

Bunny's West Oakland

December 11, 2017

Introduction:

Bunny's is a café and bar that serves the West Oakland and Lower Bottoms area, supplying salads, sandwiches, snacks, and superior service with local craft beer and wine, all of which can be delivered to you in the comfort of your own home. Within the last decade Oakland has slowly been a rising residential area as the city of San Francisco continues to raise its rent and cost of living prices. As people work long hours, their energy is dissipated by the time they get home, and many choose not to cook their own dinners, and regularly choose to outsource their meals. In 2016 restaurants reported that 15% of their sales are now in online ordering. West Oakland has now encountered a growth in people, looking for their go-to relaxation bar, and quality food that they can grab on their way home. The problem is that most delivery food to go is unhealthy and bland. The bar itself serves as the corner bar, that most of West Oakland doesn't have, one that is walking distance, meaning less drinking and driving DUI. Bunny's was conceived when the owner, Bunny, had moved to West Oakland and saw a desolate wasteland for food, yes, a taco truck here and there but not a general corner bar. Bunny has over a decade of experience in the industry and has assisted opening 4 different types of restaurants. Her knowledge and care for the service industry is her inspiration for opening her own space. Bunny's place plans on creating a comfortable corner bar, one without bells and whistles and away from the minimalist modern décor of the typical gastropub. Bunny's will also have the potential space for live music and art with contributions from the local community. The service will be unmatched in the bay area, more than just service with a smile, they will instill passion into every step they take. Bunny's will focus on the green trends and sustainability that is offered in the bay area. The menu will always be adapting to the trends in the food industry, but the quality will never decline with more of a farm to table approach.

Mission Statement:

Bunny's mission is to bring a community together, ignite passion, and inspire a sense of belonging in our neighborhood of West Oakland.

SWOT Analysis:

Strengths

- Part of the community of Oakland
- Location, easy to get to and ample parking in West Oakland
- Staff is experienced, passionate, and highly motivated
- Local and quality ingredients
- Fast, designed for customization grab-and-go as well as delivery
- Strong brand and relaxed atmosphere
- Loyalty program with app based technology
- Green Business

Weaknesses

- Owner's credit
- Lack of business experience and knowledge
- Lack of seed capital
- No reputation
- Higher prices and lower profit margins
- Inconsistently trained staff
- Small staff pool

Opportunities

- The ability to expand onsite, multiple locations, maybe a food truck
- Ever-growing delivery apps such as UberEats, Caviar, DoorDash, etc.
- Green technology is constantly evolving and cutting costs
- Technology making food distribution easier and more reliable
- Investment and profit sharing options
- Creating art and music opportunities for the community
- Liquor licensing

Threats

- Competition
- Uncertainty of the economy
- The actual neighborhood is not the safest
- People could stop moving to the bay area
- Saturation of the market
- Dietary restrictions are constantly changing
- California's weather uncertainty (floods, drought, fires)

Competitive Advantage:

Bunny's competitive advantage is product and service differentiation. West Oakland has very few eateries, and even fewer establishments with a relaxed atmosphere to enjoy an evening libation. Bunny's also has the first mover advantage, starting a trend that could make West Oakland a business hub. They have a location advantage, as there are easy routes to and from highways as well as ample parking, and with providing delivery, all of the amenities can be enjoyed in your own living room.

Strategic Direction:

As a new eatery in West Oakland, Bunny plans on Market penetration for their strategic direction. We are selling existing products to an existing market, but hoping finding for the lack saturation in the existing market. We plan on using competitive pricing strategies, advertising, guerilla marketing, and aggressive sales promotion campaigns to secure dominance in the growth markets. They plan on having good information on competitors, and will know their products well.

