



Turquoise Seas

Restaurant and Bar

“a taste of the islands”

Bruce Yodis
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The Concept and Mission Statement

Turquoise Seas

“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.



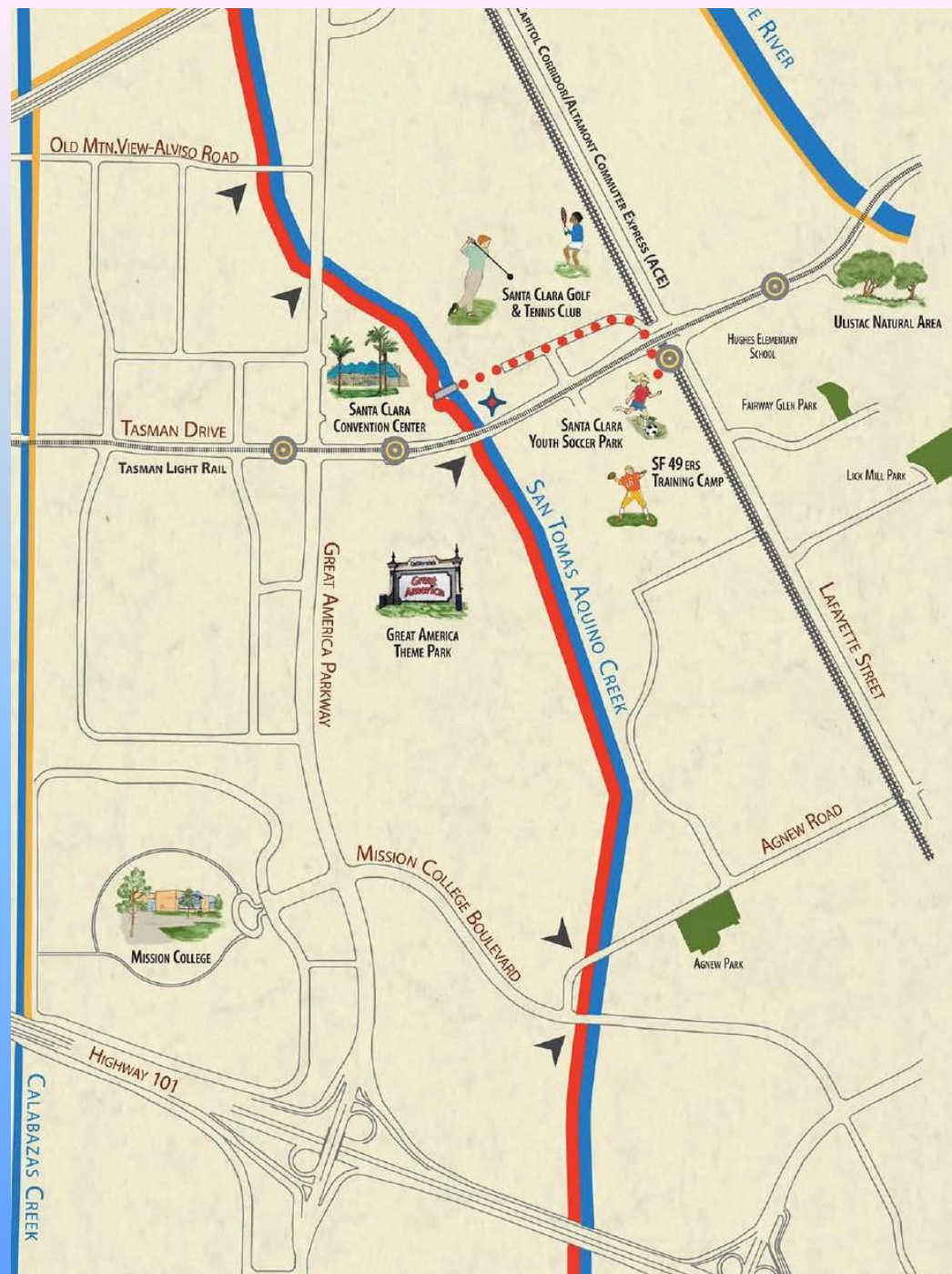
mission statement



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
 - Piatti
 - Red Robin
 - Yo-Yo Sushi
- Tomitino's and Mexicali Grill (at Mercado)

David's

La Fontana

TusCA

Parcel 104

Birk's

Piatti

Pedro's

Bennigan's



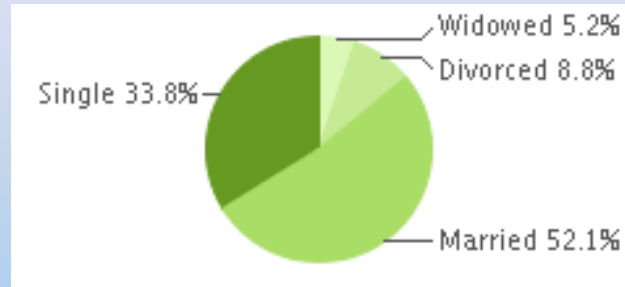
Demographics

work week demographics

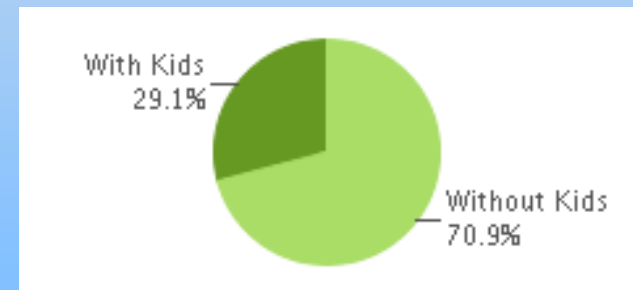
- The proposed location is in the center of the Silicon Valley triangle formed by Highways 101, 237 and 880
- The area is mostly commercial with some new and older residential areas spread throughout the area
- Demographics during the work week include a high percentage of employees from high-tech companies 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

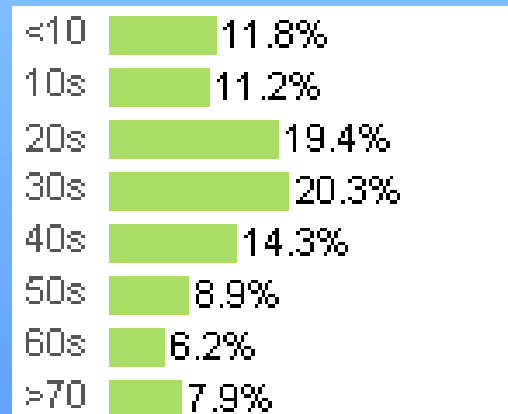
Married (52%)



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 from 25 years old up

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 parties, game time events in the bar, pre-event dinner, after game/event crowd)



Restaurant Positioning

restaurant positioning

- Distinction: Authentic Caribbean Cuisine
- Not currently offered in target area.
- Become lunch "haunt"
- 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 a little younger market



...Walk Good