

# MARKETING PLAN

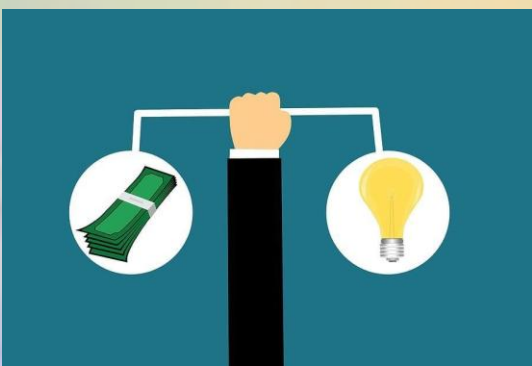


## Target Audience Synthesis

- **Geographic:** Downtown farmers market visitors in Terrace, BC (locals, tourists, First Nation families).
- **Demographic:** All ages, middle-income families, students, working professionals, and First Nation communities.
- **Psychographic:** Cultural explorers, food enthusiasts, health-conscious individuals, and supporters of local, authentic cuisine.
- **Behavioral:** Seeks unique, fresh, and flavorful experiences; values convenience and cultural connection.

## Marketing Goals Alignment

- **Goal 1:**  
Serve much customers by using free samples to attract hesitant customers.
- **Goal 2:**  
Achieve 30% repeat customers by following the strategy: Introduce a “Spice Trail” program by giving trail free food and collect feedback via comment cards.
- **Goal 3:**  
Build more followers and showing behind-the-scenes content of food prep to emphasize quality and hygiene.



## Pricing & Positioning

- **Positioning:** “Authentic South Indian Flavors, Made with Professional Care.”
  - Emphasize use of a restaurant-grade kitchen for safe preparation.
- **Pricing Strategy:**
  - Snacks: \$4–6 (e.g., masala vada, bonda).
  - Main Dishes: \$8–12 (e.g., dosa, biryani).
  - Desserts: \$5–7 (e.g., payasam, kesari).
  - Combo Deals: “Family Feast” bundle (\$25 for 2 mains + 2 desserts + free chai).

## Channel Strategy Optimization

- **Digital:**
  - Social Ads: Target foodies with phrases like “Tried South Indian food yet?” Use hashtags like #TerraceEats.
  - Pre-Orders: Offer Instagram DM pre-orders to reduce wait times.
- **Community:**
  - Partner with First Nation communities for events (e.g., “Shared Heritage Food Day”).
  - Collaborate with local influencers to showcase stall uniqueness.
- **Offline:**
  - Use eye-catching stall decor (traditional Kerala umbrellas) to stand out.
  - Distribute flyers at mobility clinics and senior centers.



## Measures of Success & Adjustments

- **Track:**
  - Daily sales volume (aim for 25+ customers/day).
  - Repeat rate.
  - Social media engagement (followers, shares).
- **Adjust:**
  - If competition increases, launch “Chef’s Special Saturdays” or partner with adjacent stalls for cross-promotions.

## Gap Analysis & Additions

- **Operational Strengths:**
  - Use of a professional kitchen ensures consistency—promote this.
  - Transport logistics: Highlight “freshly made daily” in branding.
- **New Tactics:**
  - Catering Corner: Offer pre-packaged meals for local events.
  - Seasonal Menus: Introduce seasonal desserts.
- **Threat Mitigation:**
  - Combat new restaurants by emphasizing speed (no wait times) and authenticity.

