountain Large Drink	\$2.10	\$1.75	\$3.50	\$2.00	\$2.00	\$1.99	\$1.99	\$2.49
Combo Price	No Combo	No Combo	No Combo	No Combo	No Combo	No Combo	\$5.39	2 tacos, one drink, chips & queso (\$6.99)

# Market Analysis-- Averages

Competitors	Competitors' Average
<b>Soft Chicken Taco (3)</b>	\$9.84
<b>Soft Steak Taco (3)</b>	\$10.59
<b>Chicken Burrito Bowl</b>	\$6.99
<b>Steak Burrito Bowl</b>	\$7.99
<b>Lettuce Wrap</b>	N/A
<b>Side</b>	\$2.67
<b>Fountain Large Drink</b>	\$2.23
<b>Combo Price</b>	\$6.19

# SWOT Analysis (Internal Factors)

## Strengths

- 3-week cycle menu – employees and guests who eat at the bistro every day can still enjoy variety of selections
- Excellent reputation of quality customer service
- No inner competition – only cafeteria in the hospital
- Competitive menu prices
- Attractive appearance
- Easy location for employees

## Weaknesses

- Employee shortage – may cause delays in food production, line waiting times, and overall customer satisfaction
- Hot/cold serving stations and Grab-N-Go station frequently not restocked on time before opening for breakfast and re-opening for lunch
- Medium sized dining room

# SWOT Analysis (Internal Factors)

## Strengths

- Visibility of nutritional information and item ingredients (Healthy for Life)
- Safety and sanitation standards
- Variety of hot menu options
- Attracts local business workers from surrounding areas due to low plate lunch/dinner prices
- Large windows allowing natural light to shine in

## Weaknesses

- Poor social media presence
- Offering Aramark designed recepies, not particularly favorable to Cajun/Creole preferences
- Long grill line
- Not many sales in deli station
- No cultural variety, for example: asian, korean items

# SWOT Analysis (External Factors)

## Opportunities

- Staying up to date with latest food trends to increase revenue and customer volume and satisfaction

## Threats


- Prices – are too low compared to outside market
- Consistently promoting southern creole/cajun meal options-- according to verbal survey, customers would like to see ethnic foods from around the world

# Market Segmentation

## Preliminary Survey

Taste Testing and customer surveys' were distributed March 1st to March 3rd 2017.

**69 surveys** were completed and returned



### Survey

(Please check one box per question)

Age: ☐ Under 18 ☐ 19-24 ☐ 25-34 ☐ 35-49 ☐ 50-59 ☐ 60+

Quality of Food: ☐ Excellent ☐ Good ☐ Fair ☐ Poor

The value for price paid: ☐ Excellent ☐ Good ☐ Fair ☐ Poor

Food is tasty and flavorful: ☐ Excellent ☐ Good ☐ Fair ☐ Poor

Would you like to see Taco Del Seoul again? ☐ Yes ☐ No

**Help us better serve you. What can we do better?**

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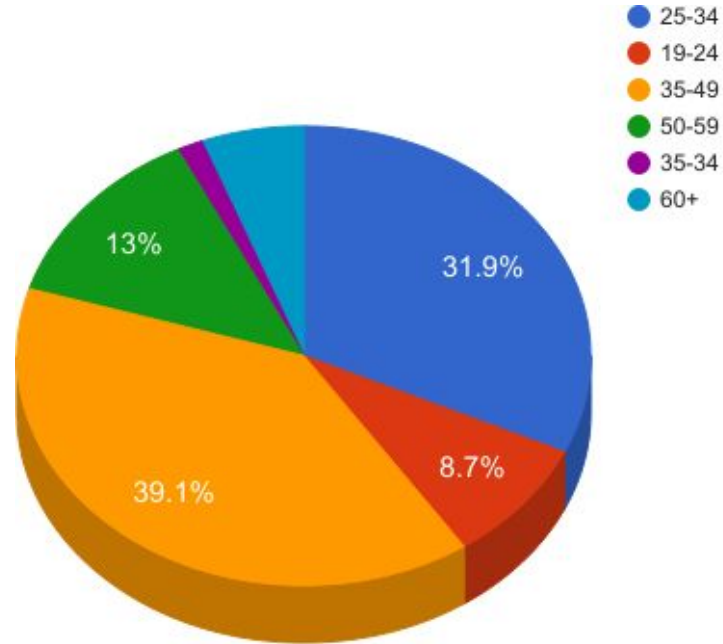


# Market Segmentation- Preliminary Survey Results

## Age

39.1% of the population that purchased Taco Del Seoul were between the ages of 35-49 years old.

