

# scrambled ●

when you're scrambled, we'll be here

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# Our Team



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# Our Story

At the University of Maryland, students are always on the go. Their lives are a constant routine of study, eat, sleep. As students ourselves, we realized there was a strong demand for quality breakfast food located conveniently on campus. This drove us to design a business model for a restaurant that would satisfy the breakfast needs of fellow Terps.

During the idea generation phase, we found that there was an enormous gap in the fast casual breakfast market in College Park. Our only strong competitor being Bagel Place, we knew we could fill this gap with a way for students to grab healthy and fast breakfast in a setting that - if they have a minute or two to spare - can sit down, enjoy a coffee or smoothie along with quality breakfast options. Thus was born Scrambled, a fresh new breakfast restaurant built just for students. Scrambled combines the concept of health, quality, experience to create the perfect place for University of Maryland students to literally grab a bite or relax for a minute or two in a bright, welcoming atmosphere.

# Concept

## **A New Way of Doing Breakfast**

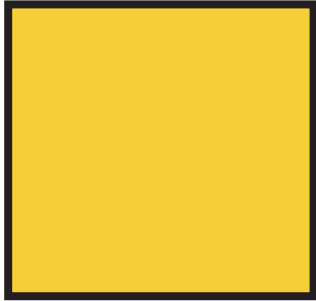
Scrambled fills the need for a quality, no-wait breakfast option for University of Maryland students. While Terps have access to some breakfast options, such as the dining hall and cafes in academic buildings, there are few healthy, speedy breakfast alternatives available to students who are truly pressed for time. Scrambled positions itself as both quick and healthy, which is made possible through online ordering and our efficient self-order kiosks.

## **A Quick, Healthy Alternative**

Existing local breakfast options tend to form large lines during peak times and deter students from even considering breakfast. On the other hand, more popular fast food chains may be quick and convenient, but students are forced to sacrifice their health for a quick meal. We believe that convenience and quality should go hand-in-hand.

With Scrambled, students leaving their apartment buildings and houses nearby will have a quick start to their day and easy access to on-trend eats such as avocado toast, healthy smoothies and more. Our preorder business model will reduce wait times and encourage a healthier and more positive breakfast experience. Our menu options offer an affordable alternative to the carbohydrate-based concepts that already exist. Because it's unique design and speedy service, Scrambled offers customers both a quick meal at the start of a business day and a sit-down brunch experience on the weekends.

# Brand Identity



#F4D038



#000000



#FFFFFF



#F99746

Display: *Drina*

Logo & Text: Avenir

**scrambled.**

when you're scrambled, we'll be here

**scrambled.**

**scrambled.**

Our brand identity focuses on a fun, quirky, positive tone. We choose our color palette wanting a warm, attention-getting, positive primary color to be the focus. We decided to use yellow and black because it is the strongest color combination and would get the attention of our audience. We also have white in our palette for a professional look, and orange to use as an accent color if needed. Our logo and body text are set in Avenir, a legible sans-serif font. The logo has a mix of text widths to give a “scrambled” look, with a small egg shape at the end to reference breakfast. Our brand promise, “when you’re scrambled, we’ll be here”, is effective in that its ownable in relation to our name, as well as giving a fun relatable tone while highlighting our reliability with service.

We also plan on constantly presenting our brand in-house through our employee uniforms and store materials.



## Mission Statement

Quality, wholesome foods for the go-getter on the go. Whether you’re grabbing a quick bite, or looking for the perfect spot to relax and get it done, we’ve got you covered.

# Secondary Research

According to a Euromonitor study titled *New Concepts in Consumer Foodservice*, while affordability is important to many consumers, it isn't a driver of value. Restaurants looking to achieve success need to create concepts that share the many values of their customer base. In recent years, cleaner cooking techniques, flexible options for those with dietary restrictions, and wholesome food offerings have become key value adds for potential clientele.

In addition to this, consumers are looking for restaurants that serve as community builders, offer informal environments, build trust with consumers, and work to create a unique customer experience. The most important factors for restaurants moving forward, per the study, are convenience, quality, and informality of experience.

A key experience trend in the food-service industry is the prospect of "fast-casual." According to a Mintel study, an increasing number of consumers value quality ingredients, seasonal offerings, and extra touches that go beyond the basics. In addition to this, the integration of technology in such businesses is critical to their success. In a similar study, Mintel claims:

25% people factor in tech when choosing a restaurant

68% percent of restaurants offer Wi-Fi for guests.

32% percent of restaurants accept mobile payment.

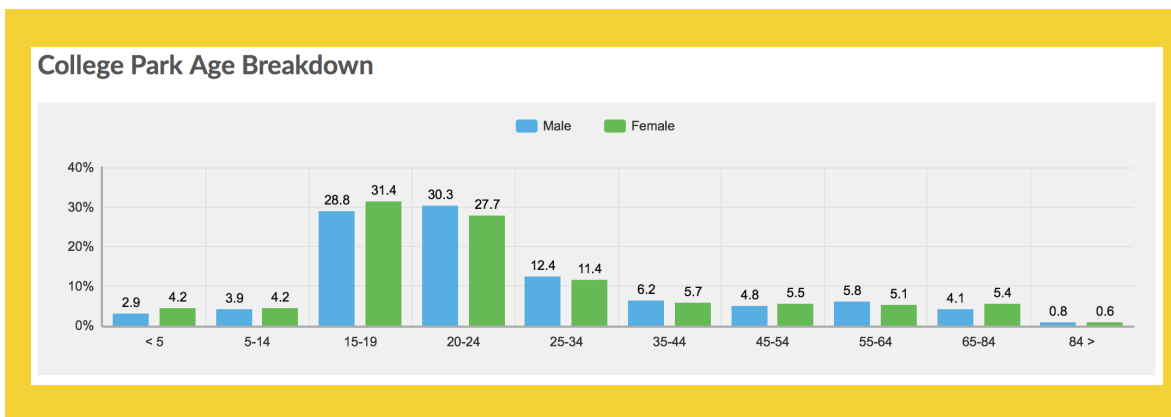
53% of restaurant operators say they would implement predictive ordering technology if it were available to them today.

37% percent of restaurant operators believe the most important area of technology development in the next five years is customer ordering.

32% restaurant operators consider their operations to be lagging when it comes to technology use; 12% consider their operations to be leading-edge.



