**Додаток 2.** Приклад виконанняконтрольної роботи №3.

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**1. EXECUTIVE SUMMARY**

Chicken Express is a locally owned fast food outlet that will be positioned as an international franchise through our creative approach to the company's image and detail presentation. Chicken Express will provide a combination of excellent food at value pricing, with fun packaging and atmosphere. Chicken Express is the answer to an increasing demand for snack-type fast food, to be consumed while window shopping and walking around inside a shopping mall. In today's highly competitive environment, it is becoming increasingly difficult to differentiate one fast food outlet from another. Karachi, a city state, is now becoming the model metropolis for Asia's new economic boom. Our main priority is to establish one outlet in a crowded mall, preferably in one of prominent shopping malls in Karachi. Later, our effort will be a further development of more retail outlets in the surrounding area.

1.1 Objectives

To establish a presence as a successful local fast food outlets and gain a market share in Karachi's fast food industry.

To make Chicken Express a destination spot for mall-goers.

To expand into a number of outlets by year three, and sell the franchise to neighboring metropolitan cities, such as Lahore, Islamabad, Hyderabad and Faisalabad.

1.2 Mission

 Our main goal is to be one of the most successful fast food outlets in Karachi, starting with one retail outlet located inside a major shopping mall as a "market tester."Chicken Express will strive to be a premier local fast food brand in the local market place. We want our customers to have the total experience when visiting our outlet(s) and web site as they will learn about this fascinating new "pop culture." We will sell merchandise from pre-packaged sauces and t-shirts, to potato cutters, all with our official brand attached to them. Our main focus will be serving high-quality food at a great value.

1.3 Keys to Success

To succeed in this business we must:

Create a unique, innovative, entertaining menu that will differentiate us from the rest of the competition.

Control costs at all times, in all areas and implement a conservative approach to growth policy. Although, we provide more than enough fund to open more than one outlet, we want to be on the safe side of the business.

Sell the products that are of the highest quality, as well as keeping the customers happy with all of our product categories from food to store merchandising.

Provide 100% satisfaction to our customers and maintaining the level of excellent services among other competitors.

Encourage the two most important values in fast food business: brand and image, as these two ingredients are couple of main drivers in marketing communications.

Get access to high-traffic shopping malls near the target market.

Promote good values of company culture and business philosophy.

**2. COMPANY SUMMARY**

What is Chicken Express?

 Chicken Express focuses primarily on Fried chicken, Catfish, and chicken tenders but also serves sides. Such as fried pickle slices, apple pie, mashed potatoes, gravy, cheese sticks, Cole slaw, French fries, & corn nuggets. We use the concept of Belgian Fries, where the fries are all made from fresh potatoes and fried twice. Our outlet also provides excellent and friendly customer service to support the ambience of fun, energetic and youthful lifestyle.

Youthful and fresh surroundings

We will imitate successful establishments, such as Pizza Hut and Hardees, which represent the majority of our core target market, between 18 to 35 years of age. Our store will feature display cooking of our featured Fried Chicken from cutting to frying. Our store will be decorated with fast food setting, such as a bright counter and display menu on the wall.

Quality food & Open every day

 Each store will offer nothing but freshly fried chicken, sandwiches and variety of unique blend sauces, all served with old-fashioned home-style care. Our store is open every day from 10 am to 1 am.

2.1 Company Ownership

Chicken Express is a privately held company. It will be registered as a Limited company.

2.2 Start- Up  Summary

 The retail outlet will be rented at one of the target location shopping malls. Our preference is Zamzama, for the main reason of reaching larger traffic. Startup requirements will be financed through owner investments.

2.3 Company Locations and Facilities

Chicken Express locations will range in size from 50

 70 meter square and will seat from 15- 25 guests. Our first location will be on the larger end of this range. The location will feature its own originality in merchandise display and other brand building attributes. We will equip the outlet with modern furniture and aim for cleanliness and an open feeling. We are currently looking at several possible sites in shopping malls along Zamzama. The space selection will be chosen based upon the following criteria:

Community size: minimum of 800,000 people within a radius of 8 kilometers.

Tourist destination.

Easy access.

Large percentage of teenagers in the community.

All of these qualities are consistent with Chicken Express' goal of providing a top quality fast food experience. We want "word-of-mouth" to be our best form of marketing, where our customers value our brand as something exciting and cannot wait to tell their friends and neighbors. Chicken Express will directly compete with several fast food joints inside the chosen shopping mall, including Pizza Hut, KFC, and Mc Donald’s.

**3. PRODUCTS**

We want to focus only on selling chicken and chicken related dishes. Alcoholic drinks will not be sold in our outlet, as Chicken Express promotes a healthy and positive Pakistani lifestyle. Instead, we will offer Soda to complement the food.

3.1 Competitive Comparison

Chicken Express has several advantages over its leading competitors:

Unique "fusion" concept of dipping sauce.

 We expect a high degree of enthusiasm and offer a fun store with friendly staff that reflects the company's youthful and energetic culture.

 Supporting merchandise items that support the company's brand building.

 Our fried potato is made 100% fresh, compared to most fast food outlets that use frozen fries.

 Our dipping sauce is also made fresh without preservatives.