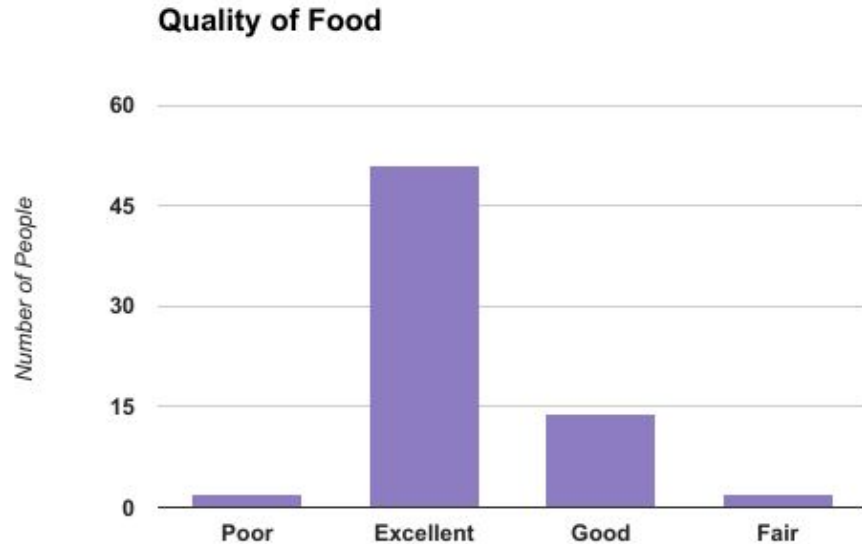
31.9% of the population that purchased Taco Del Seoul were between the ages of 25-34 years old.



# Market Segmentation- Preliminary Survey Results

## Quality of Food

An overwhelming majority of the people claimed the quality of food was “Excellent”.



# Market Segmentation- Preliminary Survey Results

## Value for Price Paid

A vast majority of the participants agreed that the price of the food was excellent or good in terms of value.



# Market Segmentation- Preliminary Survey Results

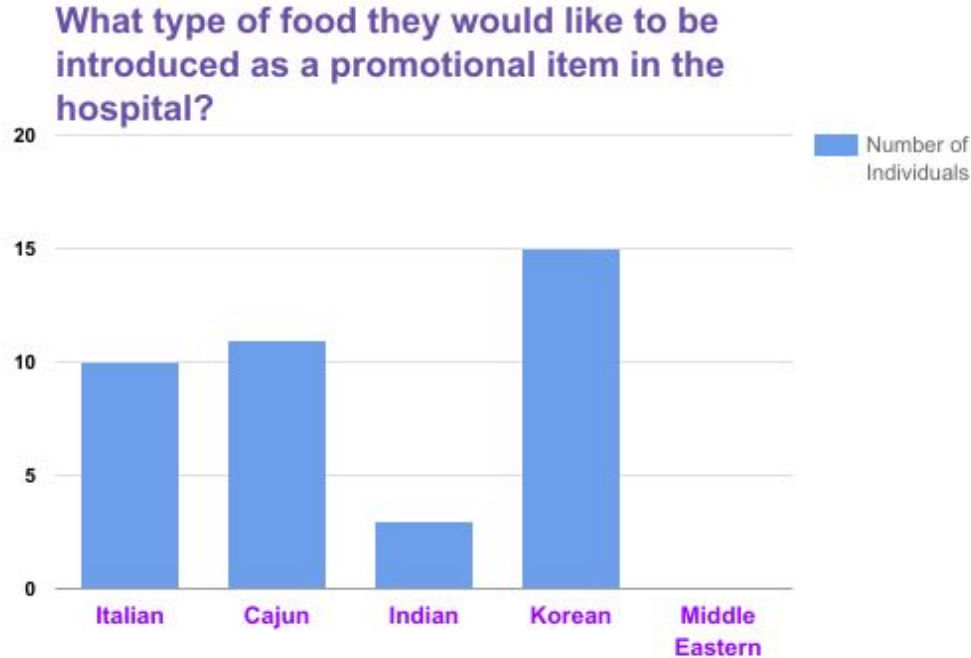
## Positive Comments

- Shrimp and chicken good taste
- Great ideas and flavors
- Side spring roll is nice
- Tasty, fresh, different variety
- Mango Salsa was delicious
- Love to see this as an everyday option

## Negative Comments

- Slightly larger portion preferred
- Lettuce bibb had dirt on it
- Add cheese
- Need wheat wraps

# Target Market



## Consumer Verbal Survey

Random patrons of the hospital cafeteria were asked exactly what type of food they would like to be introduced as a promotional item in the hospital.

