

Vitality Bowls Idea (NOT OFFICIAL RECOMMENDATIONS) :

Begin Collection of More Customer Information

- Use phone number verification to
 - Identify new vs existing customers
 - Identifying new customers can be an excellent determiner of promotional efficacy
 - How often do routine customers make a purchase
 - How often do new customers make a purchase
 - Once measuring unique and existing customers you can begin to access other measures like Customer Retention Rate, Customer Acquisition Cost, Customer Lifetime Value

Launch Surveys

- Offer discounts for survey completion
 - Calculate the average across fields for customer satisfaction score (CSAT)
- Determine Net Promoter Score (NPS)
 - Metric to gauge customer loyalty and customer relations and the likelihood of them recommending your business
 - Ask the customer, on a scale of 0 to 10 how likely would you recommend Vitality Bowls to a friend or colleague?
 - **Promoters:** score 9-10
 - **Passives:** score 7-8
 - **Detractors** score 0-6
 - $NPS = \text{Percentage of Promoters} - \text{Percentage of Detractors}$
 - Scores
 - Below 0 is bad
 - Above 0 is good
 - Above 20 is favorable
 - Above 50 is excellent

Promotional Efforts

- Healthy eating challenges
- Offer late-night pop up during nights that frats are popular
- Subscription or meal plan offer
 - Monthly subscription payment for daily lunch meals, smoothies, etc
- Partner with on-campus events
- Offer free delivery for students during midterms and finals
- Reach out to SCU students with a following for promotional reach
- Collab with local influencers to shift demo discrepancy
 - Female centric
 - Health-conscious
 - Age: 20s

- Engage with other local biz, uni, and communities on Insta by sharing or liking their content
- Analyze each promotional campaign and discount effectiveness in driving net sales without eroding margins
- Offer lunchtime promotions to leverage peak demand hours
- Consider special weekend events for customers
 - Live music
 - Special menu items
- Increase younger audience by offering not just food, but experiences at the business
 - Music
 - Selfie Stand
 - Entertainment
- Emphasize Santa Clara and SCU hashtags to increase local following

A daily dip in Sales

- Consider offering happy hour prices or dynamic prices during slow hours to keep revenue steady
- 10 am -12 pm (Early Bird)
- 5 pm-8 pm (Late Night)
- Offer limited-time or special edition foods during slow hours to drive sales

Monthly Promotion Capital Allocation and Seasonal Ideas

- Given the Monthly Performance of 2023 some general marketing effort ideas and marketing resource allocation recommendations.
- December is the slowest month, and July is the busiest.
- Allocate more marketing budget towards months leading into July to build momentum
 - January
 - New year resolutions, health kicks, refresh brand appeal
 - Allocation Efforts
 - 8% resource allocation
 - Average-low push
 - Last month riding off of Nov push
 - February
 - Valentine Days offers, targeting a larger demo of customers to correct follower mismatch
 - Allocation Efforts
 - 10% resource allocation
 - Strong push
 - Push from November fully worn off
 - Begin a new strong push to keep sales through cold months
 - March

- Spring themed menu
 - St Patrick's Day promotions
 - Allocation Efforts
 - 8% resource allocation
 - average -low push
 - Riding off of the February push still
 - Naturally increasing sales (warmer)
- April
 - Spring themed menu
 - Easter promotions
 - Allocation Efforts
 - 7% resource allocation
 - Low push
 - Warmer season begins, and natural sales increase
- May
 - Begin Summer promotion targeting summer break excitement
 - Allocation Efforts
 - 7% resource allocation
 - Low push
 - Warmer season, and natural sales increase
- June
 - Summer theme
 - Allocation efforts
 - 7% resource allocation
 - Low push
 - Warmer season, and natural sales increase
- July
 - Summer theme promos
 - Allocation efforts
 - 9% resource allocation
 - Average-high push
 - Prepare for colder months
 - Leverage existing demand
- August
 - Back to School campaign
 - Allocation efforts
 - 9% resource allocation
 - Average-high push
 - Prepare for colder months
 - Leverage existing demand

- September
 - Begin fall promos
 - Allocation efforts
 - 8% resource allocation
 - Low -avg push
- October
 - Halloween and fall promo
 - Allocation efforts
 - 9% resource allocation
 - Avg-high push
 - Ramp up efforts for Cold month
- November
 - Thanksgiving and fall promo
 - Allocation efforts
 - 10% resource allocation
 - Strong push
- December
 - Holiday season promos
 - Allocation efforts
 - 8% resource allocation
 - Low-avg push
 - Maintain average allocation, riding off of benefits from November's Strong push

Utility Recommendation:

- If not already, consider more energy-efficient options for building - over 3% of sales go to utilities

Offer Product Bundling Deals to drive sales for lower-demand products

- Leverage the most popular items (Acai bowl, savory, smoothies)
 - Bundle them with less popular items to increase sales