In the state of Maryland, according to the National Restaurant Association, the restaurant industry encompasses over 11,000 locations, and a projected \$12.1 billion dollars in sales.



The City of College Park specifically has a 837% higher population density than the state average, 44% lower median age, according to AreaVibes. Of the 31,387 residents of College Park, 61.25% are Caucasian, 17.95% are African American, and 13.51% are Asian.

Scrambled is looking to apply these restaurant industry trends, as we offer the College Park market a quick, easy, and healthy way to start their day.

# Primary Research

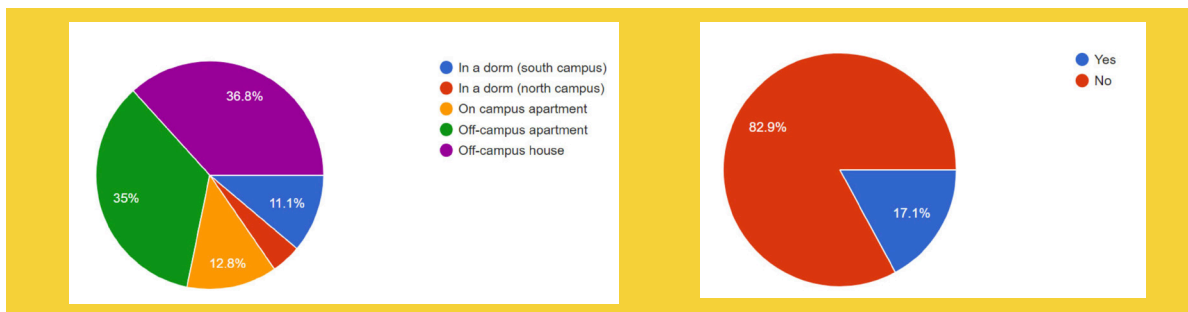
We sent a survey to through email, class lists, and social media about breakfast options to better understand student wants, needs and demands. The results are shown below:

## Who Were Our Respondents?

From our survey respondents, 69.2% were female, 25.6% were male, and the remaining was non-binary or preferred not to say. Approximately 63% were between the ages of 18 and 20, while 35% were ages 21-25 and the remain was under 18. Of this age range, we had 45.3% juniors and 24.8% seniors as our leading percentages. It was interesting to see that over 70% of our respondents were upperclassmen, who tend to be busier individuals, are more strapped for time, and usually have a more steady source of income. This means they can afford to eat a quality breakfast more frequently than their younger counterparts.

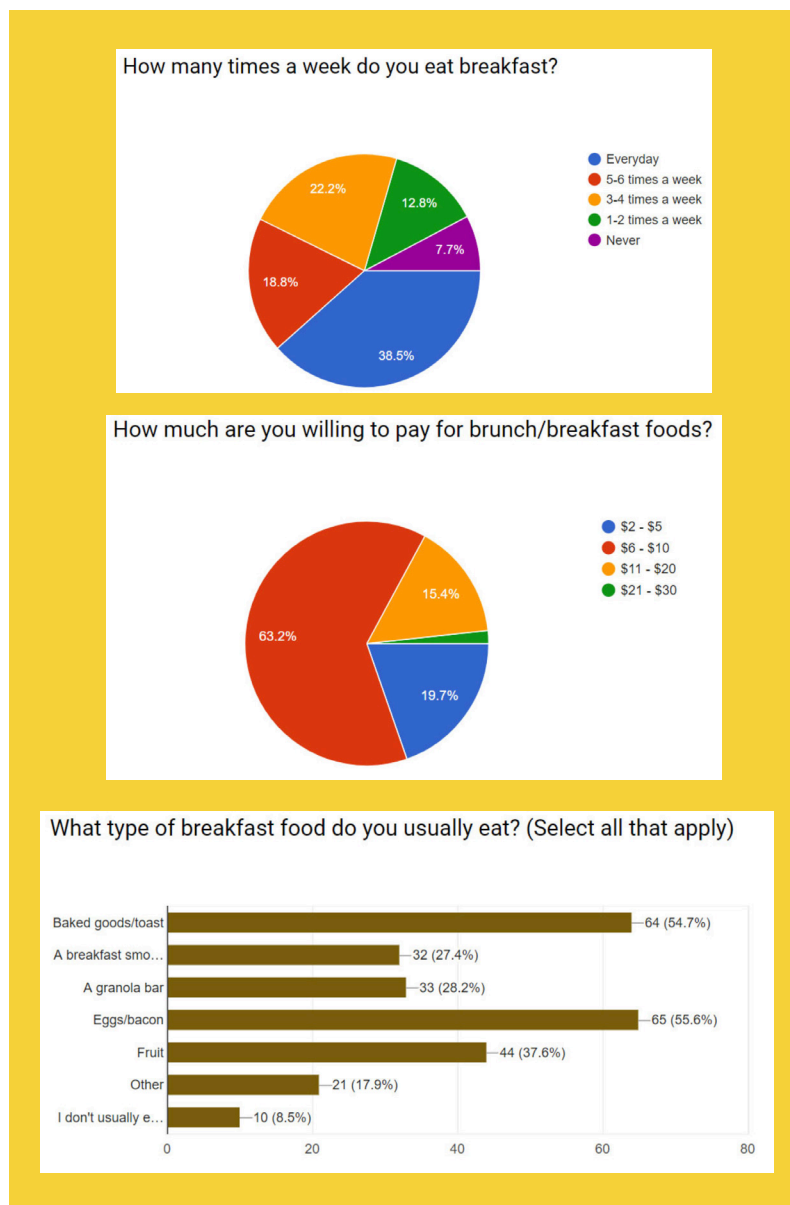
## Where Do They Live?

We also gathered information about where current students were living. Leading responses were off-campus apartment and off-campus house, followed by a smaller percentage of campus apartment. This was an interesting finding because a majority of our target audience lives in Terrapin Row. Nonetheless, we used these data as a way to better understand the market and how we would rethink our marketing efforts. We also found that 82.9% of our survey respondents were not commuters, making a breakfast option on campus more of a convenience for our audience.

