

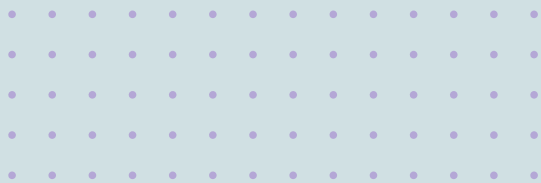


PHO  
KING 4

# PHO KING 4

## Section A03 - Team 3

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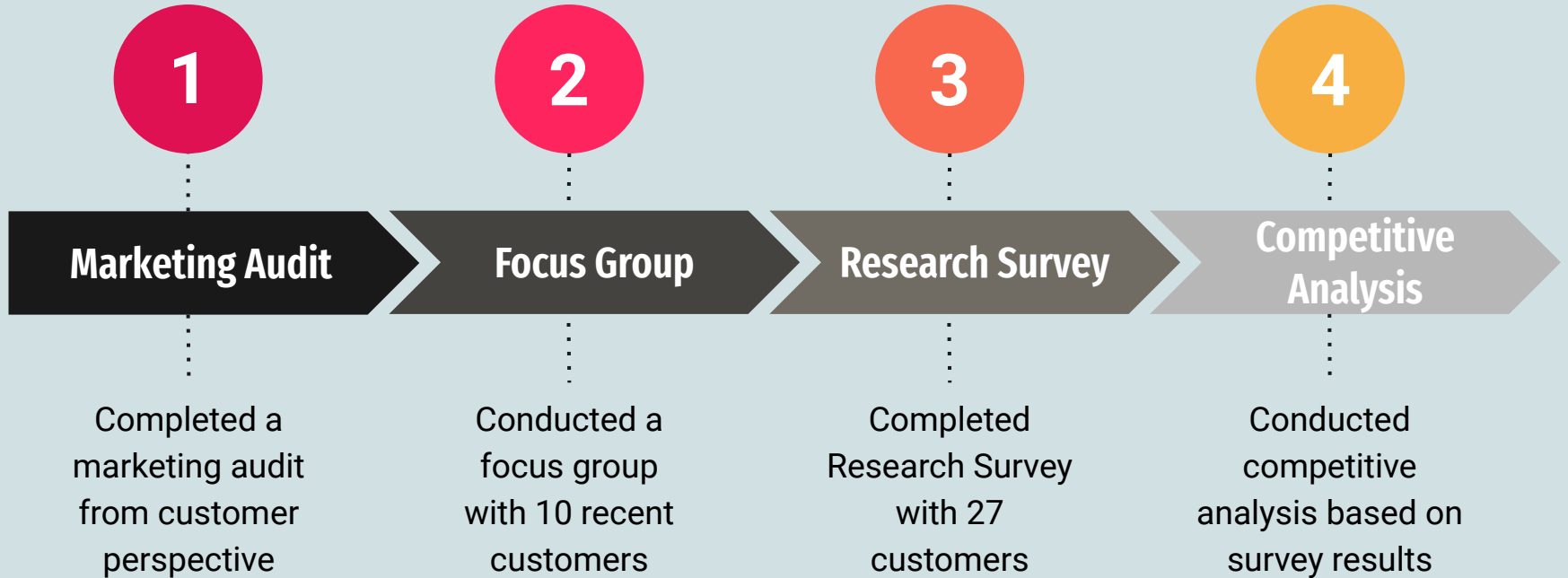


# Agenda

- Methodology
- Target Audience
- Why Customers Buy?
- Why You Win/Lose Customers?
- Risk Areas and Opportunities
- Next Steps



# Methodology



# Who are your customers?

## S1: Pho Fanatic Fred

3.17



8% of  
Respondents

- Employed
- Loves to eat at Asian restaurants
- Impartial to price
- Willing to travel far
- Regularly eats out

## S2: So-Hungry Sabrina

2.59



16% of  
Respondents

- Employed
- Lives remotely close to campus
- Indifferent to the cuisine as long as it is reasonably priced
- Often eats out

## S3: College Kid Kevin

2.00



32% of  
Respondents

- 18-22 years old
- College Student
- Lives close to campus
- Wants fast and cheap food
- Sometimes eats out

## S4: Cool Chef Carl

1.43



44% of  
Respondents

- Budget Conscious
- Lives close to campus
- Finds value in shopping and cooking at home
- Likes to shop at grocery stores
- Seldom eats out

