



# Fit n' happy :) Restaurant

*Marketing Plan*

*Prof.: Dr. Matthew Whitehouse*

## **Team 2**

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### Executive Summary

Fit n' happy will act as the people's healthy food hub.

- We're offering affordable and tasty healthy food to change the idea people have that healthy food is expensive and not tasty.

### Company Overview

**MISSION:**

-Making a fun environment for people by offering quality affordable healthy food and organizing entertainment events.

**BACKGROUND:**

Owners are athletes who have a strong background regarding healthy people's needs.

**Competitive advantage 4 Ps:**

**Place:** Vitória, capital of Espírito Santo. :Vitória is recognized as the capital city with one of the best education and health indicators in the country, factors that contribute to the adoption of healthy habits.

**Price:** Affordable to everybody.

**Product:** Our menu is diverse and fosters your energy with its finely selected fresh meals that contain all the healthy ingredients that fits all the different types of bodies.

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**Promotion:** Focus will be on people's needs, which is to stay fit and enjoy long healthy lives for them and their loved ones.

## Objectives/Goals

### Objectives:

- To be tried by 5% of the city population
- Buy 100% of our fruits and vegetables supply chain from family agriculture in the first year.
- To be recognized as a reference in healthy eating in Vitória.

### Goals:

- In 5 years to be the first choice for healthy restaurants in the city.
- To be hosted by TV kitchen and lifestyle shows.
- To be trusted by public figures who will showcase our restaurant.

## Situation Analysis

1. The strengths, weaknesses, opportunities, and threats facing the company.

<p>Strengths</p> <ul style="list-style-type: none"> <li>1- High service levels</li> <li>2- High quality staff</li> <li>3- Alignment of value, profit and people proposition</li> <li>4- Attractive restaurant design</li> <li>5- Good local market knowledge</li> <li>6- Experienced management team</li> </ul>	<p>Weaknesses</p> <ul style="list-style-type: none"> <li>1- Restaurant has low exposure</li> <li>2- confusing menu</li> <li>3- small dining area</li> <li>4- low brand awareness</li> <li>5- limited market share</li> <li>6- No company app</li> </ul>
<p>Opportunities</p> <ul style="list-style-type: none"> <li>1- Attract new customers through special discounts and offers</li> <li>2- Build online presence for the brand</li> </ul>	<p>Threats</p> <ul style="list-style-type: none"> <li>1- Economic inflation</li> <li>2- New strong entrants</li> <li>3- Poor online reviews</li> </ul>

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3- Build brand awareness 4- Highly exposed location 5- Health conscious trend 6- Home delivery demand	4- Rising fixed costs 5- competitors use delivery and takeaway 6- Competitors offer cheaper prices
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## STP Analysis

In a society marked by the daily rush, it is increasingly difficult for people to keep up their healthy habits.

Aggravated by the pandemic, sedentarism is a reality in Brazil. According to the World Health Organization (WHO), Brazil is the fifth most sedentary country in the world, with 46% of the population inactive, while the global average is 28%. Regular physical exercise and a rich and balanced diet are often replaced by a sedentary lifestyle and highly processed foods.

According to the Brazilian Ministry of Health, this scenario has contributed to a significant increase in overweight and obesity in all age groups, and chronic diseases are the leading cause of death among adults. Overweight affects one in every two adults and one in every three Brazilian children.

On one side we have great challenges, But on the other, the marketing of healthy food and beverages has gained more and more investments in Brazil.

The food segment has not diminished with the crisis in Brazil. Even with the drop in the population's purchasing power, the consumption of products of basic necessity has not been reduced.

In the healthy food segment this growth is expressive, people are more aware that healthy eating brings more health benefits, reducing various diseases and avoiding

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obesity. The annual flow of the sector is US\$ 35 billion per year in Brazil. The segment's reach is justified by the fact that, for 28% of Brazilians, consuming nutritionally rich food is very important. In addition, 22% of the population chooses to buy natural and preservative-free foods.

If we consider that Brazil has a population of 220 MM habitants, we are talking about a potential market of 61 MM clients nationwide.