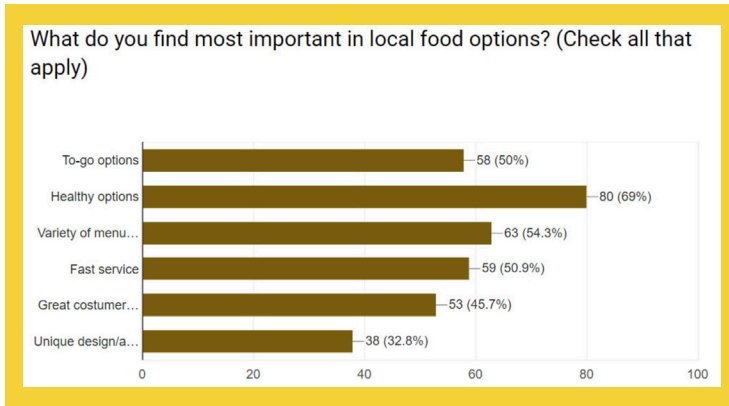


## Dining Habits and Preferences

From our data, we found that a notable percentage (38.5%) eat breakfast everyday, while 22.2% and 18.8% eat breakfast 5-6 or 3-4 times a week, respectively. This means that students are interested in starting their day off with a meal. We went further to see what students were eating, and we found that highest percentages were eggs/bacon (55.6%), baked goods (54.7%), and fruit (37.6%)\*. Students also indicated how much they were willing to pay, the leading price range being \$6-\$10.



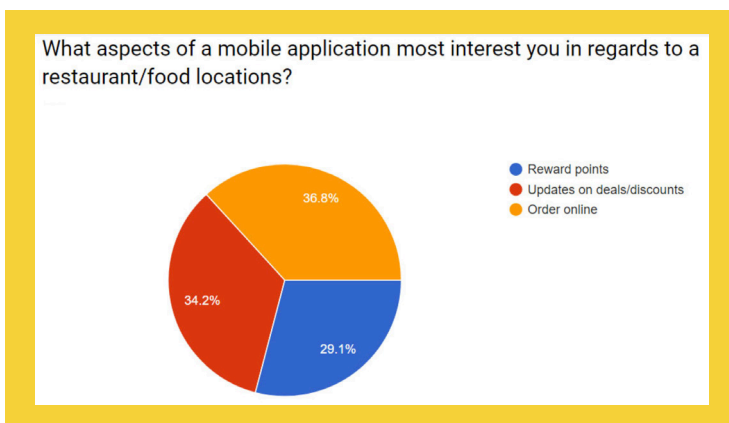
Our data aligned with what we capitalize on as a business, which is healthy food and fast service, which lay between the top 50th percentile, as seen in the graph below. An unexpected leading vote was variety of options\*.



\*students could check all that applied

## Mobile Application

Lastly, we wanted to know what students valued most from a mobile application for ordering food. The responses were almost evenly split between reward points, updates on deals and discounts, and online ordering. There was a small lead for ordering online, which is our goal for our mobile application.



# Target Market

Our marketing strategy focuses on capturing value from a unique target audience in the Greater College Park area. We decided to utilize concentrated (or niche) marketing because it works well for our location and the demographics near our location at Terrapin Row. Rather than targeting a small share of a large market, we wanted to appeal to a more focused group of middle to upper-middle income college students (millennials) at the University of Maryland who are both health conscious and experience-seekers.

Through concentrated marketing, we can capture a large share of a more concentrated market. Additionally, this strategy allows us to allocate our revenues and marketing programs towards our secondary audience, which includes middle class Generation Xers looking for a place to get away from the work environment and weekly routine. These customers are more likely to visit Scrambled on the weekends. Our secondary audience values a work-life balance, is tech savvy and tends to value efficiency and independence. Our primary and secondary target audiences live in College Park either on or off campus, Terrapin Row renters making up a majority of our customers. In addition, they come from surrounding homes and apartments within 5 miles from campus. We conducted both secondary and primary research to better understand the market and how to target our desired segment.

Below are some the questions we explored:

- How do we differentiate ourselves from other restaurants in the college park area? Or other retail stores for that matter?
- What efforts will we take to use our business to enhance consumers lives and create meaningful experiences?
- How do we adjust ourselves to best cater to the college crowd?
- What is our demographic? What is the average income and business attractions in college park?
- What retail concept did students feel this campus or area was lacking?
- What are the lifestyle characteristics of the greater college park area?

# Personas

## **Persona 1: Osiry - Busy Bee**

"I love breakfast, but I don't have time to wait in line

- Undergraduate senior, age 21
- health conscious
- upper middle class
- lives in Terrapin Row

## **Persona 2: Shaun - Sophisticated Student**

- Graduate student, age 25
- focused on status
- middle class
- lives in Graduate house
- enjoys quality food, vegan

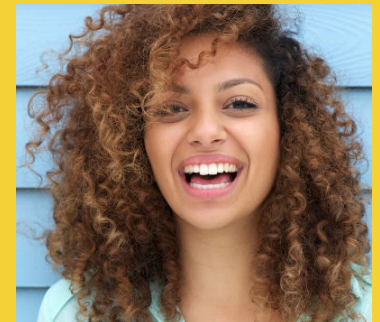
## **Persona 3: Iliana - Social Butterfly**

"I love hanging out with friends and taking cute brunch photos on a budget."

- undergraduate junior, age 20
- doesn't care about health as much as taste
- social, creative, spontaneous
- middle class
- lives in an off-campus apartment
- favorite meal of the day: brunch

## **Persona 4: Krista - Soccer Mom**

- mother of 3, lives in a middle-sized home in CP
- loves getting away with her girlfriends
- looking for a great atmosphere and quality food
- age 38
- loves trying new things
- frequently shops at Whole Foods
- vegetarian



# Conceptual Store Design



Our moodboard shows different aspects of the restaurant and what we would want it to look like. Includes pictures of our entrances, seating and tables, menu items, ipads (for customers order) and the colors of our floor and walls for the inside of the restaurant. In addition, we included a picture of an open kitchen concept. This kitchen will be placed behind the counter with glass, allowing people to see how their food is prepared. The overall goal of the restaurant's set up and its chosen colors is to create a warm welcoming atmosphere for those who come in.