Marketing Objectives:

- Promote the opening of Bunny's attracting 1,000 new customers by the end of two months
- Create a guerrilla marketing campaign that can be viewed by 8,000 residences over the span of 3 months prior to opening.
- Develop a full edited menu within 6 months of opening.
- Gain at least 4 strategic partnerships with delivery services within the first month of opening.
- Create alliances with 10 breweries, vineyards and food suppliers to stock products for the first 6 months of opening.
- Develop a strong presence in the community by attracting artists and musicians, creating a 10% sales growth in the first 6 months of opening.
- Establish 25% of our sales in the delivery sector within the first 3 months of opening.
- Engage in a loyalty program of sales promotion, that attracts target audiences to the establishment for the first month after opening.
- Create a strong impression on social media, including Facebook, Instagram, and Twitter within the first 2 months of opening.
- Create 2 physical advertisements in local publications, with coupons to attract customers in the first 3 months

The External Marketing Environment:

There are many factors that are crucial to the external marketing environment. Many of the factors are out of our control, but activating the elements of the external environment can help us diminish risk with in the market. To be efficient in an ever-changing market, will we will have

to analyze the external environment and their respective impact on the market to create a marketing mix that fits the needs of Bunny's West Oakland.

Social Factors:

There are many social factors that eb and flow as the bay area continues to increase population and adapt to diversification. People in the bay area are constantly on the search for something new; the bay area loves novelty. People in the bay area have a broader age range, genders and individual interests that makes it difficult for marketers to anticipate social factors. There are many dynamic families in the area, with dual income households, and single individuals that rent rooms in collective houses, and co-ops that influence the social factors. The bay area is a big bubble of diversification.

Demographic Trends:

West Oakland has been drastically changing over the past decade. Up until the early 2000's West Oakland was a very rough residential neighborhood, saturated with high levels of drug users and gang violence. In the past decade many of the people that could no longer afford to live in San Francisco have moved to West Oakland. This has increased many of the residents' rents, forcing them to leave the area and creating a very complicated gentrification issue. The demographics of West Oakland are constantly changing, but the newer residences are mostly working professionals between the ages of 20-50. Some of these newcomers are first time homeowners, moving to the area and taking advantage of the below cost market level of the bay area. Some newcomers are the bohemian artists that can get into a cheap rented room. Many work in the city and commute via BART, and most of the population of West Oakland owns a bike, because geographically, West Oakland is flat and many roads are being repaired to create new bike lanes. Old Oakland still exists strong, with many families inheriting the houses from their parents and keeping the community still culturally rich. Bunny's main target market is mostly Millennials and Generation Y'ers, but plans on keeping Oakland, Oakland, with its city charms.

Growing Ethnic Markets:

West Oakland has seen its influx of ethnic markets, but the trend right now is lack of ethnicity. As more San Francisco residents move to the area, ethnic markets are slowly deteriorating, and becoming more sparse in the neighborhoods. According to the 2010 Census, the racial and ethnic composition of Oakland was: White: 34.5% (non-Hispanic: 25.9%) Black or African American: 28.0% Asian: 16.8% Native Hawaiian and Pacific Islander: 0.6% American Indian and Alaska Native: 0.8% Other race: 13.7% Two or more races: 5.6% Hispanic or Latino of any race: 25.4%. As of 2017 the racial and ethnic composition of Oakland is: White: 38.10% Black or African American: 25.02% American Indian and Alaska Native: 0.72% Asian: 15.87% Native Hawaiian and Other Pacific Islander: 0.60% Other Race: 9.87% Two or More Races: 5.77%

State of the Economy:

The bay area has had a large influx of technology money and its economic growth for this year is three times the national average, however the growth of jobs has slowly declined. The bay area has also had a trend of restaurants shuttering their doors, with 60 bay area's restaurants closing from September 2016 to January 2017. Many bay area residents are no longer seeking full service dine-in restaurants, and searching for faster and cheaper counter service cafes. Many have closed because of the costs of hiring and keeping good employees, requirements for healthcare and paid sick leave, rising rents, and endless competition. The economy of the bay area will continue to rise, because of the technology money influx, but restaurants and cafes need to learn how to adapt to newer trends in the industry to survive.

Impact of Technology:

Technology is a huge factor in today's service industry, with new apps appearing every day. We are a mobile world and everything needs to be faster and demanded sooner, and keeping up with technology is the only way to gain advantage in such a cut-throat world. The food industry needs to keep pace with the growing impact of technology. In house, iPad computer systems are replacing the bulky point of sale bricks from the past. These tablet centers are easy to handle, user friendly, and cheaper to fix, making them ideal in a messy

environment. They are also faster at keeping up on orders using cloud based technology and analytics for customer buying habits. Most consumers also no longer need to be in a brick and mortar building to enjoy their favorite foods. With apps like Caviar, Uber Eats and DoorDash, your favorite dishes can come to you. Technology advances are going to continually change the food industry, and restaurants need to embrace that change if they are going to survive in this market.