 Our innovative packaging will be more entertaining than our competitors; a single cone with a cup reserved for dipping sauce.

**4. MARKET ANALYSIS SUMMARY**

Consumer expenditures for fast food in Karachi rose during the end of the year 2000. The increasing number of new establishments such as fast food franchises, fancy restaurants and gourmet bakeries around Karachi has shown a significant growth in this sector. A much broader appeal exists for weekend slots because those are the days when most of our core target market enjoys the mall going activities.

*Age* - Youngsters, single, currently enrolled in college and high school.

*Family unit* - We will also appeal to families (young families) with children.

*Gender* - We will target both sexes, with a slight skew for males due to their lower attention to dietary concerns.

*Income* - We will appeal to the medium income individuals and to all in the lower medium income bracket. Our concept will have very broad appeal. It is our goal to be the hip destination for fast food cravings.

4.1 Market Segmentation

We are targeting young Karachites as our primary market. Due to heavy extra-curricular activities among Karachi's youth, it is common for high schoolers to have lunch inside shopping malls, and not at home. They tend to flock to fast food joints inside shopping malls across Zamzama. Our secondary market segment is the "Working Karachites." With so many shopping malls in the vicinity, Zamzama is the haven for shoppers and job seekers alike. Lastly, Zamzamais also the destination for tourists staying in the area. The five star hotels near Zamzama are the biggest accommodations in Karachi. Tourists will stroll Zamzama, hunting for the latest trend in fashion and have no time to stop for a full meal during shopping. Chicken Express is the alternative for a quick bite while shopping the fancy boutiques in the area.

4.2 Target Market Segment Strategy

Chicken Express intends to cater to the bulk of teenagers and youngsters in Karachi. We have chosen this group for several important reasons. It is our goal to be "the extraordinary fast food place" and we believe that the age group from 15 to 25 is the primary age where brand building efforts could take place. They are on limited or fixed incomes and seek a value/price relationship that will not stretch their budgets. Our secondary target is between the ages of 25 and 37, which are a heavy lounge/restaurant user group. They are more flexible in budgets and seek more than a value/price relationship. Our lunch strategy is dual purposed. First, we are featuring fresh fries to fill Karachi's craving for fast food as most ideas of lunch is a quick bite not a heavy meal. Second, we want to keep the price point at lunch as fair as possible to keep us in competition with other fast food outlets.

4.3 Market Trends

In the past, Karachites preferred Western chain restaurants. This was the time when KFC, McDonald's, and Pizza Hut were dominating most of the chains. But the trend seems to have shifted in the last decade, with the success of the locally grown brands. Many of these local brands grew to become giant franchises that dominate the Southeast Asia region.

4.4 Main  Competitors

 Our main competitors in this segment are any food outlets within the 300 meter radius along the Zamzama. In our location, there are Pizza Hut, KFC, and Dominos.

**5. MARKETING STRATEGY**

Our strategy is based on serving our markets well. We will start our first outlet as a "market tester" that could become a model of the expanding number of outlets in the future. Concentration will be on maintaining quality and establishing a strong identity in the local market. A combination of local media and local store marketing programs will be utilized at each location. Local store marketing is most effective, followed by print ads. As soon as a concentration of stores is established in a market, then broader media will be explored. We believe, however, that the best form of advertising is still "buzz." By providing a fun and energetic environment, with unbeatable quality at an acceptable price in a clean and friendly outlet, we will be the talk of the town. We will deploy three different marketing tactics to increase customer awareness of Chicken Express. Our most important tactic will be "word-of-mouth" and in-store marketing. This will be by far the cheapest and most effective of our marketing programs because of the high traffic in targeted shopping locations. The second tactic will be local store marketing. These will be low-budget plans that will provide community support and awareness of our facility. The last marketing effort will be utilizing local media. Although, this will be the most costly, this tactic will be used sparingly as a supplement where necessary.

In-Store Marketing

* In-store brochures containing our concept and philosophy.
* Wall posters.
* Design concept.
* In-store viewing of making fries process from cutting to frying.
* Standing signage inside malls’ lobby/aisle.
* Outdoor signage (if possible).
* Grand opening promotion.
* Party catering.
* Merchandising items.

 Local Store Marketing

* Brochures.
* Free occasional t-shirts at local stores events.

 Local Media

* Direct mail piece containing brochures sent to surrounding addresses.
* Local magazines that target our core customers, such as Free Magazine.
* Newspaper campaign-placing several large ads throughout the month to explain our concept to the local area.

5.1 Pricing Strategy

 Our pricing strategy is positioned as "generic", meaning that Rs 100 is the average consumer spending for a snack or light lunch in Karachi. Leveraging the volume of chicken, fries, Soda, and signature style sauces to be sold, we are serving the majority of Karachites.

5.2 Sales Strategy

The sales strategy is to build and open new locations in order to increase revenue. However, this plan will be implemented when the one "market tester" outlet showed potential growth. As each individual location will continue to build its local customer base over the first three years of operation, the goal of each store is Rs 1,000,000 in annual sales, with the original flagship store expected to earn almost Rs 2,000,000 per year. We anticipate the highest peak on the months of June and July in our sales forecast, due to the holiday seasons.