# Target Market

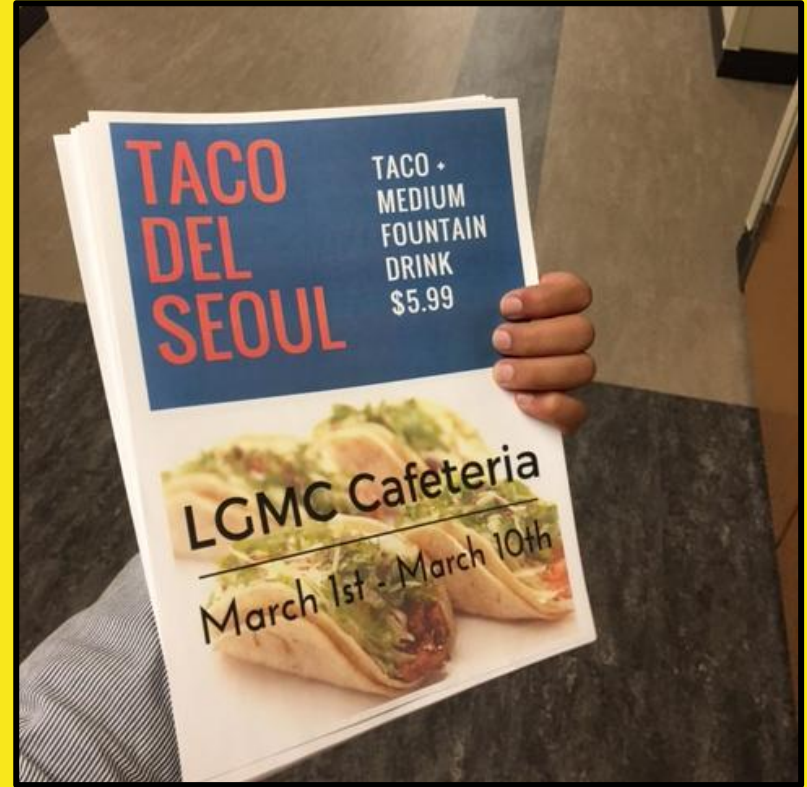
- LGMC customers
- Who visit the cafeteria at least once weekly.

## **Based on the Market Analysis and Market Segmentation**

- Female hospital employees
- Who purchase food at the hospital 3-5 times weekly.
- Who are interested in tasting new foods with a Korean influence

# Marketing Strategy

1. Each nurses station on main tower and west tower were handed flyers
2. Verbal advertisement to coworkers



# Marketing Strategy

Flyers with description of Taco Del Seoul were placed on each table every day for 4-5 days prior to start date.





# Marketing Strategy

Banner was placed near station to advertise



# Employee Resource Review



**Mr. Sanders**

*Production Supervisor*

- In charge of preparing the protein on daily basis (chicken, flank steak, and shrimp)



**Mr. Josh**

*Production Supervisor*

- Ordering produce (ex, lettuce, mango, etc.)
- Prepping for the following day-- slaw and marinating proteins