Political and Legal Environment:

All marketing activities are subject to state and federal laws and the rulings of regulatory agencies. There are many political and legal factors that Bunny's has to consider before entering into business. They need to have a business license issued by the city of Oakland, and health and fire inspections must be in place before the restaurant opens. Employees will need a food handling certification to ensure the proper food handling techniques, and must be renewed every five years. The establishment will also need food distribution and a beer and wine sellers permit to operate. The Consumer Product Safety Commission, the Federal Trade Commission, and the Food and Drug Administration are the federal agencies that we will involve with in regulating our marketing activities.

Competitive Factors:

The bay area is a very competitive and known as one of the top international places for great food. As a new restaurant, Bunny's will need to consider every food establishment as competition and adjust to the changing market to stay ahead.

Bunny's brand competitors are restaurants and cafes with similar aesthetics, features, and benefits that target the same customers at similar prices. Bunny's will be located in West Oakland where there isn't much geographical competition, but with the advent of delivery, and many consumers have a vehicle or a bike, Bunny's has to take many restaurants in the Oakland area as competition. Such as 10th and Wood, Stay Gold Deli, Railroad Deli, Rudy's Can't Fail Cafe, Brown Sugar Kitchen, Pretty Lady, Kilovolt Coffee, Crave BBQ pop-up, and various food trucks. All of these restaurants have a very strong positive image, and will most likely be

serving the same customers around the same price point. These establishments are also very much product competitors. Some of these establishments are sitting down restaurants and some are counter service, but most are only open for lunch. Bunny's West Oakland plans to offer products into the evening, with a happy hour, therefore offering more products over a greater period of time, gaining some of those lunchtime customers for dinner. The generic competitors are the sparse fast food restaurants that reside in West Oakland, such as McDonalds, KFC, and Taco bell. They will be the to budget competitors, offering value meals, and dollar deals, but seriously lack in service that Bunny's will gladly provide.

The Consumer Decision Making Process:

Need Recognition:

The first step of the consumer decision-making process is need recognition. The body tells the brain that there is a need that must be satisfied. When a present status, is lower than a preferred state the consumer then recognizes there is a problem, and must adjust their actions to create a desired state. In the case of Bunny's, the consumer is hungry, thirsty, have a desire to be in a social environment, or looking for something new in West Oakland.

Information Search:

In order to satiate a desire, a consumer has to search for what can satisfy them in an efficient manner. Searching for information is the second step of the consumer decision process. The consumer first searches internally, through their memories and all their previous experiences factoring what they already know and how they feel about something. They could have already gone to the restaurant for first hand experience, or they could gather information from second hand accounts from friends via word of mouth. They might also recall a previous advertisement, a post on social media or another marketing avenue that may have sparked their attention at an earlier time. Bunny's will focus on excellent customer service every time, to create a word of mouth buzz around the restaurant. This will ensure that people are talking

about the business in positive light. Bunny's West Oakland will engage in social media and local marketing tactics to create a positioning place in people's minds to gain awareness.

Many times the internal search does not create the desired resolution for satisfaction and consumers must do their own research, which is called an External Information search. This most likely results in an Internet web search. The vast majority of people now have mobile smartphones that help them at any time with their search. Websites like TripAdvisor and Yelp are useful search engines for most customers at their fingertips. Bunny's West Oakland plans on utilizing these engines and other social media to create a great Internet first-glance presence.

Evaluation of alternatives:

Now that the consumer has all the information they need, they can make an educated decision. The type of purchase for Bunny's should be a limited decision, for new customers and hopefully routine for regular customers based on location and affordability. Since the decision is based on the need of hunger the decision will not need to be thought out extensively and can occur over a short period of time.

Evoked Set:

A consumer will create a list of all possible alternative products and make their decision based on a variety of factors. This is referred to as an Evoked set and the third step of the consumer decision-making process. Consumers will analyze the products and the food that each restaurant is carrying, as well as cut-out the food that might be too far away or too expensive, or rank their cravings by importance. The limited food offerings around West Oakland might put Bunny's in the top of people's evoked set, just out of geographical location alone.