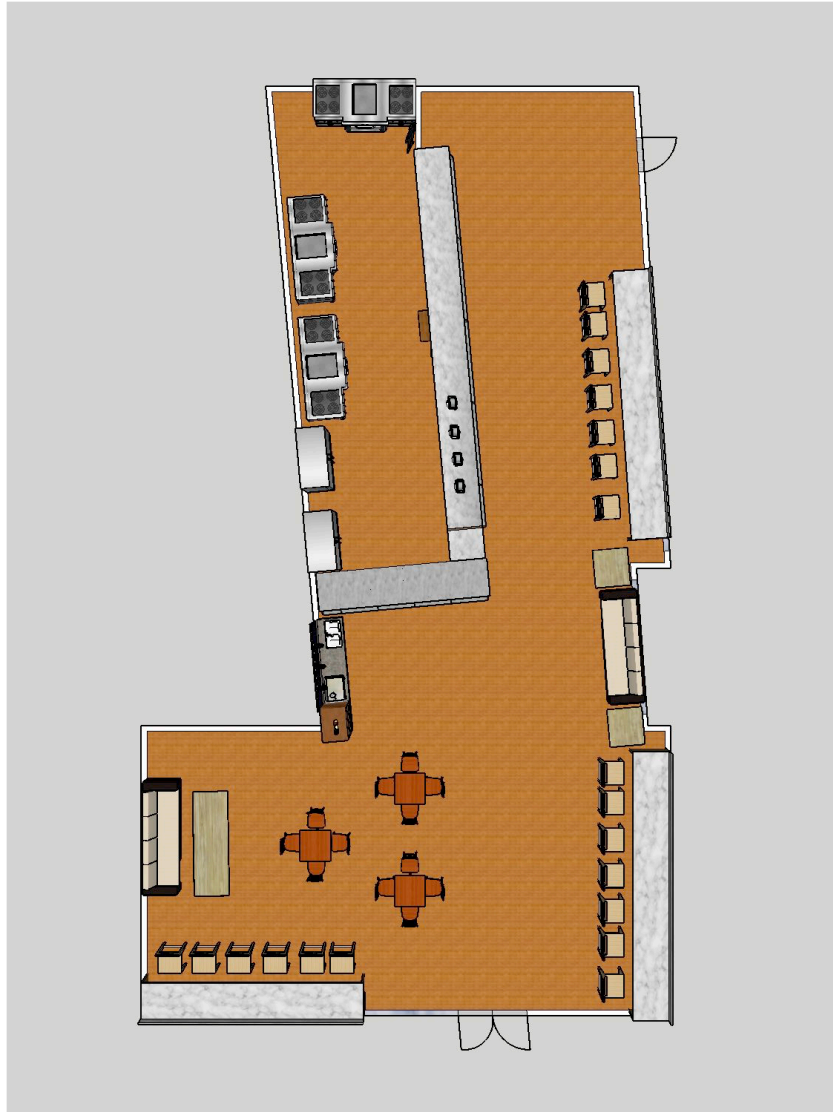
# Exterior Design



Because the location of our store would be in an available space under Terrapin Row apartment complex, there are many limitations with exterior design. Since our store is located on a corner, the main focus of our exterior design signage would be on two large logo signs placed above store facing both directions to maximize consumer sightings. When the weather is nicer, outdoor seating would be set up, as well as stand-up chalk boards with events, specials, etc.



# Interior - Floor Plan



The most important aspect of our target customer's experience is fast, quality service. To reflect this goal, we've created an open floor plan for our restaurant with seating along either side of the space, to allow customers to quickly enter and exit our store. To support a quick and easy ordering experience, customers will enter our store at the main entrance, make their way to the counters, where they will order via ip-ads, and pick up their items at the end of the of the counter. At the end of the counter, there is a corkboard available for public use, particularly the promotion of events in the College Park Community. Upon receiving their food, eat-in customers can return to the front of the store, while to-go customers can exit via the door adjacent to the cork board, for their convenience.

# Menu



# Financials

Based on similar restaurants that are of similar concept, our restaurant will be operating from the hours of 6:00am-2:00pm Monday through Friday. On weekends open 8:00am-4:00pm. We anticipate about 140 customers per day on weekdays and 180 during our weekend/brunch days.

According to the Business Source complete, restaurant's revenue fluctuates depending on the time of the month. A restaurant near a college campus such as Maryland would have peak time sales during the months that students are on campus and decrease when they go back home for breaks. Our price structure is consistent, kept affordable for our customers. The average price of our breakfast items are \$5.80, beverages (coffee, tea, smoothies) about \$4.33, seasonal items and acai bowls \$5.50, and our pastries about \$3.25 each. With these prices in place, we plan an average monthly sales of \$106,602.55 and yearly food sales revenue of \$1,241,747.98.

Monthly Fixed Costs		
Rent	\$7,423	2545 sq at \$35 sq ft/year
Manager Salaries	\$7,998	\$50017 General Manager of Operations, \$48,959 General Manager / year
Insurance	\$50	
Telephone & Wi-Fi	\$89.99	Verizon Fios Internet + Voice
<b>Total fixed costs</b>	<b>\$15,560.90</b>	
Monthly Variable Costs		
Advertising	\$5,324.80	5% of revenue
Food Inventory	\$20,000	Perishable and <u>non-perishable</u>
Beverage Inventory	\$7,000	
Utilities	\$9,543.75	water, electricity and gas (3.75 per sq ft)
Hourly wage employees	\$4,640	\$11.6/hour approx. 40 hours per week, 10 people
Chef wages	\$10,649.60	10% of revenue
<b>Total Variable Costs</b>	<b>\$57,158.14</b>	
<b>Total Monthly Costs</b>		
	<b>\$72,719.04</b>	

