



Abstract

La Famiglia is set to extend their current business into the Memorial Student Center by the Fall of 2019 with La Famiglia Express. To optimize the success of the La Famiglia brand in their period of growth, research has been conducted centered on their new target market. By conducting background research, creating a competition analysis, identifying a social media strategy, and performing various surveys, this research aims to align La Famiglia with their new target market. The results from the competitor analysis identify sections of the surrounding food market that La Famiglia Express will be able to fill. The in-person survey identified the preferences of those visiting the Student Center at lunch time. The online survey provides a wealth of knowledge surrounding consumer food preferences, pricing expectations, and habits. With the social media strategy, La Famiglia Express will be able to align their content and voice with their target audience. The culmination of this research seeks to match up La Famiglia Express with their newly identified target market.

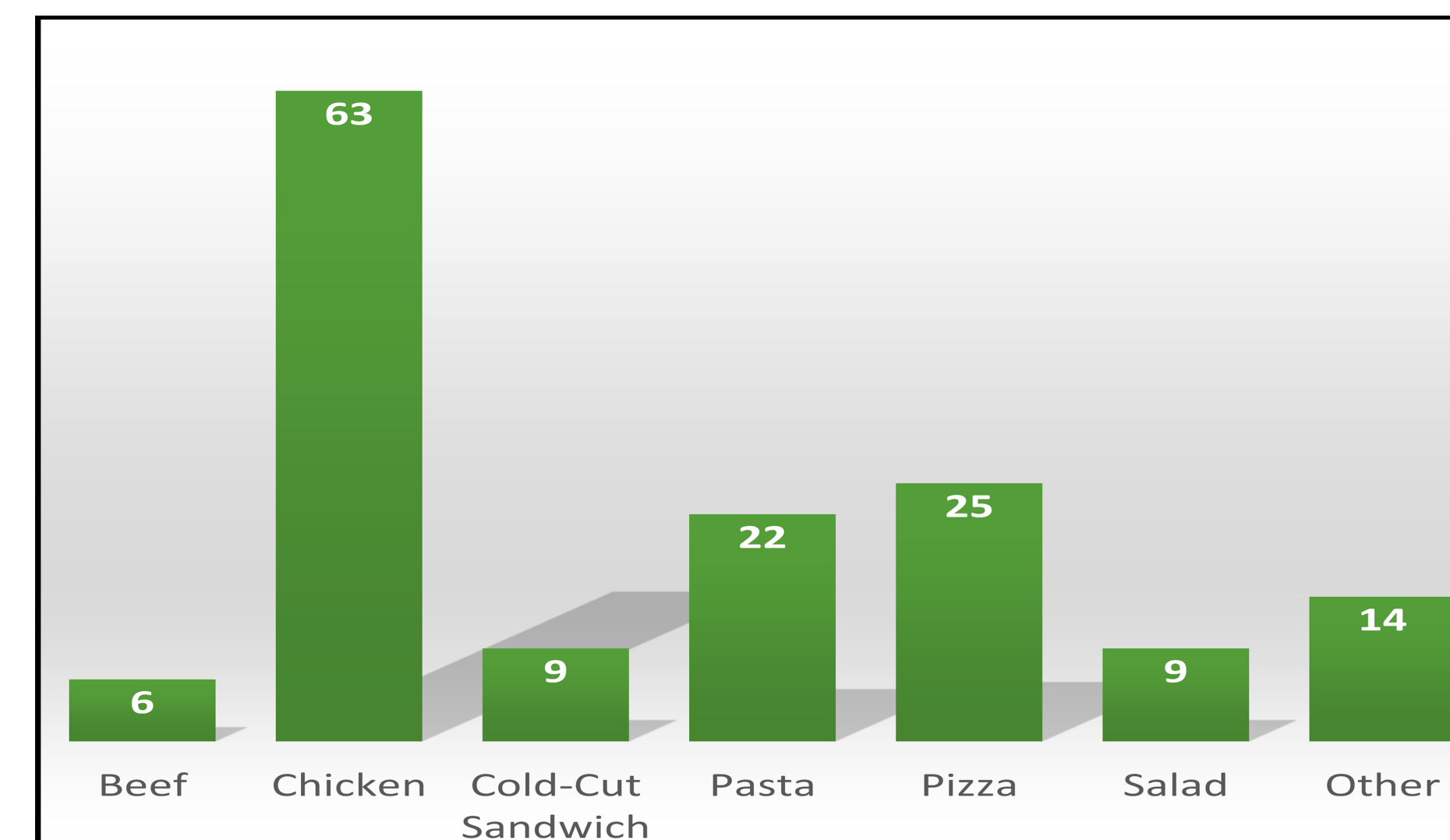
Introduction

La Famiglia is a Southern Italian restaurant located in Huntington, WV, which will be joining the Memorial Student Center Food Court in the Fall of 2019. La Famiglia sought out this research, in hopes of maximizing their success in this new venture.

Process / Method

Initially, information was gathered from the client (Jordan Hagy of La Famiglia) that covered the current position of the brand, the products they offered, and their plans for their new Express location. The client posed many questions that he would like to know the answer to, pertaining to best social media strategies, student pricing preferences, on-campus eating habits, and more. An initial competitor analysis was conducted by recording information on all competitors within walking range of the Huntington campus. An online survey was created based on information the client was seeking. This survey was digitally sent to all of Marshall's faculty, staff, and students via email, with the opportunity to enter to win a La Famiglia gift card. An in-person survey was conducted to find out what foods people were planning on eating as they entered the Memorial Student Center at lunchtime. Finally, a social media strategy was created based on preliminary survey results and background research.