Purchase:

The fourth step of the consumer decision-making process is the purchase. They will evaluate all other alternatives and decided to purchase what Bunny's has to offer.

Post-Purchase Behavior:

The final stage of the consumer decision-making process is post-purchase behavior. This is final evaluation after purchasing the product. This is how they feel about their purchase; whether they believe the exchange is worth the value of the product they purchased and if it is inconsistent with the consumer's expectations. When there is inner tension about the lack of perceived value of the product, they may regret their decision, creating cognitive dissonance. Bunny's plans on having a lead supervisor on at all times to constantly make quality checks of their products and ask for customer feedback. Our mission is to listen. This will also require a heavy presence and websites like yelp, where customers can post reviews, and we can rectify any cognitive dissonance with any unsatisfied customers.

Factors that influence the customer decision making process.

Cultural Factors:

Cultural factors are the values, language, myths, customs, rituals and laws that affect a target market. Cultural instincts are pervasive, functional, learned and dynamic. Parents, peers, and teachers, adapting to the needs of society, instill them. They are implemented through generations and become a learned behavior that shapes the culture. The mayor of Oakland, Libby Schaff says that Oakland has a "Secret Sauce" that has been steeped in cultural history. Oakland has a long tradition of political and social justice activism, with a thriving art, music and cultural scene. East Bay Express quotes "Oakland is also a city of contradictions: It's both loud and tranquil, crowded and desolate, beautiful and gritty."

Social Factors:

There are many social factors that affect a consumer's decision-making process, such as: family, social class, life cycle, and subcultures. Many customers follow the social trends and develop a cult like following to their favorite brands, leading them to be loyal customers. Families and opinion leaders often state the nature of what is cool, and what people should perceive of value for what fits in their social class. Bunny's plan is to heavily

brand themselves to attract customers that see the value in what Bunny's can provide for many different subcultures and Oakland residents.

Individual Factors:

The individual factors that can go into a consumer's decision-making behaviors are: gender, age, family life cycle, personality, self-concept, and lifestyles. Each individual will have the power to make their own decisions based on where they are in life. Bunny's wants to obtain the early-adopters and trendsetters in the early developmental stages of the restaurant. These innovators will be the voice of Bunny's, hopefully influencing the individualism of their culture throughout West Oakland.

Psychological Factors:

Perceptions, motivation, learning and beliefs and attitudes, all go into the psychological factors for a consumer's decision. These are what consumers use to interact with their world. They view the brand, price, quality, and important attributes that create value on their perceived world. They are more likely to buy what follows their self-concept and attitudes towards life. Bunny's may not be for everyone, but when they are for that special someone, bull's-eye! It will captivate everything that a consumer needs to satisfy their psychological perceptions.

Market Segmentation:

The ideal customer for Bunny's West Oakland is working professionals between the ages of 18 and 50. There will be no differentiation between genders, religions and ethnicities. They live in Oakland, and may work in the city. They may work for a tech company, or perhaps a marketing firm, or even high-end retail. These consumers know how to save money, but love to splurge on the experience. They either have a middle of the line car, or ride a high-end bicycle with a messenger bag. They are looking for something easy, and a go-to at any time. The food will be designed for convenience, but with a relaxing ambiance. These customers have a demanding work schedule that means they don't always have the energy to

make dinner, or prep food for lunch. They love supporting local businesses and understand that supporting local helps everyone in the economy. They are part of the neighborhood and they want their neighborhood to thrive. They understand the value of fresh ingredients and are willing to pay a little extra in order to get those ingredients from a local source. They are also centered on a health conscious diet, with the occasional splurge. The customers that will frequent Bunny's will be busy people with demanding lifestyles. They take weekend trips to Tahoe in the winter, and during the summer they plan their life around the myriad of festivals located in Northern California. Most customers will own a dog, and take leisurely walks around the neighborhood, maybe stopping in for an evening beverage, or quick dinner. They love brunch and karaoke, and are hip to the changing world of fashion. They will be highly involved in social media, and will have a hashtag for everything, but they will also know how to relax and binge watch Netflix, and order their favorite meals on UberEats. They are also not afraid to use sites like yelp to slay any establishment that wrongs them, but quickly post their beautiful foodie pictures to Instagram when they find a dish they love. As consumers they usually fall into the Early Adopters or Innovators category, but will come back time and time again when they find something they love. They create the cult following.