# Employee Resource Review



**Mrs. Mariela**  
*Catering Cook*

- Made Thai Mango Salsa, Salsa Verde, and Salsa Roja



**Mrs. Brenda**  
*Food Service Worker*

- Fried egg rolls

# Employee Resource Review



**Mr. Teyerance**

*Sous Chef*

- Assisted in any way possible



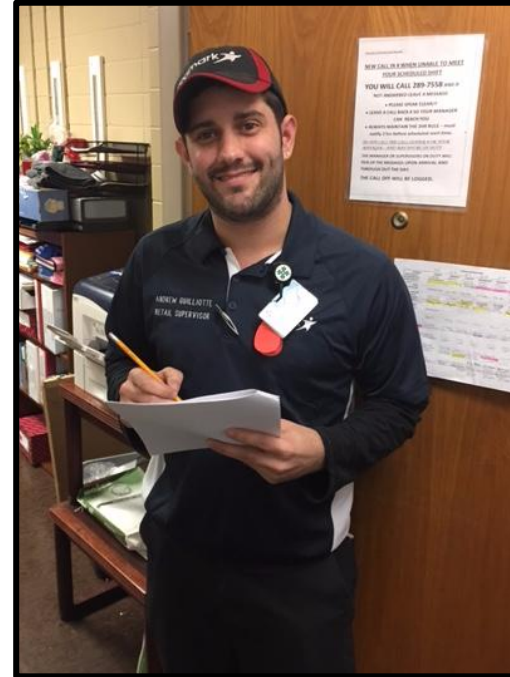
# Employee Resource Review



**Ms. Alexis**

*Cashier*

- Assisted in marketing



**Mr. Andrew**

## Retail Supervisor

- Assisted in serving

# Equipment Resources

All equipment resources were already in house and no additional purchases were needed to carry out this restaurant promotion.

Food Processor	Strainer	Refrigerator	Convection Oven
Freezer	Tongs	Cutting board	Vegetable Slicer
Orange Peeler for Limes	Fryer for Spring Rolls	Chafing Dish to keep meats hot	$\frac{2}{3}$ pans
2 $\frac{1}{2}$ deep size pans	6 Hour Chafing dish fuel	Lighter	4 oz spoodles
Grill to cook meats	Aluminum Baking Pans	Stainless Steel Mixing bowls	Disher 1.77 oz
Disher 2.78 oz	Blender	Stainless Steel Mobile Mixing Bowl Stand 80 qt	Immersion Blender-Turbo

# Food Resources

## In house

- Chicken
- Flank Steak
- Shrimp
- Cabbage
- Jalapenos
- Basil
- Romaine Lettuce
- Red Bell Peppers
- Veggie Egg Rolls
- 6' Flour Tortillas

## Needed to Order

Item Code	Description	Count	Price	Total Price
26013EA	Cilantro 30 ct	2	\$2.65	\$5.30
460112EA	Lime 150/175 ct	3	\$3.55	\$10.65
37043LB	Ginger, Whole 30#	3	\$5.60	\$16.80
61203LB	Radish, Daikon 40#	3	\$3.44	\$10.32
4695CASE	Mango, Peel & Half 2/1#	3	\$15.55	\$46.65
4542CASE	Lettuce, Bibb Hydro Living 12 ct	2	\$34.00	\$68.00
67015LB	Tomatillo Bulk	1	\$4.40	\$4.40

All items were ordered as needed

# Sales

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# Sales on Day 1-- 03/01/2017

## Combos

**Chicken Taco Del Seoul Combo: \$5.99**

SOLD: 6

**Shrimp Taco Del Seoul Combo: \$6.49**

SOLD: 12

COMBO TOTAL SALES: **\$113.82**

## Individual Items

**Chicken Taco/Burrito Bowl/Lettuce Wrap: \$4.99**

SOLD: 21

**Shrimp Taco/Burrito Bowl/Lettuce Wrap: \$5.49**

SOLD: 30

TOTAL SALES: **\$269.49**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 35

TOTAL SALES: **\$52.15**

**Total Sales for Day 1:**

**\$435.46**

# Sales on Day 2-- 03/02/2017

## Combos

**Chicken or Steak Taco Del Seoul**

**Combo: \$5.99**

SOLD: 30

COMBO TOTAL SALES: \$ **179.70**

## Individual Items

**Chicken or Steak Taco/Burrito Bowl/Lettuce  
Wrap: \$4.99**

SOLD: 34

TOTAL SALES: \$ **169.66**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 43

TOTAL SALES: \$ **64.07**

**ERROR (NO SHRIMP  
OFFERED ON THIS DAY)**

**Shrimp Taco/Burrito  
Bowl/Lettuce Wrap: \$5.49**

SOLD: 4

TOTAL SALES: \$ **21.96**

**Total Sales for Day 2:**

**\$435.39**

# Sales on Day 3-- 03/03/2017

## Combos

**Chicken Taco Del Seoul Combo: \$5.99**

SOLD: 8

**Shrimp Taco Del Seoul Combo: \$6.49**

SOLD: 7

COMBO TOTAL SALES: \$ **93.35**

COMBO TOTAL SALES RECEIVED DUE  
TO ERROR : \$ **86.42**

## Individual Items

**Chicken Taco/Burrito Bowl/Lettuce Wrap: \$4.99**

SOLD: 15

**Shrimp Taco/Burrito Bowl/Lettuce Wrap: \$5.49**

SOLD: 4

TOTAL SALES: \$**96.81**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 14

TOTAL SALES: \$**20.86**

## WHY DID SALES DROP?

On this day there were a variety of  
seafood items available (lent season)  
such as:

- Shrimp platter and fries for less price then the shrimp taco
- Fried fish
- Salmon

**Total Sales for Day 3:**

**\$204.09**

# Sales on Day 4-- 03/06/2017

## Combos

**Chicken or Steak Taco Del Seoul**

**Combo: \$5.99**

SOLD: 15

COMBO TOTAL SALES: **\$ 89.85**

COMBO TOTAL SALES RECEIVED DUE  
TO ERROR : **\$83.91**

## Individual Items

**Chicken or Steak Taco/Burrito Bowl/Lettuce  
Wrap: \$4.99**

SOLD: 38

TOTAL SALES: **\$189.62**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 24

TOTAL SALES: **\$35.76**

## ERROR

**Chicken or Steak Taco Del  
Seoul Combo price was  
entered incorrectly.**

**Loss of \$5.94**

**Total Sales for Day 4:**

**\$309.29**

# Sales on Day 5-- 03/07/2017

## Combos

**Chicken or Steak Taco Del Seoul**

**Combo: \$5.99**

SOLD: 21

COMBO TOTAL SALES: **\$125.79**

## Individual Items

**Chicken or Steak Taco/Burrito Bowl/Lettuce**

**Wrap: \$4.99**

SOLD: 44

TOTAL SALES: **\$219.56**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 31

TOTAL SALES: **\$46.19**

**Total Sales for Day 5:**

**\$391.54**

# Sales on Day 6-- 03/08/2017

## Combos

**Chicken Taco Del Seoul Combo: \$5.99**

SOLD: 14

**Shrimp Taco Del Seoul Combo: \$6.49**

SOLD: 12

COMBO TOTAL SALES: **\$161.74**

## Individual Items

**Chicken Taco/Burrito Bowl/Lettuce Wrap: \$4.99**

SOLD: 30

**Shrimp Taco/Burrito Bowl/Lettuce Wrap: \$5.49**

SOLD: 31

TOTAL SALES: **\$319.89**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 38

TOTAL SALES: **\$56.62**

**Total Sales for Day 6:**

**\$538.25**

# Sales on Day 7-- 03/09/2017

## Combos

**Chicken or Steak Taco Del Seoul**

**Combo: \$5.99**

SOLD: 12

COMBO TOTAL SALES: **\$71.88**

## Individual Items

**Chicken or Steak Taco/Burrito Bowl/Lettuce**

**Wrap: \$4.99**

SOLD: 46

TOTAL SALES: **\$229.54**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 42

TOTAL SALES: **\$62.58**

**Total Sales for Day 7:**

**\$364.00**

# Sales on Day 8-- 03/10/2017

## Combos

**Chicken Taco Del Seoul Combo: \$5.99**

SOLD: 6

**Shrimp Taco Del Seoul Combo: \$6.49**

SOLD: 6

COMBO TOTAL SALES: **\$74.88**

## Individual Items

**Chicken Taco/Burrito Bowl/Lettuce Wrap: \$4.99**

SOLD: 6

**Shrimp Taco/Burrito Bowl/Lettuce Wrap: \$5.49**

SOLD: 35

TOTAL SALES: **\$222.09**

## Side

**Veggie Spring Roll: \$1.49 each**

SOLD: 63

TOTAL SALES: **\$93.87**

**Total Sales for Day 8:**

**\$390.84**





**Total Sales**  
**\$3,068.76**

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# Sales Analysis Summary

Menu Item	Avg Menu Cost	Cafe Charging Price	Profit Per Item
Taco (3)	\$2.18	\$4.99	\$2.81
Lettuce Wrap	\$2.35	\$4.99	\$2.64
Rice Bowl	\$2.01	\$4.99	\$2.98
Side	\$0.64	\$1.49	\$0.85

# Sales Analysis Summary

Total Sales should have been

**\$3,107.80**

Total Sales Obtained **\$3,068.76**

Due to **error** in pricing in register a loss of **\$39.04** was incurred.