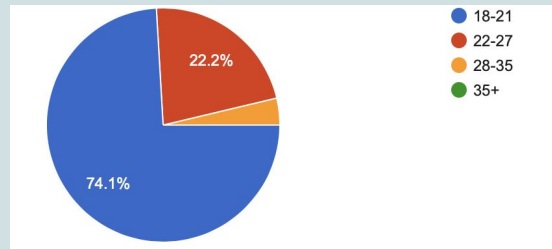
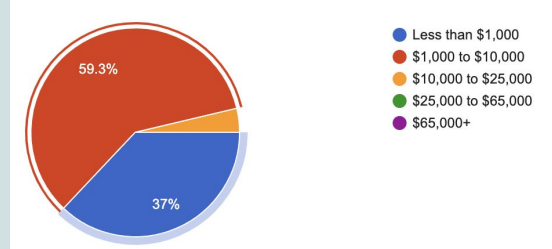
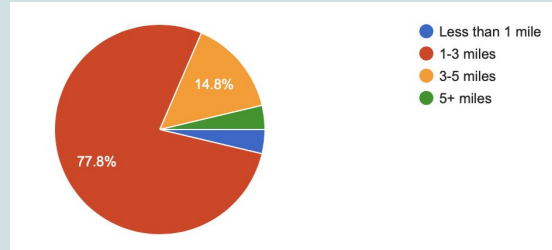
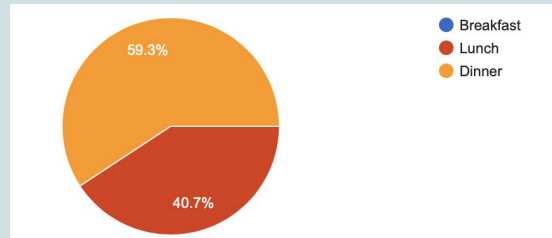
# Determining Target Segment

**59%** consider dinner as their most important meal → Target audience expects good taste and portions in their meal

**78%** live within 1-3 miles of Pho King 4 → Target audience is within walking/biking distance in Davis

**59%** make between \$1,000 to \$10,000 annually → Target audience is price conscious/sensitive

**74%** are ages 18-21 → Target age demographics are college students



# Who are your customers?

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# Persona of Target Customer



**College Kid Kevin**

**32% of  
Respondents**

## Demographics

- 18-22 years old
- Single
- College Student
- Part-time Worker
- Close to Campus
- Asian or Pacific Islander

## Goals/Challenges

- School is their prime concern
- Wants fast, cheap and easy food
- Doesn't want to waste time cooking at home

## Fears

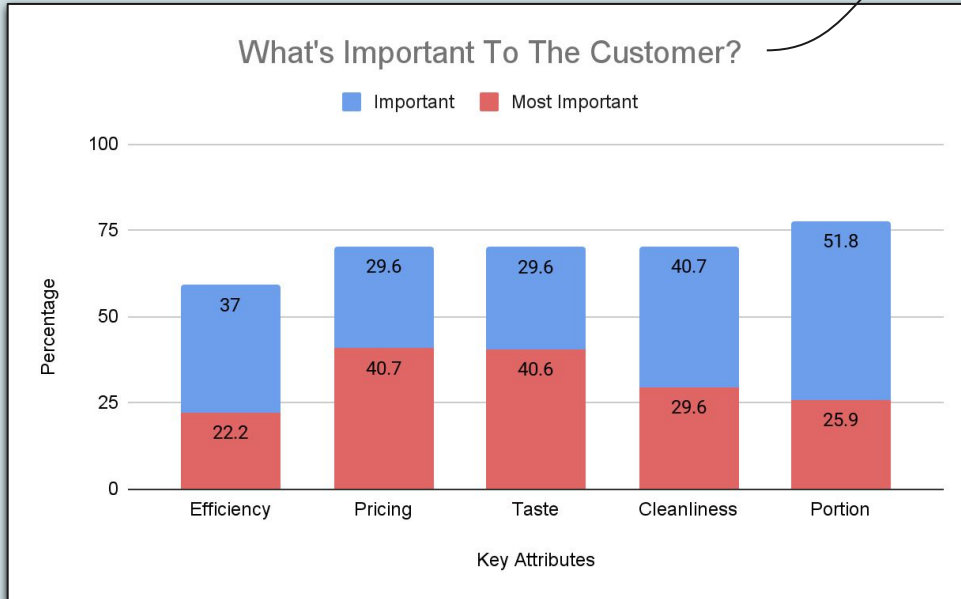
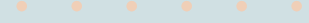
- Being Hungry
- Not having enough time to study
- Late to Class