A study conducted by Brazil Food Trends 2020, identified a global trend of change in society's behavior for a food that has the following components:

1. Sensoriality and Pleasure
2. Healthiness and Well-being
3. Convenience and Practicality
4. Reliability and Quality
5. Sustainability and Ethics

Aligned to this trend of society, we want to harmonize healthy and delicious food and beverages, with new textures and flavors, adding value to the socialization around food, understanding the dynamism of urban society, with a fast service and with a delivery system using the best tools currently available and with a totally sustainable footprint.

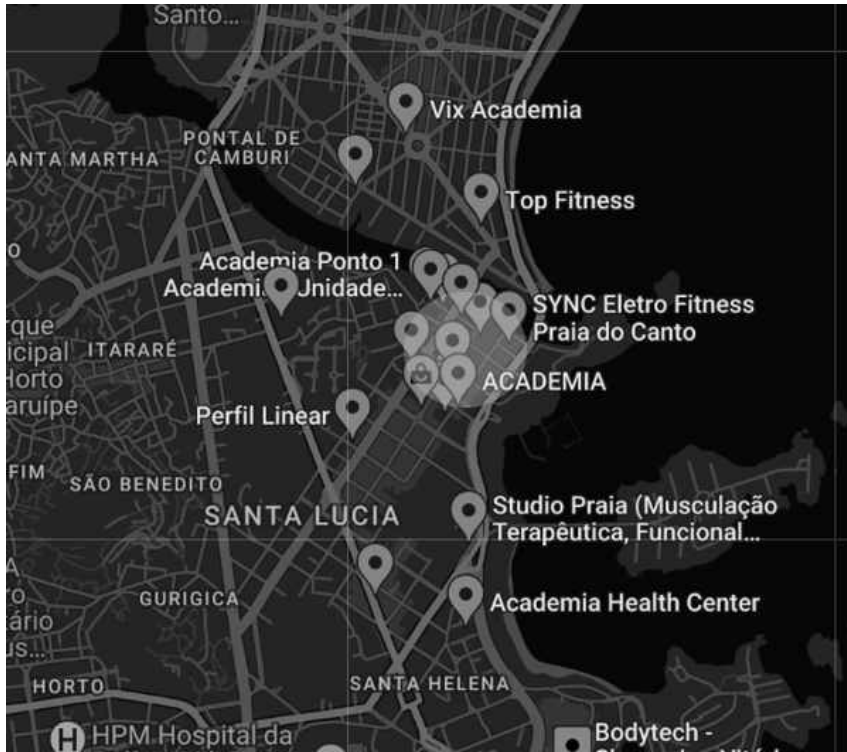
**Location:**

Our restaurant will be located in the city of Vitória, capital of Espírito Santo.

Vitória is recognized as the capital city with one of the best education and health indicators in the country, factors that contribute to the adoption of healthy habits.

These characteristics when added to the high local purchasing power, as it is the capital city with the highest Gross Domestic Product per capita in Brazil, Vitória presents the necessary characteristics for the opening of our business.

The restaurant will be located in Praia do Canto, the most noble neighborhood of the city with more than 20 establishments of high standard related to the practice of physical exercises and correlated locations within a radius of less than 1 kilometer.



## Marketing Strategy

The Fit n'happy restaurant will let in all the sunlight possible through its large windows, and our clients will be able to sit inside or outside on our terraces to enjoy our healthy drinks and meals.

A sunny choice of colors, predominantly White, with Green, and Yellow touches will dress up our sober interior design.

We are what we serve: Showing off our ingredients, their origin, and their vegan nature is very important to us, and providing this information will only help us strengthen our healthy image.

Colorful meals and drinks, tremendously presented and captured in high quality will feed our news feed on social networks, attract viewers, and turn them into visitors and

customers. Our social media will frequently inform our visitors about our New Menu Items and special dishes.

We will partner with fitness influencers to raise awareness around our restaurant and create eye-catching signage to make opening day a great event that attracts the maximum number of people eager to change their eating habits and join the movement.

QR-Code in the Restaurant will allow customers to access the menu, e-newsletters submission form, and enter our loyalty program, where they will be provided promotions, coupons, and warned of upcoming events.

Our customers will be able to get our app on which they will be able to make a table reservation, and order to either take out or be delivered.

We will stay aware of new trends to provide our customers with the best services and customer experience, making it easy for them to become a part of the Fit n'happy movement, and a proud ambassador of our brand.

