

# Marketing Plan and Analysis

## **Executive Summary:**

Titan Wings is preparing to open a restaurant on the California State University, Fullerton campus that specializes in preparing organic buffalo wings made from free-range chickens. These chickens are raised on a remote farm in California and the chicken is bought directly from the farmers: buffalo wings made by Californians, for Californians.

While the buffalo wing market is growing, we feel we can compete with other buffalo wing chains and with other restaurants on campus because our wings are organic and come in a variety of textures, sizes and flavors. Additionally, there is no restaurant on the CSUF campus that serves wings, giving us a monopoly. We also believe that we can position ourselves as a “healthier-eating” alternative than some of the restaurants on campus with our free-range, organic products.

Our financial goal is to generate a 10% gross profit margin for the first six months.

## **Situation Analysis:**

Titan Wings is a start-up small business dedicated to serving buffalo wings of different sizes and flavors towards CSUF students and staff. Buffalo wings over the past ten years have grown in popularity and Titan Wings feels that CSUF students and staff should have a brand of wings that they can associate with and can call their own. Titan Wings will offer a unique product that is different from competitors because the wings will be from free-range chickens (no growth hormones added) and cooked in fat-free oil. The chicken will be 100% certified organic. Customers will taste wings that will be clearly distinguished from other wing restaurants.

## **Market Summary:**

Titan Wings will be marketing buffalo wings, a growing, popular finger food made from chicken. Since Titan Wings will be located on campus, our segmentation would include CSUF students under twenty-five and CSUF staff. Titan Wings will be only restaurant in the CSUF area specializing in buffalo wings. Our product will be unique from the competition as the chicken will not be injected with growth hormones and will be cooked in fat-free oil. The chickens will be fed food that is anti-biotic free.

Because the market is underserved in the CSUF neighborhood and because of our exclusive offering of buffalo wings, we can excel in this venture due to a superior, healthier offering of buffalo wings compared to other buffalo wings chains. We are gearing our operations towards those who eat meat and will be excluding vegetarians. Therefore, our target would be students and staff who eat meat. Titan Wings intends to offer high-quality products at competitive prices. Titan Wings will be segmented between a one-to-one marketing strategy and a mass-

marketing strategy. As far as one-to-one marketing is concerned, Titan Wings will provide customers with the ability to choose between different wing sizes, textures and flavors. In terms of mass-marketing, Titan Wings would appeal to the mass market because the buffalo wing itself is geared towards the mass market.

## **SWOT Analysis:**

### **Strengths:**

Monopoly: Because there are no buffalo wing chains in the CSUF area, Titan Wings will have a monopoly on the wing market with its exclusive offering of uniquely-styled wings.

Ambience: Many wing restaurants such as Buffalo Wild Wings have a sports-like ambience. Titan Wings will also provide a sports-like atmosphere that includes high-definition televisions, pool tables, and rock music for ambience, making Titan Wings unique among other restaurants on the CSUF campus.

Customization: Customers will also be able to customize their wings by size, texture and flavor.

Cooking-style: Titan Wings' buffalo wings will be all-natural, cooked in fat-free oil, and would be cooked in such a way to make them even moister than our competitors.

### **Weaknesses:**

New Venture: Since Titan Wings is a new venture, it is inherently risky because we don't know if students will eat at Titan Wings.

Service Time: Because customers can customize their own wings, service time will be longer.

Company Size: Space on campus is limited. The size of the restaurant would not be as big as our competitors.

One Type of Meat: Although Titan Wings will have a full-fledged menu with a variety of sides, we will be serving only one type of meat: chicken.

### **Opportunities:**

Demand: The demand for buffalo wings is high, especially among young people. Additionally, young people are also very health conscious, particularly college students.

Huge Underserved Market: CSUF has over 35,000 students who do not have close access to such a wide variety of buffalo wings that only Titan Wings can provide. Titan Wings has access to a huge number of students in such a dense space.

## **Threats:**

**Food Diseases:** Titan Wings is subject to FDA regulations and food could be tainted without the restaurant knowing.

**Deviation from fried foods:** More people are deviating from eating high-fat, high-calorie foods, and therefore, may not wish to come to Titan Wings to eat. Even though Titan Wings offers a healthy eating menu, our focus on wings may deter customers seeking only non-fried food options.

## **Competition:**

Titan Wings will be in direct competition with other on-campus restaurants including Carl's Jr., the restaurants in Titan Student Union and the restaurants in the surrounding community. Since other restaurants serve chicken, these competitors could take away potential business from Titan Wings because they offer chicken in differently-cooked styles. Examples would include the Cantina Lounge, Which Wich, The Habit, and Flame Broiler. We will position ourselves as the fat-free, healthy alternative (the only alternative) for eating buffalo wings.

## **Product Offering:**

Titan Wings will serve buffalo wings of the highest quality that come from free-range chickens that will be cooked in fat-free oil. The chickens would be anti-biotic free and would be fed organic feed. In addition to serving buffalo wings, Titan Wings will also serve salads, including a Caesar Salad, a Cobb Salad and a Garden Salad. Titan Wings will also serve a variety of sides that include French fries, curly fries, sweet potato fries, mashed potatoes, carrots, and celery. Titan Wings believes that serving a variety of foods and sides will attract and retain more customers.

Titan Wings will be offering four types of wings:

- Regular: ordinary buffalo-style wings.
- Tuffy: crunchy buffalo-style wings.
- Titan: large buffalo-style wings.
- Tuffy Titan: large, crunchy buffalo-style wings.

Titan Wings will be offering five flavors:

- Hot Buffalo
- Lemon Pepper
- Cajun
- BBQ Teriyaki
- Soy

Titan Wings will serve wings in four servings:

	<u>Regular or Tuffy</u>	<u>Titan or Tuffy Titan</u>
• 6 wings	\$5.99	\$7.99
• 9 wings	\$7.99	\$9.99
• 12 wings	\$9.99	\$11.99
• 30 wings	\$19.99 (for catering)	\$21.99 (for catering)

Salads will be priced at \$4.99 apiece and sides will be served at \$.99 each.

### **Distribution:**

In-Person/Dine-in: Titan Wings will be distributing its product over-the-counter through its one restaurant located on the CSUF campus.

Phone Orders: Customers will be able to order in advance over the phone and the food will be ready upon customer arrival.

Web Orders: Customers will also be able to order online. Titan Wings will ask for credit card information and the order will be ready upon customer arrival.

Deliveries: Titan Wings will also deliver food to any spot on campus including meeting rooms and dorms.

Catering: Titan Wings will also cater to various events on campus. This would make a great party treat for any staff or social group meeting.