## Values

- Good Service
- Big Portions
- Good Taste
- Close Location
- Healthy Diet

# Why Does College Kid Kevin Buy?

Key Attributes  
The most important attributes to your customer when deciding where to eat



## Efficiency of service providers

- Customer Service is friendly and proficient

## Pricing on items when purchased

- Price is reflective of quality of food

## Taste of the food ordered

- Food has good quality and flavor

## Cleanliness of the restaurant

- Restaurant area is tidy and inviting

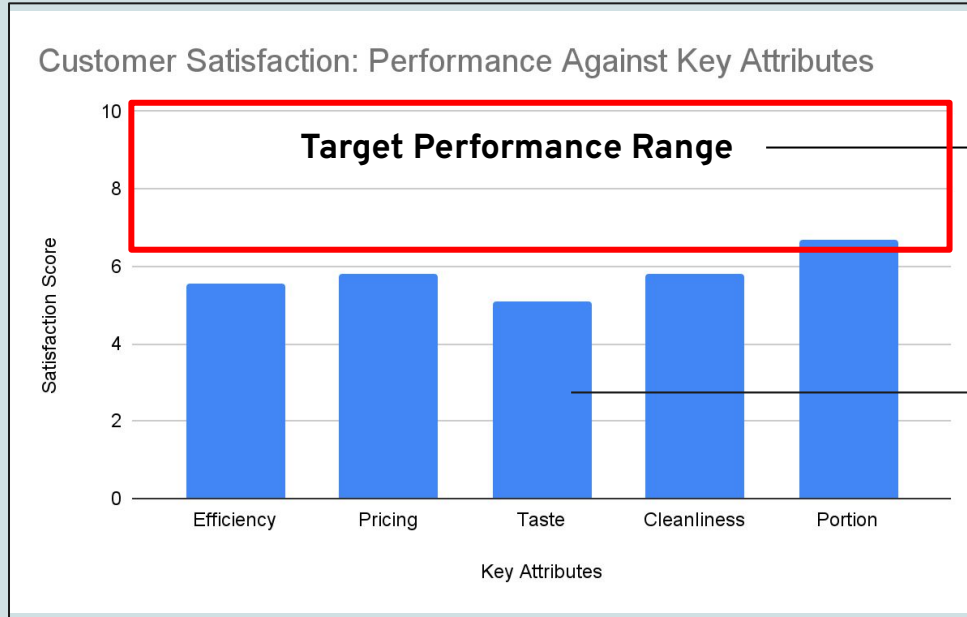
## Portion provided for the customer

- Portions are reasonable based on the price and quality

MAIN TAKEAWAY: Customers value pricing as the most important attribute and taste as the second most important attribute



# Why you win/lose College Kid Kevin as a Customer



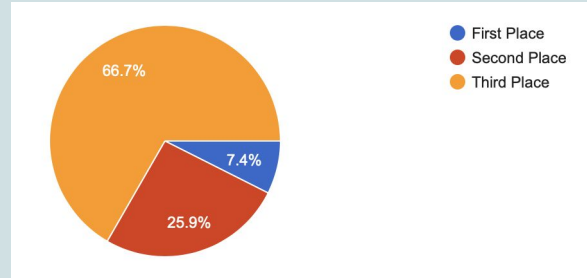
Target Range  
The Target Performance Range is from 6.5-10

Taste  
Despite being the second highest value to the customer, taste falls well below the Target Range

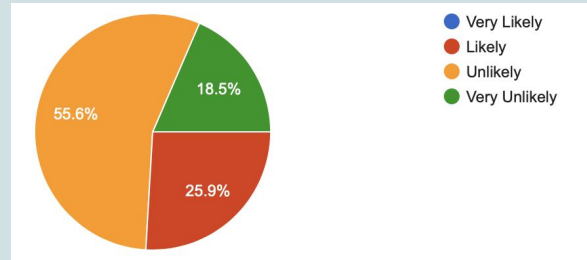
**MAIN TAKEAWAY:** *Losing customers* due to failure to be in the target performance range, specifically in *Efficiency, Taste, Pricing and Cleanliness*