Product Description:

Bunny's West Oakland will sell a variety of food and beverages. They are a tangible food that can be touch, held and consumed, and the product it's directly distributed to customers, making it a business to consumer product. The products are also considered to be a convenience product, as they are relatively inexpensive and probably merits little shopping and research for the product.

Product Items, Lines, and Mixes.

Beverages:

Beer	Wine	Mocktails	Non-Alcoholic	Coffee Drinks
Pilsner/Lager (tap)	Chardonnay	Soju Bloody Mary	Water	Drip
IPA (tap)	Sauv Blanc	Soju Mimosa	Soft drinks in bottle form	Iced/Cold Brew
Pale ale (tap)	Rose	Soju Screwdriver	House Brewed Iced Tea	Espresso
Stout (tap)	Sparkling	Soju Mojitos	Lemonade	Latte
Seasonal changes (multiple taps)	Cabernet		Fresh Squeezed Juices	Capachino
2 Cheap can bear options	Pinot Noir		House Ginger Beer	Mocha
4 types of bottled beers	Red Blend		Kombucha	

Food Offerings:

Sandwiches	Salads	Soups (changes daily)	Small Bites	Desserts
roasted turkey	Garden	Tomato Bisque	Fries	Homemade cookies
ham	Caesar	Hearty vegetable	Sweet Potato Fries	Assorted Pies
pastrami	Cobb	Celery Root	Tots	Brownies
BLT	Chef	Broccoli	Steamed or Sauteed Veggies	
Tuna	Seasonal		Coleslaw	
Pulled Pork	Custom		Potato Salad	
Sausage Link				
Veggie Patty				
Breakfast				
Custom				

Customization for Sandwiches:

Breads	Vegetables	Spreads
Sliced Sourdough	Lettuce	Mayonaise
Sliced Wheat	Tomato	Mustard
French Roll	Onion	Olive & Oil
Dutch Crunch	Pickles	Garlic Aioli
Gluten Free	Sprouts	Smashed Avocado

Merchandise:

Shirts	Hoodies	Aprons	Hats
Men's cut	Pullover	Full body	Visor
Women's cut	Zip Up	Waist Cover	Baseball cap

Improvement:

Bunny's West Oakland will initially offer a simple menu with maximum customization. As business continues to grow we will offer particular combinations of sandwiches and salads and give them signature names. This will mean developing new flavors and amalgamations of ingredients. There will extensive research done, to make sure everything is at its maximum freshness, from local distributors, and follow seasonal trends. The beer and wine will be purchased from local vendors, and be ever changing to keep everything fresh and novel. We will be creating strategic partnerships with vineyards and breweries to obtain the best products. As we continue to develop the menu, we will be constantly searching for

feedback from our customers, looking to improve in any possible way, perhaps reducing options, or gathering more inventory.

Brand:

The brand of Bunny's West Oakland will be developed creativity and extensively in the initial months before and during its introduction into the market. The branding will also be quality controlled and corrected on a regular basis to establish consistency in quality. The quality of the product will create repeat sales, brand loyalty and identification.

Packaging and Labeling:

Consumers of Bunny's West Oakland have the option to dine in, take Togo, and have our products delivered. The packaging is designed to contain and protect the food product and will be labeled with Bunny's brand and logo. In line with Oakland's need for sustainability and environmentally conscious products, all packaging and labels will be created with Greenware, and be 100% compostable. Bunny's mission is to create less of an impact and all Togo implements such as cups, cutlery, bags, napkins, and packaging will be compostable. The products that are served to dine in will be all washable, to cut down on waste.

New Product Development:

New product strategies will be constantly researched and implemented as the trends change with in the food industry. We will be looking at input we have received from our customers to constantly be on the cutting edge of deliciousness. The owner and in-house chef will have many meetings throughout the seasons, to analyze and discuss the menu and make the appropriate changes. There will be many ideas constantly going through the new-product development process to ensure everything is fresh and seasonal.