Monthly Sales 2018												
	January	February	March	April	May	June	July	August	September	October	November	December
<b>Traffic growth from previous month</b>		-0.10%	0.25%	0.25%	1.00%	-4.20%	-5.00%	-2.00%	3.00%	4.50%	-0.70%	-0.75%
<b>Unit Sales</b>												
Breakfast Item	5,485	5,480	5,493	5,507	5,562	5,328	5,062	4,961	5,110	5,340	5,302	5,262
Beverage(coffee,tea,smoothies)	6,385	6,379	6,395	6,411	6,475	6,203	5,893	5,775	5,948	6,216	6,172	6,126
Seasonal Toast/Acai Bowls	4,760	4,755	4,767	4,779	4,827	4,624	4,393	4,305	4,434	4,634	4,601	4,567
Pastries	6,450	6,444	6,460	6,476	6,541	6,266	5,953	5,834	6,009	6,279	6,235	6,188
<b>Unit Prices (Average)</b>												
Breakfast Item	\$5.80	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Beverage(coffee,tea,smoothies)	\$4.33	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20
Seasonal Toast/Acai Bowls	\$5.50	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00
Pastries	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25	\$3.25
<b>Sales</b>												
Breakfast Item	\$31,813.00	\$31,781.19	\$31,860.64	\$31,940.29	\$32,259.69	\$30,904.79	\$29,359.55	\$28,772.36	\$29,635.53	\$30,969.13	\$30,752.34	\$30,521.70
Beverage(coffee,tea,smoothies)	\$27,647.05	\$27,619.40	\$27,688.45	\$27,757.67	\$28,035.25	\$26,857.77	\$25,514.88	\$25,004.58	\$25,754.72	\$26,913.68	\$26,725.29	\$26,524.85
Seasonal Toast/Acai Bowls	\$26,180.00	\$26,153.82	\$26,219.20	\$26,284.75	\$26,547.60	\$25,432.60	\$24,160.97	\$23,677.75	\$24,388.08	\$25,485.55	\$25,307.15	\$25,117.35
Pastries	\$20,962.50	\$20,941.54	\$20,993.89	\$21,046.38	\$21,256.84	\$20,364.05	\$19,345.85	\$18,958.93	\$19,527.70	\$20,406.45	\$20,263.60	\$20,111.63
<b>Monthly Total</b>	\$106,602.55	\$106,495.95	\$106,762.19	\$107,029.09	\$108,099.38	\$103,559.21	\$98,381.25	\$96,413.62	\$99,306.03	\$103,774.80	\$103,048.38	\$102,275.52
<b>Net Monthly Revenue</b>	\$33,883.51	\$33,776.90	\$34,043.14	\$34,310.05	\$35,380.34	\$30,840.17	\$25,662.21	\$23,694.58	\$26,586.99	\$31,055.76	\$30,329.34	\$29,556.48
<b>2018 Yearly Revenue</b>	\$1,241,747.98											
<b>Net Yearly Revenue</b>	\$369,119.47											

<b>Startup Costs</b>		
Description	Cost	
Lease Deposit	\$14,846	2 months of rent
Furniture/ Fixtures	\$42,050.80	Tables, stools, chairs, ipads, fixtures
Inventory	\$70,446.90	Pans, sheet pans, cooking utensils, miscellaneous/specialty cooking items (toaster, juice maker), espresso machine, bowls, knives, forks, spoons, glasses, plastic containers, stoves, fridge
Incorporation fees	\$100	LLC document
Renovation Fees	\$183,340	Kitchen setup(gas installation, stoves, fridge), inventory room
Initial Marketing	\$12,000	
Licenses	\$1,000	
<b>Total</b>	<b>\$323,784</b>	

Daily Revenue to breakeven	\$519			
<b>Variable Cost Breakeven Analysis</b>				
Advertising	\$5,193.37			
Food Inventory	\$20,000			
Beverage Inventory	\$7,000			
Utilities	\$9,543.75			
Hourly wage employees	\$4,640			
Chef wages	\$10,386.74			
<b>Total Variable Costs per month:</b>	\$56,763.86			
<b>Total Cost per year:</b>	\$681,166.32			
Daily Revenue to breakeven:	\$1,892.13			
Total Daily Revenue to breakeven	\$2,410.83			
<b>Average Cost per meal</b>	\$22.00			
Daily customers needed to breakeven	110		<b>Monthly Revenue</b>	
			103,867.40	

	Monthly	Yearly				
	2018	2018	2019	2020	2021	2022
<b>Revenue (Sales)</b>	\$106,602.55	\$1,279,230.60	\$1,343,192.13	\$1,410,351.74	\$1,480,869.32	\$1,554,912.79
<b>Cost of Goods Sold</b>						
Food	20,000	21000	22050	23152.5	24310.125	25525.63125
Beverage	7,000	88200	92610	97240.5	102102.525	107207.6513
<b>Total Cost of Goods Sold</b>	\$27,000.00	\$109,200.00	\$114,660.00	\$120,393.00	\$126,412.65	\$132,733.28
Gross Profit	\$79,602.55	\$1,170,030.60	\$1,228,532.13	\$1,289,958.74	\$1,354,456.67	\$1,422,179.51
<b>Operating Expenses</b>						
Salaries	\$7,998	\$98,976.00	\$99,965.76	\$100,965.42	\$101,975.07	\$102,994.82
Advertising	\$6,182.95	\$74,195.37	\$77,905.14	\$81,800.40	\$85,890.42	\$90,184.94
Rent	\$7,423	\$89,075	\$89,966	\$90,865	\$91,774	\$92,692
Utilities	\$9,543.75	\$114,525.00	\$115,670.25	\$116,826.95	\$117,995.22	\$119,175.17
Insurance	50.00	600.00	606.00	612.06	618.18	624.36
Telephone and wifi	\$89.99	\$1,079.88	\$1,090.68	\$1,101.59	\$1,112.60	\$1,123.73
Startup Costs	-	\$31,080.54	-	-	-	-
Depreciation	-	-	-	-	-	-
<b>Total Expenses</b>	\$31,288	\$409,531.71	\$385,203.50	\$392,171.74	\$399,365.48	\$406,794.75
<b>Net Income</b>	<b>\$48,314.95</b>	<b>\$760,498.89</b>	<b>\$843,328.63</b>	<b>\$897,786.99</b>	<b>\$955,091.20</b>	<b>\$1,015,384.76</b>
<b>Growth Percentages / year</b>						
Revenue	5%					
COGS	5%					
<u>Operations expenses</u>	1%					



# Sales Promotion

## **Start-up Stage:**

Promotion during the start-up stage is extremely important to spark business in the area. We plan to use this time to really get our name out there and get people talking about us. A major sales promotion during this stage would be pop-ups in the College Park area. We would set up a tent, put some menus and informational flyers out, have some juice and food samples, and have staff there to talk about the business and hand out promotional coupons (buy one, get one free, one free smoothie, etc).

## **Growth Stage:**

Promotion for the growth stage has a large focus on our online app and building customer loyalty. Customers will get loyalty points for ordering online, for using a scancode in the app when they purchase in store, and for filling out feedback surveys. If they don't want to download the app, we can offer punch cards with a reward after 5 or 10 purchases.