“What Are You Eating Today?”

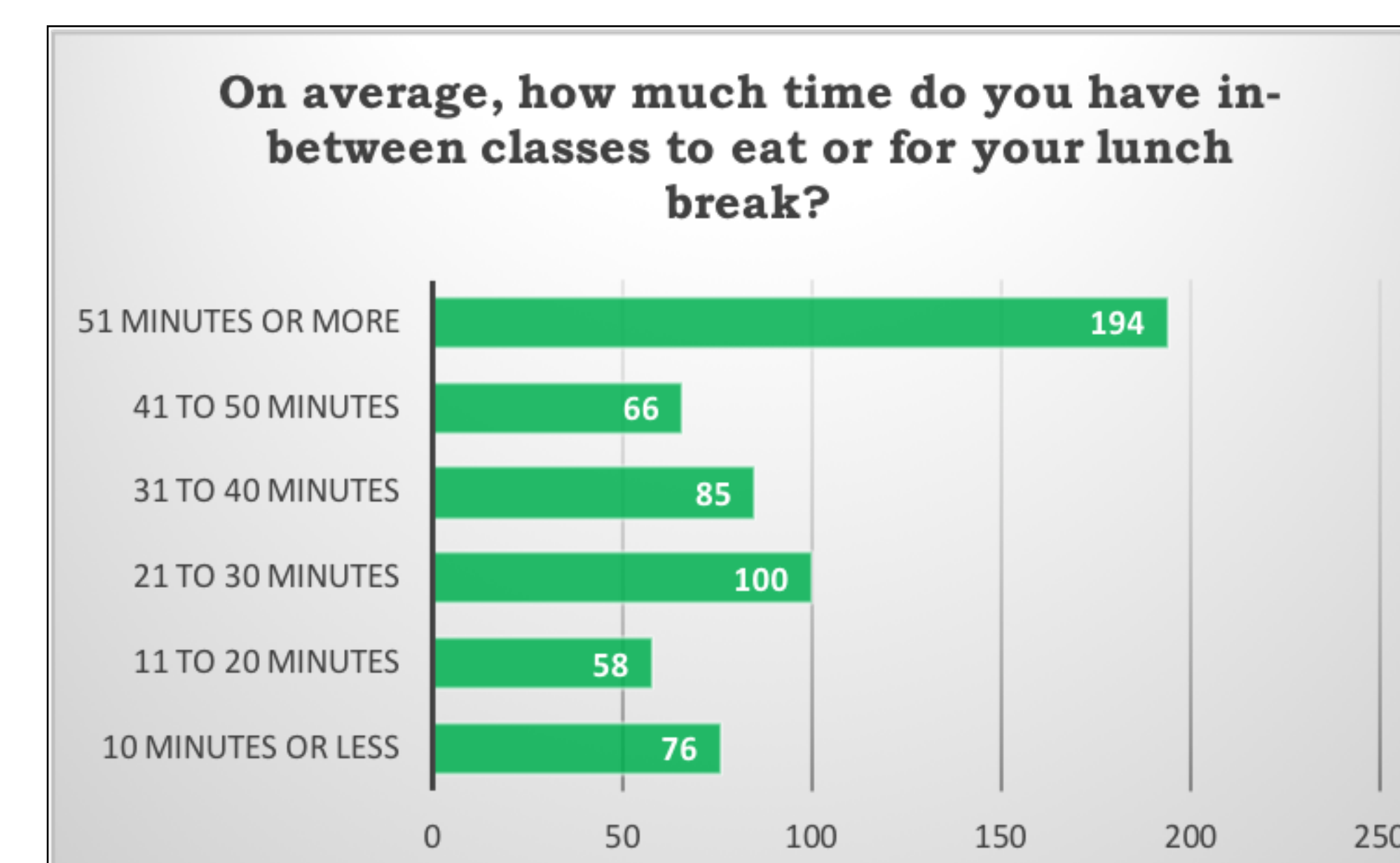


Competitor Snapshot

Chicken	Cold-Cut Sandwich	Pasta	Pizza	Salad
78%	36%	31%	31%	52%

Percentages of Nearby Competitors Offering Food Type.

Preliminary Survey Results



You will be able to purchase milkshakes from Steak & Shake.
What additional dessert items should be offered in the food court?

cupcakes
goods items
Brownies
Bakery Baked Cake
cream cookies
Cheesecake
fruit
Chocolate
options

Social Media Strategy

Goals:

- To increase brand awareness
- To boost brand engagement
- To grow the customer base
- To get the community involved
- Differentiate from La Famiglia restaurant

Target Audience:

- College students, both on-campus and commuters
- Marshall University Staff
- Huntington Community Members, who live and work close to the Huntington Campus

Recommendations

From the results of the survey, it is hoped that the behaviors and preferences of the targeted market will be identified. The data from the survey will provide insight on the specific items the target market is interested in, the prices they are willing to pay for those specific items, and their visiting habits for the Memorial Student Center. With this information, the client will be able to create a menu with items and prices that their target market will be receptive to. With more insight into the habits of their target market, La Famiglia Express will be able to plan promotions and staffing around the busier times of day. A final important piece of information the client will gather from the survey results will be finding the percentage of their target market that uses on campus meal plans. With this information, they will be able to create a meal swipe and flex points system, which they have never had to implement in the original restaurant. The results from this research aims to align La Famiglia Express with the preferences and habits of their target market. By closely identifying the needs of their target market, any business can work to align their products and services with consumer preferences.

Group #13