# Performance Relative to Competition

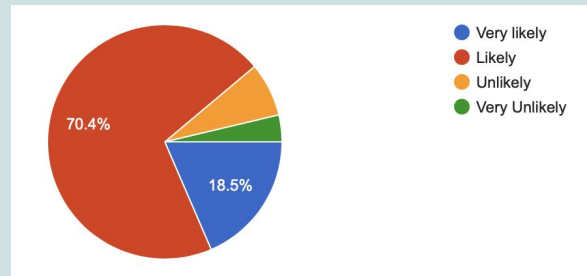
How customers would rank Pho King 4 among its competitors:



How likely customers are to recommend Pho King 4 to a friend:

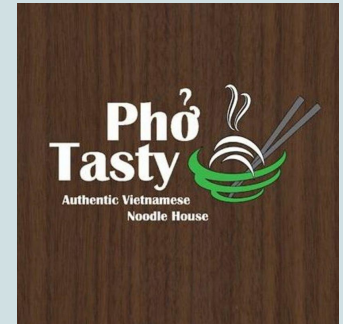


How likely customers are to recommend the top competitor to a friend:

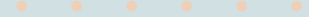


Top Competitors:

- 1.) Pho Tasty
- 2.) Chay Corner

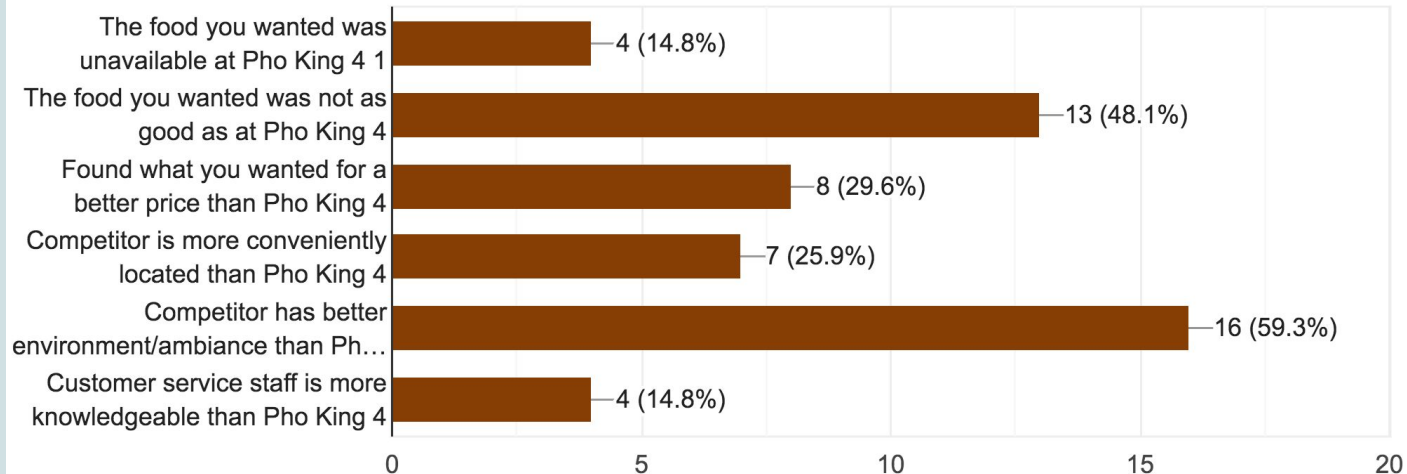


# Performance Relative to Competition



Which of the following are reasons that you typically eat somewhere other than Pho King 4?  
(select all that apply)

27 responses



# Risk Areas and Opportunities

## 1. Taste



Customers cite the following as challenges:

- Soup is too watered down; bland → **81%**
- Noodle texture is chewy → **9%**
- Meat does not taste fresh → **9%**

## 2. Efficiency



Customers cite the following as challenges:

- Staff did not provide service upon entry in a timely manner → **37%**
- Staff did not check up on customers upon dining → **15%**

## 3. Cleanliness



Customers cite the following as challenges:

- Very dirty floors → **43%**
- The room is dark and rundown → **32%**

## 4. Pricing



Customers cite the following as challenges:

- Price does not reflect value of product received → **54%**

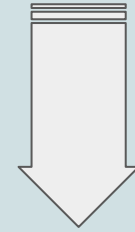
# Summary

- Your target customer is College Kid Kevin
- His key buying attributes are Pricing and Taste
- You are below his expectation in pricing, taste, cleanliness and efficiency
- Your portion is valued high and is what you can leverage now

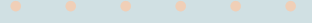




## Next Step



Develop a marketing  
plan based on our  
findings



Questions?