## **Maturity and Decline Stage:**

Every business naturally has a maturity and/or decline stage. We understand this and plan to spark up some promotions during these stages. We can host social media contests and have giveaways of our merchandise for winners. We also plan on hosting gameday or holiday themed promotions, as well as breakfast-for-dinner nights. These event days can have a variety of deals depending on what audience we need to attract more (for example: people can get coupons for bringing new customers/friends, lower prices during these events, etc).

# Advertising Plan

As our main age demographic consists of late millennials, aged 18 to around 25, most of our marketing and advertising strategies will take place online. As most of our target market seamlessly blends both the online world and real world, we aim to provide a strong online supply of Scrambled advertisements. To begin creating a comprehensive marketing plan, the Scrambled team must first set its preliminary objectives and goals, and keep them as a top priority throughout the company's marketing journey. Then the marketing team will consider the methods to follow to create the most effective approach to marketing.

Keeping our target demographic in mind, the most effective approach to market our brand is through our online presence, and the ways in which we cultivate a following through social media. Scrambled will then consider both traditional and online advertising tactics, and create a comprehensive plan to follow in order to best market our company and services to customers. The main focus for all of Scrambled marketing efforts will be to create complete customer delight, through a customer centered marketing strategy. High quality customer service and satisfaction will be the main goal of the company's marketing efforts, and all steps will be taken to ensure the customer is respected, satisfied and impressed by our service.

## Step One: Preliminary Measures:

Steps to be followed:

Review the mission promise: We are a fast casual restaurant promising to deliver the highest quality of wholesome, nutritious, restricted-diet friendly food to health conscious students and members of the greater College Park area.

-Take part in informative advertising: Objective is to first build demand for Scrambled, by informing customers of the quality and benefits of the food.

After setting the primary objectives and goals of the Scrambled marketing plan, the team then will set forth the methods to be taken to keep customers informed and engaged in the company. Scrambled will also start creating and building up their online brand identity and presence, through the creation and up keeping of social media accounts, event creation, community involvement and customer service relationships. During the early stages of Scrambled's marketing plan, the focus will be on building online brand presence and community involvement, to widen the customer base and create meaningful conversation about the brand. The focus will be on informing the customer, and creating customer delight in order to bring them back to the store on a continual basis.

Methods:

-hand out informative flyers building upon the benefits of Scrambled, and the products offered to customers

-Build up social media presence, posting updates, information and building brand online

-Build ads in the local newspapers

-Partner with local student groups, activist communities to expand customer horizon

-Create a blog, to have a more personal and intimate place to connect with customers, and build customer loyalty and retention

-Partner with local radios to include short audio ad for Scrambled

-Community outreach events: Getting Scrambled out in the local community, working with the public, taking part in donations, public service events, and local, enjoyable events.

### **Develop Advertising Strategy:**

Selecting the advertising message and choosing advertising media. Advertising message: Convey objective message, that we are a health first, fast casual restaurant dedicated to serving the highest quality of food for the high achieving student.

### **Traditional Advertising**

Newspapers: Daily, weekly updates with College Park community, reaching the older demographic. Good method for local market coverage. Print ads and overall Brand presence.

Radio: Reaching out to various demographics, and quick media coverage. Inexpensive and easy to take part in.

Outdoor: Least expensive advertising method, contains flyering, a few covered posters, chalking, and door to door customer interaction.

Stationary: Scrambled with have business cards, flyers, brochures and distributional handouts to be given out to passerby's, and used to circulate information about the business and brand identity, and begin to create conversation about Scrambled

Merchandise and store materials: Scrambled merchandise and materials will include to-go cups, reusable juice cups, bags, napkins, and other branded items to again, legitimize brand identity, and create conversation.





**scrambled.**  
when you're scrambled, we'll be here

**Who are we, you ask?**  
We are fast casual, health conscious breakfast eatery located in the epicenter of College Park, Maryland home to fearlessly driven UMD terrapins.

**Why should you care?**  
Ever craved a wholesome, hearty, nutritious breakfast to gear you up for the day ahead? Look no further! Scrambled offers a variety of affordable, nutritious breakfast options for all our customers. From acai bowls, to avocado toast to seasonal drinks, we've got you covered every morning.

**When can you stop by?**  
Monday- Fridays: 6:30 AM- 2:00 PM  
Did someone say brunch?  
Fresh every Saturday and Sunday from 8:00 AM- 4 PM



### **Online Advertising Plan:**

Scrambled will focus 90% of the advertising and marketing efforts to the online community, and will build a strong, reliable connection to customers through their online website and email account. Scrambled will engage heavily in online social media presence, through Twitter, Instagram, Facebook and their Blog, and will have team members periodically updating information, and responding to customer feedback. The email account will be monitored during all work hours, to make sure customers are constantly delighted and coming back for more.

**Website:** Scrambled will use the website to circulate information about the store, store hours, location, and food and services offered. There will also be a section for customer feedback and critique, which will be answered and updated periodically. The website will also have a section for online mobile orders, as most of the focus is on fast and casual food delivery.

**Instagram:** The instagram account will be used to update the photo community, posting daily pictures on the menu items, staff environment, and weekly deals in house. The main purpose of Scrambleds instagram is to build upon the aesthetics of the business, and engage customers through the aesthetic usability effect.

**Facebook:** Used mainly for weekly updates, new menu items, and events. Used to establish long term relationships and connections between people, through event creation, and the supporting of other local College Park restaurants. Also used to respond to messages from customers, in order to foster lasting healthy relationships.

**Twitter:** Scrambleds twitter will be more fast paced and immediate in terms of information and advertising, and will be used to respond to customer comments, and create more intimate connections with customers. It will have more of a humorous and light-hearted feel to it, and will be used to update day- to day changes in house.

**Blog:** Scrambleds blog will be a mainly inspiration hub to engage customers through recipes, health tips and tricks, self care aspects and overall health and wellness goals. The blog will have a more intimate and real feel to it, as if the customer is truly connected to the brand on a deeper level.

# Social Media Strategy

Our approach to marketing will revolve around a digital-first strategy. Our primary touch points will be organic content, paid media, and digital optimization. All social media will be recorded on a content calendar to maximize timely content creation.

Our overall measurements for success will be reach, engagement, and interaction, in addition to follower count numbers for major platforms. Because we're new to the scene, our primary concern in social and digital is raising awareness.

## **Organic Content**

Scrambled will have a presence on all the trending social platforms.