Product Characteristics, and Rate of Diffusion:

Complexity:

The degree of complexity involved in understanding Bunny's is relatively low, as these are existing products in an existing market. Most people understand how sandwiches are

created and order for their own tastes. The wine and beer may vary in a degree of complexity, but the well-educated staff members will have the proper information to guide people in the right direction through asking questions, and discussing the customer's preferences.

Compatibility:

Bunny's will be highly compatible with the target market of West Oakland. Almost everyone has a love for a high quality sandwich or salad. These products are offered during lunch and dinner when consumers are hungry and usually crave items such as sandwiches, salads and soups, so the compatibility will be high with the target market.

Relative Advantage: Bunny's West Oakland will have the relative advantage of geographical location. It will be placed in a very centralized location that many people can easily walk to, ride their bike, and has ample street parking for vehicles. The relative advantage also lies in the superior quality of the products and the freshness of ingredients. They will also be able to create a large market share advantage with offering delivery.

Observability:

All of Bunny's products are tangible goods that can be seen and tasted. With an open seating arrangement, target consumers are able to observe other customers that have already purchased the products. There will also be reviews and photos of the products on social media so target consumers can see the products before they purchase.

Trialability:

During the initial stages of the launch Bunny's will offer a simple menu to gauge the reactions of their consumers and adapt to changes.

Product Life Cycle:

Bunny's West Oakland is currently in the introduction stage of the product life cycle because they are new to the market. During this process of the stage we will be trying to market to the early adopters and innovators through sales promotions and digital marketing. During this time we will be highly focused on trying to advertise to build brand

awareness and create excellent customer service techniques to create repeat sales and gain a positive image on our reputation. This will be the time to iron out kinks, and maximize efficiency in the overall operations of the business. The cost and production of the products may be relatively high, because of the constant search for improvements.

Product Placement:

Retail:

Bunny's will be a brick and mortar establishment in the heart of West Oakland. It will have a rugged exterior like most of the other buildings in Oakland experience. But inside will be warm and inviting. The signage will be bold and coordinate with the colors that the brand encompasses. There will be an outside picnic table area for customers with dogs, and those that wish to experience the sunshine or the temperate climate of Oakland. There will be umbrellas for sunny days and heat lamps for cooler evenings. There will be a walk up counter and register for customers to place their orders. There will be a large menu board behind the counter, perhaps written on a chalkboard for easy quick-changes and specials. By the door there will also be the physical menus and printed take out menus to peruse before reaching the cashier. The counter will also have all the wines and beer taps displayed for easy selections. The silverware, condiments, napkins, and to-go containers will be placed by the counter for self-service. Patrons will order the food and receive a number to display at the table and one of the staff members will bring them their order. There will be an open seating area, with booths along the walls and tables and chairs that are light and mobile, to adjust for larger parties. The restrooms will be single room and gender neutral, and use hand blow dryers instead of paper towels to cut down on waste. The art on the walls will be from featured local artists and for sale through the restaurant, and a corkboard where the neighborhood people can post for housing, missing pets, events or miscellaneous missed connections. There will be a space in the corner for a microphone, so there can be small events during lunch and dinner, such as acoustic musical performances or a trivia night. There will be some TV's around the establishment, to play local sports games, but on mute. The music will be set to the staff's discretion, but mostly ambient, upbeat, background music. The back of the house will have a

full dish wash station, prep station and various walk in coolers, freezers, dry goods storage, and office.

Online:

Bunny's will have many partnerships with food delivery apps and a well integrated website and app, which will include a loyalty program. It will directly mirror the brand and color scheme of the menus and signage, with big bold graphics and colors. The app will have an "order now" and pick up option, where they will be sent to a page offering all of our products and merchandise. Bunny's will also create partnerships with, UberEats, Caviar, DoorDash, and GrubHub, and Eat24 (a part of Yelp) to create optimum delivery options, without having to employ drivers and depending on location, a designated parking space for those delivery drivers. The website itself will also provide links to social media such as Facebook, Instagram, and Twitter.

Promotional Campaign:

Marketers constantly use promotional strategies to communicate their products to the world. They are there to inform, persuade, and remind consumers of a product in order to influence their opinions or elicit a response. As a new business, with new products to an existing market the main goal of Bunny's West Oakland marketing promotions are to build awareness, create interest, provide information, and stimulate demand.