# Competitive Product Analysis

## Most Important Categories

Taste

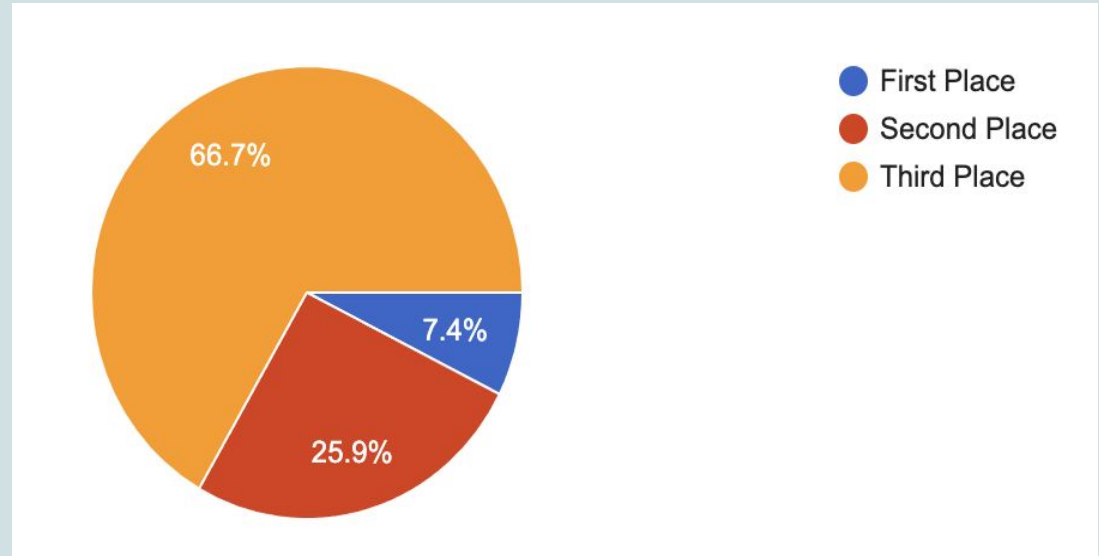
Efficiency

Portion

Pricing

Cleanliness

## Overall Ranking: How would you rank Pho King 4 to its competitors?





# Competitive Product Analysis

## Competitive Product Analysis

		Client	Competitor 1	Competitor 2
Attribute or Feature	Customer Rank	Pho King	Pho Tasty	Chay's Corner
Value of product reflective of price	1	3	1	2
Quality of broth and ingredients	2	3	1	2
Cleanliness of the restaurant area	3	3	1	2
Amount of food given	4	1	2	3
Quality of the customer service being effective	5	2	1	3

Strong Position

Neutral Position

Risky Position

# Competitive Gap Analysis

## Competitive Gap Analysis

		Client		Competitor 1		Competitor 2	
		Pho King		Pho Tasty		Chay's Corner	
Purchase Attribute	Customer Importance Rating	Customer Satisfaction Rating	Importance - Satisfaction (Sum)	Customer Satisfaction Rating	Importance - Satisfaction (Sum)	Customer Satisfaction Rating	Importance - Satisfaction (Sum)
Efficiency	6	5	1	7	-1	5	1
Pricing	7	6	1	6	1	6	1
Taste	7	5	2	8	-1	4	3
Cleanliness	7	6	1	8	-1	6	1
Portion	8	7	1	6	2	5	3

Visually inspect and analyze the results to determine what's useful.