### **Instagram:**

The profile will be managed by a social media manager and content creator. The platform will be used to market to the campus population, using original content, as well as user generated content. A key part of our UGC strategy is branding Scrambled with several hashtags and encouraging consumers to share their experiences with images, for maximum engagement. The UGC will be sourced through the hashtags and the location geotags. When on brand UGC is found, it will be saved to a collection of photos, after receiving permission by the creator, to be added to the content calendar. Additionally, Scrambled will use influencer marketing strategies to connect with prominent figures in the area to have them create their own content and share, or share our content. Some examples include micro-influencers within Greek Life and sports figures. Lastly, a campus brand ambassadors program is in the works that would allow students to share their own content, while repping the brand. Potential ideas here include Instagram Story takeovers, using students as models for photos, and have students carry out activations across campus to raise awareness.

Outside of the photo content, the platform will also be used to engage with consumers and understand how they “scramble.” By monitoring brand hashtags, Scrambled will be able to reply and like all relevant posts, which will build follower loyalty. We will also engage on top trending hashtags in the fitness, health, and wellness world to build a stronger, more connected following.

The final strategy to consider with organic Instagram content is with Instagram Stories. Scrambled will feature two recurring Instagram stories. In The Kitchen will feature a short cooking segment using ingredients from the seasonal menu; it will be on Tuesdays. Every Friday, we will feature a segment of our favorite articles of the week, called The Newspaper. Articles will be sourced from like-minded media sources and live on our company blog, to be discussed shortly.

#### **Twitter:**

As a platform, Twitter will be used primarily for small tidbits of information being shared, and for paid media. The only key strategy element is ensuring that the posts stay on brand voice. It will also be used as a customer service element to engage with consumers who have had both positive and negative experiences.

#### **LinkedIn:**

At the company’s initial opening, LinkedIn won’t be a priority. It will come into play more as Scrambled expands its headquarters team. It will be used to recruit top talent, and allow campus interns to apply.

#### **Facebook:**

The Facebook page will be a combination of the Instagram and Twitter strategy. It will house hours and location information, as well as be a customer service tool. It will primarily play a role in paid advertising.



### **Company Blog:**

The company blog will be a content site that is supplemental to the website. Scrambled's website will house menu, a nutrition calculator, our story, and some of the information about our promise for local sourcing and seasonality. The content blog will be more creative content, run by student interns, under the supervision of the social media manager.

The main function of the blog will be to share timely recipes using notable ingredients from menu options. Recipes will be centered around different campaigns created to honor our quarterly mission, calendar events to be celebrated, or marketing concepts developed. The first quarterly mission will center around the idea of awareness, since it's our opening. The slogan is "Don't forget awareness in all this fast" It balances our store's super fast operations with the need for mindfulness in food.

The blog will also feature weekly article round ups from like minded media sources, to then be shared on social media. The round up will serve as sharable content and a force to get followers to return to the page. It will also help to build our brand voice and share our story as a young company entering the fast casual scene.

### **Snapchat:**

Our Snapchat strategy will be spontaneity and personality. We will use it to feature behind the scenes content to exemplify our value on transparency, and as a platform for students to have low commitment engagements with Scrambled. One major contest we will run during our launch period will be that if you Snapchat us you sharing a meal at Scrambled with your friends, we'll reply a percentage off coupon to be opened upon your next visit. After opening it with the cashier, the discount will be applied to the purchase. It will also be used for student takeovers to share their morning experiences and how Scrambled helps them.

### **Email:**

While not social media, email marketing will allow us to gather information on our customers and easily share information. The emails will be sent at seasonal menu drop times to promote the new menu items and share blog content. It will also be used to direct customers to our app.

### **Paid Media**

Paid media entails any and all forms of paid advertising through social and digital. For us, because we're young, our natural ranking on search engines for keywords pertaining to our craft will not be great. The goal is to organically be above the fold, but until we're there, we will use paid search on Google to come up as an advertisement on relevant search inquiries.

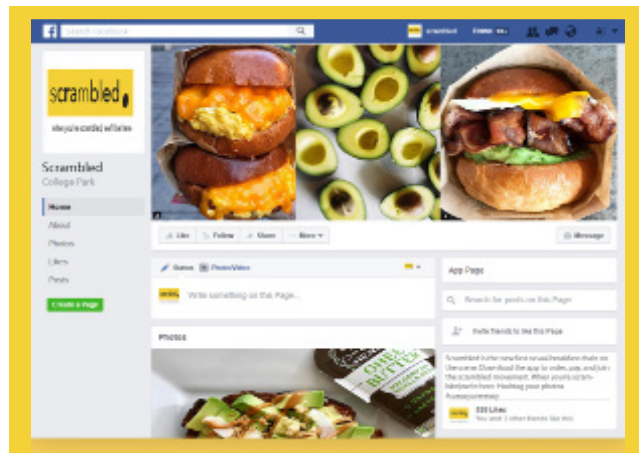
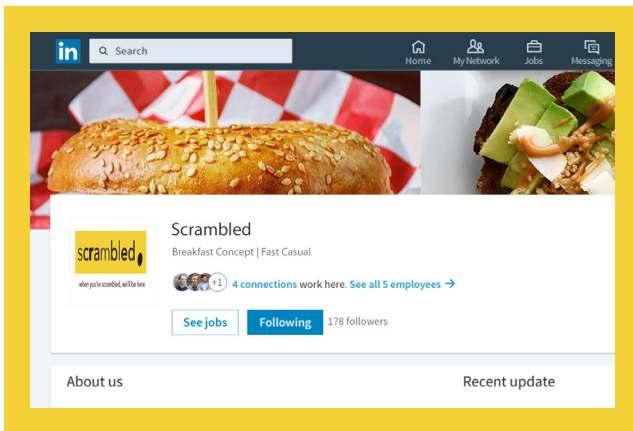
In relation to social media, each platform has its own form of paid media that reaches different targeted audiences. Most of our effort will go into paid Instagram placements in College Park student feeds, as well as a short form video content Instagram Story ad. These are beneficial because of the data and metrics they yield about reach, engagement, and interaction. Similarly, because they're from the same parent company, Facebook paid media would be able to reach the local community of College Park, our secondary market, and well as students. Our first ad campaign will be focused on raising awareness for our brand and opening, so statistics on reach and interaction will be helpful in measuring success.