Advertising:

Advertising is a mass media approach that involves communicating a concept to a large audience. This form of promotion will work well over the geographic center of West Oakland and will consist of outdoor advertising, as well as local related publications, such as the East Bay Express, San Francisco Chronicle and SF Weekly. The print ads will include photos of the food and the establishment as well as a coupon, for online ordering or in-house purchases. Bunny's plans to implement a guerilla marketing tactic, by using carrot stencils, stickers, and spray paint to cover abandoned, graffiti covered areas, and sidewalks of West Oakland. The carrots will be

pointed in the direction of Bunny's and can be followed through an adventure to reach the establishment.

Online:

Bunny's plans on utilizing Internet-based advertising to build brand awareness very heavily in the first couple of months of opening to generate a buzz around the establishment. Bunny plans on attracting users you are already active on the Internet, and continue to post about their opinions through posts on Social Media. There will be a limited amount of advertisements purchased on Facebook, so the geographical Oakland users will begin to see it appear on their feed, making the consumers aware of the Bunny's West Oakland brand.

Sales Promotion:

Sales promotion refers to all price related promotional communications. Since Bunny's West Oakland, will be new to the market, we intend on using several sales promotions to get bodies in the door. We will engage in a money saving happy hours, where alcoholic beverages are a certain percentage off their market price. During this time, we will also be offering food snacks and bites and a cheaper price, as incentive to get people in the door. As we continue to integrate digitally, we will be able to have a loyalty incentive program, which scans the bottom of the receipt, or has a digital punch card type of program, for a free product.

Digital Marketing:

We are in a technological hub, in a technology age, so most of our promotional efforts will be executed via the Internet and social media, because there are many channels for promotional communication. Bunny's West Oakland will be heavily focused on their digital marketing techniques to reach the majority of their customers. Bunny's will have an active Facebook page that will be managed by hootsuite.com to ensure all promotional posting can be done in an efficient manner. This will allow Bunny's to communicate with its customers, poll customers about new products, announce events, and new sales promotions. We will be taking pictures and posting heavily online, to create a greater vision of brand awareness and

inclusivity. We will be posting frequently on instagram with set hashtags, so we can reach a larger number of followers and engage in other food related pages and interests. Our twitter will be quick witted and pertinent to the culture of West Oakland, by following local business and trendsetters in the area. Bunny's target market frequently uses these avenues on social media, and we will make full use of these platforms to communicate details and any additional information, and to engage with customers on a regular basis. Bunnyswestoakland.com will be a well-branded information based website. Where customer can read our mission statements, learn about our history, view our menus and purchase merchandise. Our website will also have a section where customers can order food products online, and pick up at the restaurant.

Promotional Activities:

Bunny's West Oakland will engage in many promotional activities and events to help communicate the brand and message from the company, through actions and direct face to face marketing. Bunny's will engage in First Fridays and other smaller street festivals to provide food with a smaller select menu, and the ability to purchase merchandise. We will also be looking to sponsor local events that correlate with our mission statement, of bringing a community together, and other select causes. This will raise awareness for the brand and these promotional activities will demonstrate our beliefs and positive image for our company.

Pricing Objectives:

Bunny's West Oakland will implement both a status quo and return on investments pricing strategy for their products. We will be doing a cost based analysis of our products factoring in operation, labor, and marketing costs as percentages in every product, so we can see our return on investment in every purchase. As the market fluctuates, we will also fluctuate to match our competitors, removing products if they are too costly. By combining both the status quo and ROI pricing strategy, we can maintain the market share with our competitors, but also put our company's profits into perspective by showing profits relative to investment.

Evaluation and Control:

As a new company Bunny's West Oakland will constantly be adapting to changes and roadblocks, as we evaluate the effectiveness of our marketing strategies. Brand awareness and customer service will be our priority by constantly doing quality checks and evaluating feedback from a variety of sources. In house managers or supervisors will be present in house at all times ready to rectify any problems that arise, from customer relationships to product quality overview. With an iPad based point of sales system, we will be able to monitor sales, inventory, and analytics, observing trends that we can adapt to make us a more efficient company. We will have a large presence on social media to listen to criticisms and suggestions via our customers' posts. We will be closely monitoring our yelp page to help in the evaluation and control processes of our own marketing strategies.