## Financial Projections

On the basis of the knowledge already obtained, the marketing plan should provide possible developments and returns on the marketing investments outlined in the marketing strategy.

Time	Objectives	Actions	Total Costs (in US \$)	Marketing Costs (in US \$)	Revenue (in US \$)
6 month	Get the brand to be known in the region	Digital marketing (which will be a continuous cost); promotions	200k	25k	30k
1 year (includes first 6 months)	Increase the brands reach through the city	Digital Marketing campaigns; partnerships with gyms, clubs; selling through online channels such as Ifood	300k (for the whole year; includes first 6 months)	30k	100k (for the whole first year)
2 year	Get everyone in the	Launching	200k	50k	200k

	region interested in fitness through our brand	products as frozen food and having a website for sales in the city			
3 year	Be one of the main brands for healthy lifestyle in the city	Reach for brand ambassadors; create our own lifestyle brand and sell bottles, t-shirts, supplements; start selling at other states	200k	70k	400k
5 year	Be the biggest healthy lifestyle brand in the city and being known in other cities	Open a new restaurant in the city	800k	100k	1.5M
10 year	Be one of the main healthy lifestyle brands in Brazil	Open 3 new restaurants in different cities	2.5M	500k	5M

## Implementation Plan

### Pre-launch tasks

- Gain full funding for marketing materials by December 2022
- Design logo graphic with the freelance graphic artist by Jan 1, 2023
- Build QR code for marketing materials by February 5, 2023
- Research and design marketing materials, including mailbox flyers, signs and social media, by February 15, 2023
- Print flyers and signs by February 30, 2023
- Interview and hire two staff by March 1, 2023

### Launch tasks

- Train and set expectations for staff by March 1, 2023



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- Educate staff on all discount offerings and pricing materials by March 1, 2023
  - Distribute flyers in neighborhood mailboxes by March 8, 2023, repeat the first week of May 2023
  - Hang signs in the neighborhood by March 10, 2023, and monitor for replacing
  - Provide each staff with an uniform, name tag and employment tool kit by March 10, 2023
  - Launch new social media accounts by March 30, 2023

#### Ongoing tasks

- Use software systems for taking orders and processing payments.
- Update all social media accounts at least three times per week and engage with users
- Create video content at least twice per month for social accounts and an email recap
- Provide payment to staff on a monthly basis plus weekly bonus.
- Make staff implement customer satisfaction surveys monthly with paper versions and digital links.
- Review customer satisfaction ratings monthly and take action on any input or suggestions, like new offerings or discount bundles.

#### End of season tasks

- Create flyers for by Sep 1, 2023
- Print and distribute flyers by Sep 10, 2023
- Monitor sales throughout end of season fall to replace or grow tool inventory related to budget
- Review final customer survey data during the offseason
- Draft projections for the following year based on customer survey response by Dec 30, 2023

## Evaluation Metrics and Control

Our strategy will be based on creating articles, sending out tweets, emails, sentings, campaigns, social media (facebook, instagram, twitter) where we will measure the result through media mentions, number of new contacts / leads and click through rates.

To control the efficiency of our strategy, we will use lead/rep indicators, customer survey, lead conversion, monitor customer feedback on social media , campaign ROI, cost and marketing spend revenue.

Our expectation is to have a market share of 30% in the region where the restaurant is located.

## Appendix

The Fitness Restaurant will have 5 partners.

The interior will be decorated with natural colors: Walls full of plants to fill the atmosphere with green colors and give a healthy vibe.

Customers will always have pleasant ambient music in the background, and warm lights to give more aesthetic and relaxing comfort to the place.

In May of this year, the Brazilian Government cut taxes zero on wheat flour (the tax was 10.8%), the main ingredient in the wrap dough, one of our dishes. With that, it will be cheaper for us to offer this dish. The tax cut will be in effect until December 31, 2022.

Since last year, the legislation of the state of Espírito Santo, where our restaurant is located, provides that restaurants and bars help women at risk, including harassment and violence, while they are inside the establishments. In this way, our team of employees will have the necessary training to help women who need it: either

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accompanying them to their respective transports or even calling the police. As per the legislation, we will have posters in the women's restroom to inform about the availability of the assistance service.