Sales	
Chicken or Steak Taco/Burrito Bowl/Lettuce Wrap \$4.99	234 SOLD \$1,167.66
Shrimp Taco/Burrito Bowl/Lettuce Wrap Sales Price \$5.49	104 SOLD \$570.96
Chicken or Steak Taco Del Seoul Combo \$5.99	112 SOLD \$670.99
Shrimp Taco Del Seoul Combo \$6.49	41 SOLD \$266.09
Vegetable Spring Rolls \$1.49	290 SOLD \$432.10
<b>TOTAL SALES</b>	<b>781 ITEMS SOLD \$3107.80</b>

# Project Day

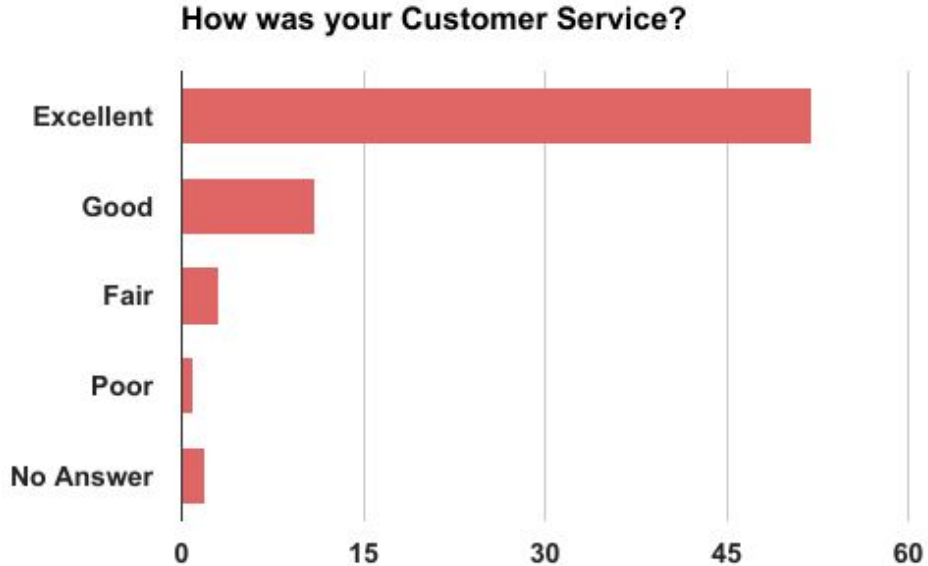


# Evaluation

Focusing on customer service from the first interaction:

- Beginning with a warm smile
- Ending with a courteous, “Thank You”

This was the initial step to add personal touch and interaction which also positively reflected increased revenue.



# Evaluation

- At LGMC, the average sales for three weeks is \$28,852.
- The original goal was to increase total retail revenue sales by 3%.
- The retail revenue for the week of the promotion was a whopping **\$30,801**, which is a **6.75% increase** in total revenue.

# Minor Changes for the future?

## Wait Time

Line at the station went out the door.

- To decrease customer wait time, having an additional employee during peak times would be advisable.

# Minor Changes for the future?

## Prepping Enough Items the day before

Sufficient salsa was not prepared to last through the day.

- Preparing 2-3 days of salsa in bulk to prevent shortage while serving the customer would be beneficial.



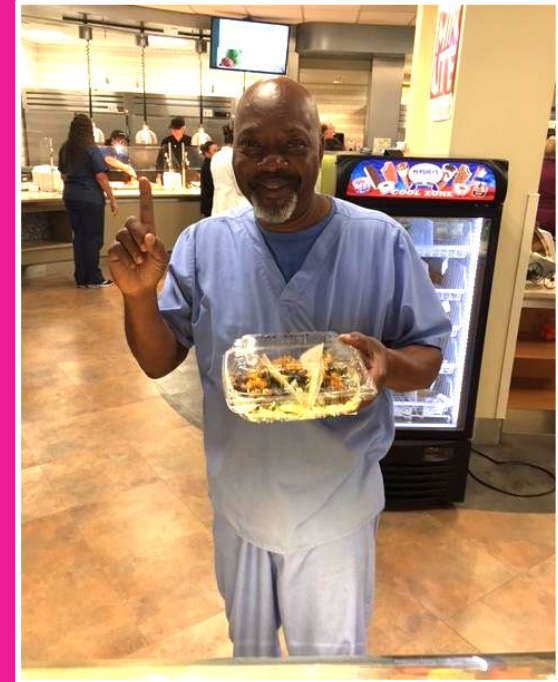
# Minor Changes for the future?

## Communicating Effectively

Approximately \$39 was lost due to miscommunication between POS System and Cashiers.

- It is critical that prices are conveyed properly to prevent cashier and system errors and loss of revenue.

# Few of the Employees that *Savored* Taco Del Seoul



*Verbal Consent for pictures was received by each individual*