



# a taste of the islands

Restaurant and Bar  
Marketing Plan

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The Concept

“a taste of the islands”

A Caribbean restaurant and bar where you can relax and enjoy great Caribbean cuisine or unwind and party at the bar. Whichever you choose, experience the Caribbean right here at home.

# the restaurant

- Offer a taste of different island cuisines in a casual, relaxed atmosphere.
- Upscale, contemporary menu
- Fresh, quality food ingredients
- Jerked chicken from Jamaica, conch stew or conch fritters from the Caymans, fried jackfish from St. Lucia, Cuban style baby-back ribs, crab claws from St. Thomas, or empanadas from the different Latin Caribbean islands.
- Fine wines, beers, and other fine spirits
- Customer-oriented service culture

# the bar

- Unwind, have a good time
- Great beers and drinks from the islands, including a large variety of rums and rum cocktails.
- Nightly entertainment (dancing, games, live karaoke, music, flair)
- Microsoft Surface tabletops (menu, videos, games, and more)
- Sports (wide screen TVs)
- Free non-alcoholic drinks and appetizer for DDs.

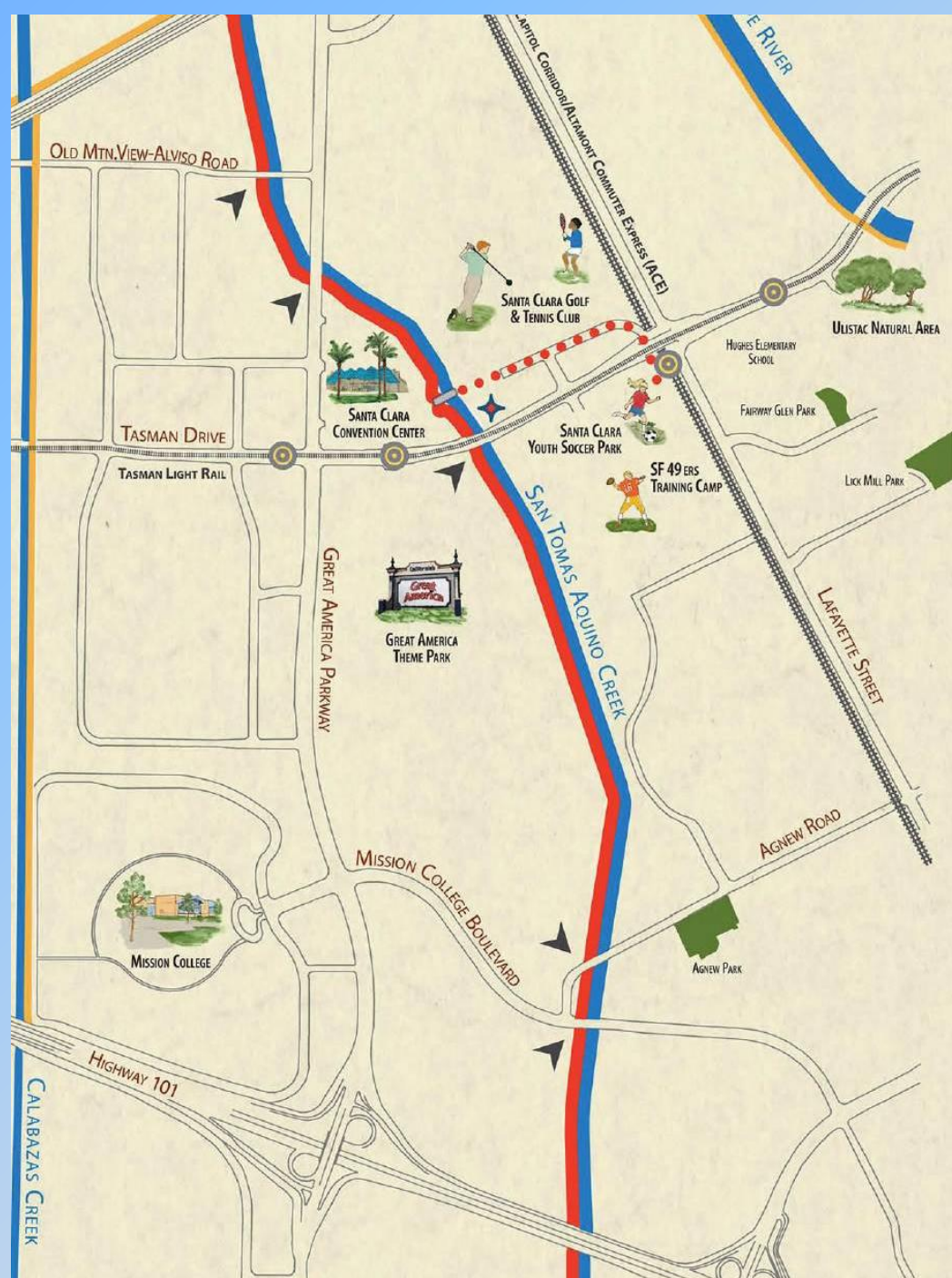




**Geographic Location**

# Map of Proposed Area

## North Santa Clara, California



# existing businesses

- David's Restaurant (At SC Golf and Tennis)
- La Fontana (In the Hilton)
- TusCA (in the Hyatt)
- Parcel 104 (Marriott Hotel)
- Birk's (Freedom Circle behind Marriott)
- Pedro's (Next to Birks)
- Bennigan's (Great America near 101)
- Rivermark Shopping Center
  - Piati's
  - Red Robin
  - Yo-Yo Sushi
- Tomitino's and Mexicali Grill (at Mercado)