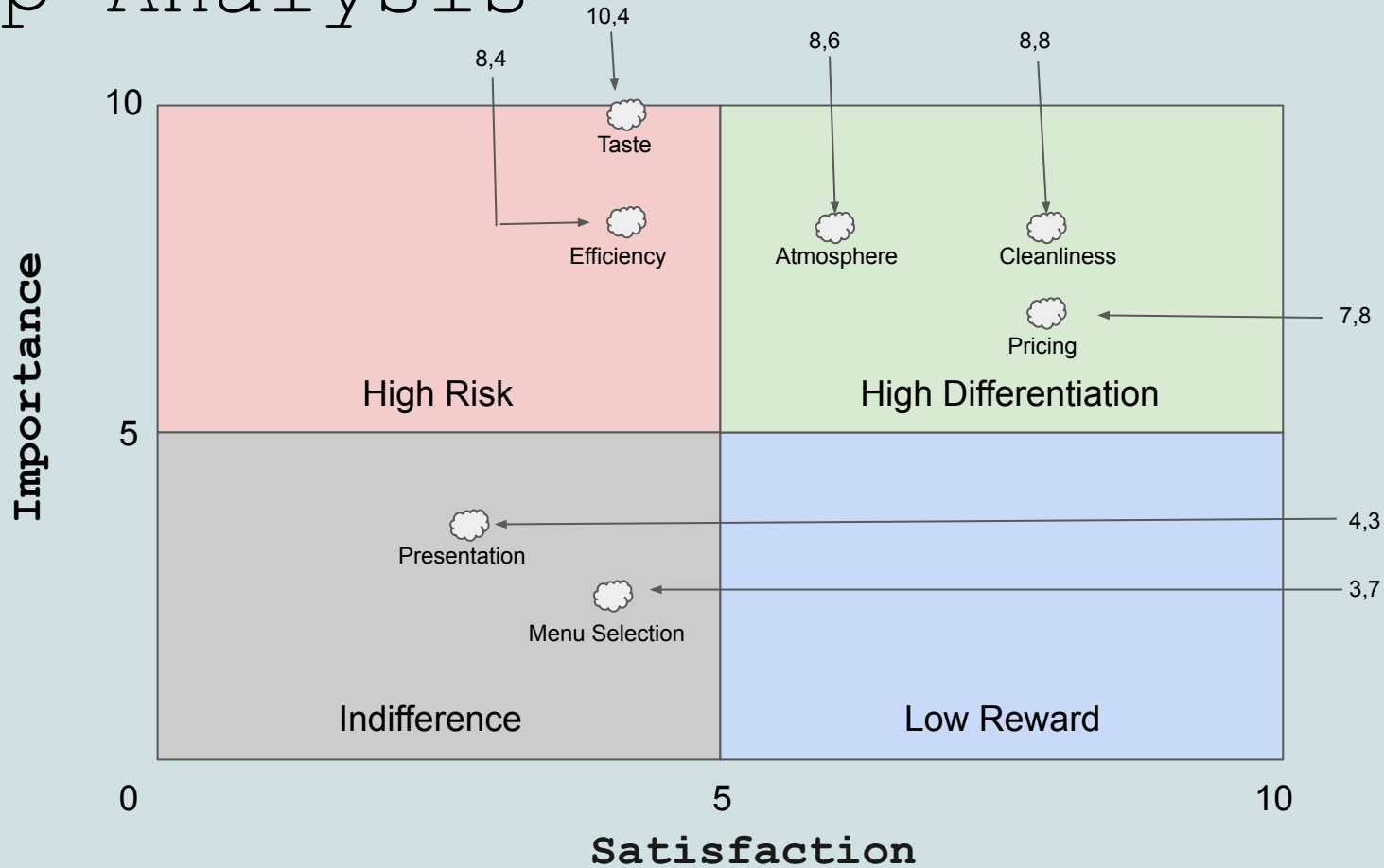
Areas of High Differentiation

Over Investment / Low Reward

Areas of High Risk

Areas of Indifference

# Gap Analysis



# Pho King 4 SWOT Analysis

## Strengths

**Location** - located within walking/biking distance from the target audience

**Menu Selection** - offers many menu items



## Weaknesses

**Lack of capable chefs** - taste is lacking

**Efficiency** - lacking staff training

## SWOT

## Opportunities

**Promotions** - advertising brand aggressively through various channels appealing to target audience

**Cleanliness** - promote a inviting and welcoming atmosphere to the customer



## Threats

**Competitors** - many are targeting the same target audience

**Suppliers** - COVID-19 can cause volatility in raw materials

# Bibliography

Survey Data:

[https://docs.google.com/forms/d/1-vflaGiMFt5Z7mH9aMw4R6i\\_buQNbRrHetcMTU068-M/edit](https://docs.google.com/forms/d/1-vflaGiMFt5Z7mH9aMw4R6i_buQNbRrHetcMTU068-M/edit)

Graphs Data Based of Research Survey:

[https://docs.google.com/spreadsheets/d/1EABlnaozpSjFbyCehp8XZQN2ZnYihc4g\\_XgHVQFi0IY/edit#gid=1729347684](https://docs.google.com/spreadsheets/d/1EABlnaozpSjFbyCehp8XZQN2ZnYihc4g_XgHVQFi0IY/edit#gid=1729347684)

RFM Calculations:

<https://docs.google.com/spreadsheets/d/1KuR90c1cpyhss89dwgr1YEDa3CeGabahzI5Nxwo3OPU/edit?usp=sharing>