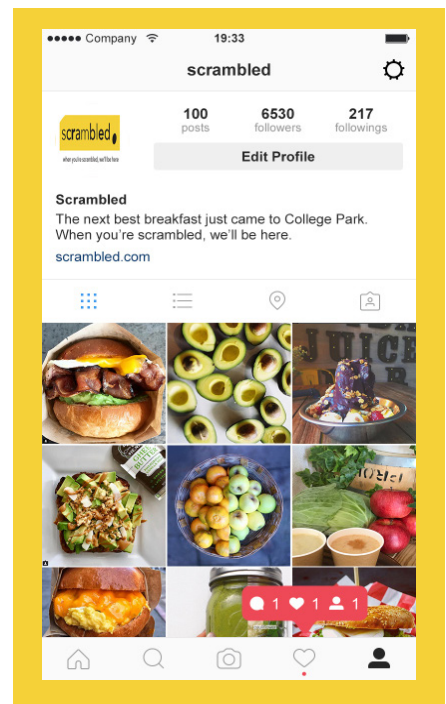
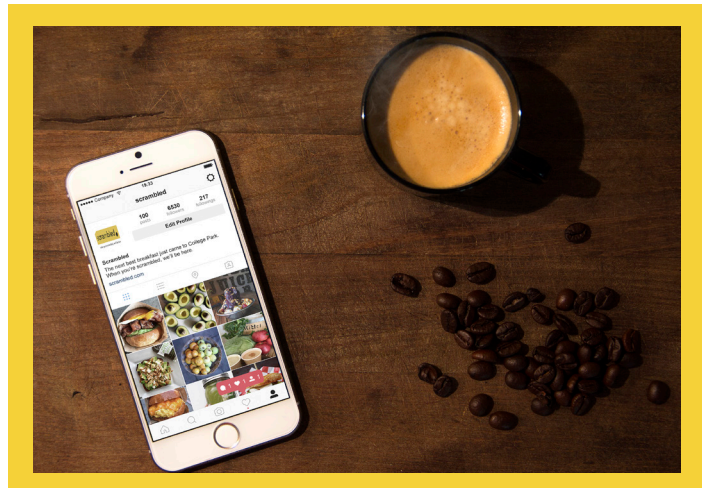
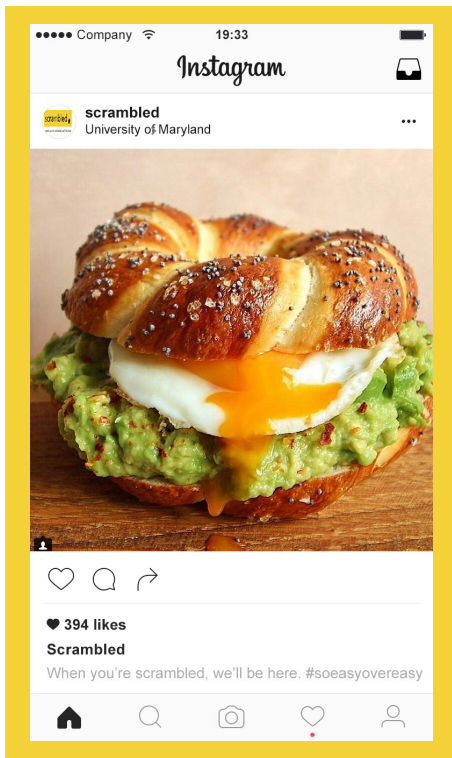
Promoted tweets will serve as secondary strategies for raising awareness. Because they can be tailored to area code, it will be useful in targeting students during prime times, like game days and major exam days.

## Digital and Social Optimization

This part of our strategy just involves staying up to date on Google algorithm updates and maximizing our SEO efforts to drive revenue. By improving the organic ranking of our website using local SEO strategies like confirming UNAP information on all third party listings, maintaining a GMB page, and ensuring all brand information is consistent across website, social, and third parties, we can drive revenue by directing searchers to our page.

The biggest part of SEO is staying educated on how things are changing and how that's affecting the pages. By doing constant crawls using Screaming Frog, we can make sure our page has no obvious penalties, like missing page titles, duplicate content, or 404s. While our primary focus will be creating content, we will deeply understand how to optimize it online.





# App

Our app concept will run off a platform called Level Up. The plan costs \$99 a month for the subscription, with a one time fee of \$150 for the scanner in store and \$149 per location. The app would be called Scrambled, and the icon would be our logo.

The platform itself is a mobile app downloadable on both iPhone and Android. It allows the user to create a profile, save a credit card, and place an order. The welcome page will be the menu with imagery of our offerings and our slogan "When you're scrambled, we'll be here."

There are 5 options along the bottom of the app that allow the user to view their loyalty status, pay in store, order, reorder, and change their profile settings.

The loyalty status is determined by total amount of money spent at Scrambled using the app to pay. Points accumulate to gain status, moving from Foodie, to Ambassador, to Connoisseur with each \$200 spent. With each level up, a credit is added to the account for a free meal to celebrate the accomplishment, as well as a handwritten thank you note from HQ. The further up the customer moves on the scale, the more swag and free meals they're eligible for as gratitude.

The pay in store option allows users to scan their QVC code in store to pay using the pre-registered credit card on the app. This adds to their points and makes the checkout process quicker and more seamless. The scanner will sit at the cash register and each employee will be trained on how to use it.

The order option allows a customer to build their meal for pickup and customize it to their liking. The entire menu will be available for selection, including coffees and juices. Once placed, the customer can also save their order under a specific name for future reorders. The reorder feature allows you to tap the order you're choosing to place, without having to reenter what you want. It speeds up the process while allowing it to stay personal to the user. The meals are sent to the iPad ordering system in store and labeled as app requests so employees can be sure to fill them in a timely manner.

The final feature is to build your profile on the account. This will benefit us because it will give us amazing customer data. It will benefit our customer by building a sense of ownership and community in the app. While it's not social, the app will let the customer feel connected to the brand on a deeper, digital level. The app knows your favorite orders, your spending habits, your name, and is inviting as a platform. The information that can be added includes a photo, secondary email, gender, zip code, and contact number. The information required is email and name.

The app has the ability to allow HQ to access data and send credits to customers in the app. This is useful for customer service concerns, like meal replacements and thank you gifts. It also allows for a customer to chat with a representative live to address any issues in the support feature. It also has a share with a friend feature that allows customers to gain points for sharing on social and with friends by email. Customers can also view their order history.