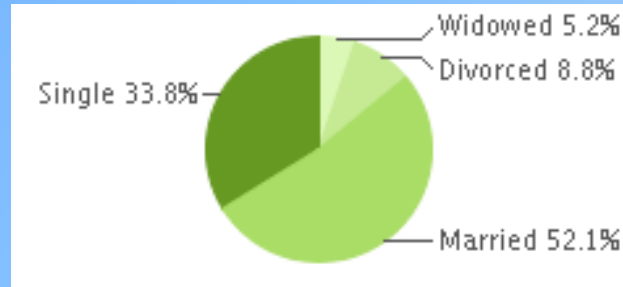
# Demographics

# work week demographics

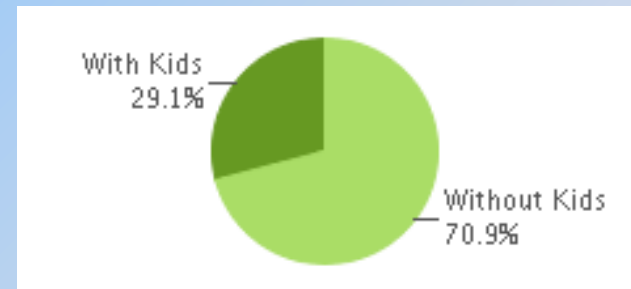
- The proposed location is in the center of the Silicon Valley triangle formed by Highways 101, 237 and 880
- The area is mostly commercial with some new and older residential areas spread throughout the area
- Demographics during the work week include a high percentage of employees from high-tech companies such as Cisco, Intel, Nortel, Yahoo, Verizon, Oracle, and many other large and small companies.
- A large portion of these employees are educated, highly skilled workers with very diverse cultural and racial backgrounds.
- While there are more females working in the high-tech industry today, it is still dominated by the young, male engineer

# census data

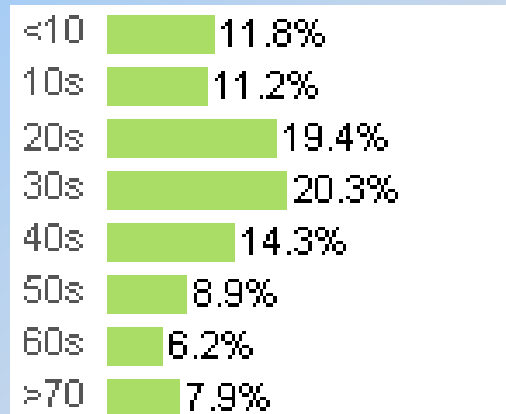
**Married (52%)**



**Households w/o Kids (71%)**



**Age Distribution**  
**(54% Age 20-49)**



# more census data

- 55% of the population, 25 and older, has an associate degree or higher
- The median income per household is \$85,700 and median income per family is \$101,700.
- Of the employed civilian population 16 years old and over, 53% are in management or professional and related occupations, 21% are in sales and office, while 14% are in a service career.
- Males make up about 51% of the population.
- 60% of the population was born in America
- Those not U.S. born, 44% are naturalized U.S. citizens.
- Of the foreign born population, 68% are from Asia, 16% are from Latin America and 11% from Europe.



**Target Market Selection**

# target market

- Largest segment of the work week population and permanent residents are educated, skilled, professional workers with well paying jobs
- Many of these are either not married or are married without children
- These are the people that the restaurant and bar will target as a whole
- Segment target market by age
- The restaurant will target the older demographic, those in their 40s and 50s
- The bar will target the younger demographic, those in their 20s and 30s

# weekend target market

- Weekend reduced target market due to loss of workers
- Residential less dense in target area
- Still target these for dinner service (closed for lunch)
- Other opportunities:
  - Great America
  - Convention Center weekend shows
  - David's Banquet Room
  - 49ers Proposed Stadium (tailgate party, game time events in the bar, pre-event dinner, after game/event crowd)



**Restaurant Positioning**

# restaurant positioning

- Distinction: Authentic Caribbean Cuisine
- Not offered in target area.
- 4 Caribbean restaurants outside target area
  - The Island Grill (San Jose)
  - Coconuts Caribbean Restaurant and Bar (Palo Alto)
  - Mango Caribbean Restaurant and Bar (Palo Alto)
  - Back A Yard Caribbean American Grill (Menlo Park)
  - Perceived value: Higher price point, better quality food and service

# bar positioning

## ■ Distinction:

- Nightly Entertainment for everyone
- Microsoft Surface Technology

## ■ Not offered in target area

## ■ Outside target area

- Dave & Buster's
- Video Games
- Targeted towards younger market



**...Walk Good**