

2025



MRBIGGS BBQ

BUSINESS PLAN

ORANGE CITY FL

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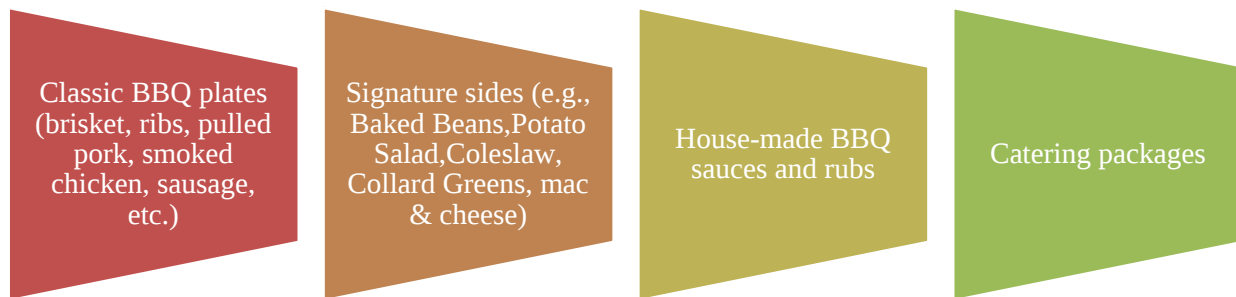
Executive Summary



MrBiggs BBQ is a new barbecue restaurant and catering service located in Orange City, FL, designed to tap into the growing demand for high-quality, flavorful BBQ. With the U.S. BBQ restaurant industry projected to reach \$4.9 billion in 2024, MrBiggs BBQ sees an opportunity to capture a share of the market in Orange City, which is experiencing significant population growth of 4.97% annually. The restaurant will offer a diverse menu that includes classic BBQ plates such as brisket, ribs, pulled pork, smoked chicken, and sausage, complemented by signature sides like baked beans, potato salad, mac & cheese, and collard greens. The business will also feature house-made BBQ sauces and rubs, which will be available for retail sales, and catering packages for private events, corporate gatherings, and festivals.

To succeed in the competitive BBQ market, MrBiggs BBQ will focus on local sourcing for freshness and quality, establishing partnerships with local meat and produce suppliers. This commitment to high-quality ingredients will help build customer loyalty and trust. The business will target BBQ enthusiasts, families, professionals, and event planners within the local community, with a special emphasis on catering services to tap into corporate and private event markets. A strong marketing strategy will include building an engaging social media presence, offering loyalty programs, and hosting events and promotions to foster community engagement.

Financially, MrBiggs BBQ expects to generate \$150,000 in its first year, with a break-even point projected within 12 months. By leveraging catering services and retail products, the business aims to increase revenue streams and create sustainable growth. MrBiggs BBQ is well-positioned to become the go-to BBQ destination in Orange City, with plans for future expansion as the brand gains recognition and customer loyalty. Through a combination of quality food, customer engagement, and strategic marketing, the business aims to carve out a unique niche in the local BBQ market.



Company Details

Mission Statement

Delivering exceptional BBQ that blends time-honored techniques with bold, innovative flavors, creating unforgettable dining experiences for all BBQ enthusiasts.

Vision Statement

Become the heart of the local BBQ scene, known for our quality, creativity, and commitment to bringing people together over great food.

Business Objectives

Goal	Key Performance Indicators (KPIs)
1. Establish MrBiggs BBQ as the go-to BBQ spot	- Achieve 500+ weekly customers within the first 6 months
	- Gain a 4.5-star average rating on review platforms (Google, Yelp)
	- Secure 3+ local partnerships with other businesses (breweries, events)
2. Build a loyal customer base	- Retain 60% of customers as repeat visitors within 6 months
	- Launch and enroll 200+ members in the loyalty program by month 6
	- Increase social media followers by 30% in the first 6 months
3. Offer catering services for events	- Book 15+ catering events in the first 6 months
	- Generate \$5,000+ in revenue from catering by month 6
	- Receive at least 3 testimonials/reviews from catering clients

Market Research & Analysis

How big is the U.S. restaurant industry?

In 2023, U.S. food service and drinking place sales reached a whopping 1.09 trillion U.S. dollars. As many as 13.2 million U.S. restaurant employees supported this industry.

The U.S. online food delivery industry is also booming, with companies like DoorDash, Grubhub, and Uber Eats dominating this market. However, the relationship between restaurants and delivery services can be contentious. Considering delivery providers charge restaurants high commission fees, many restaurant owners have implemented their own delivery solutions. Consumers are also aware of being charged extra through delivery apps, as seen in a 2023 survey when the preferred method of ordering takeout in the U.S. was through a restaurant's website or app.¹

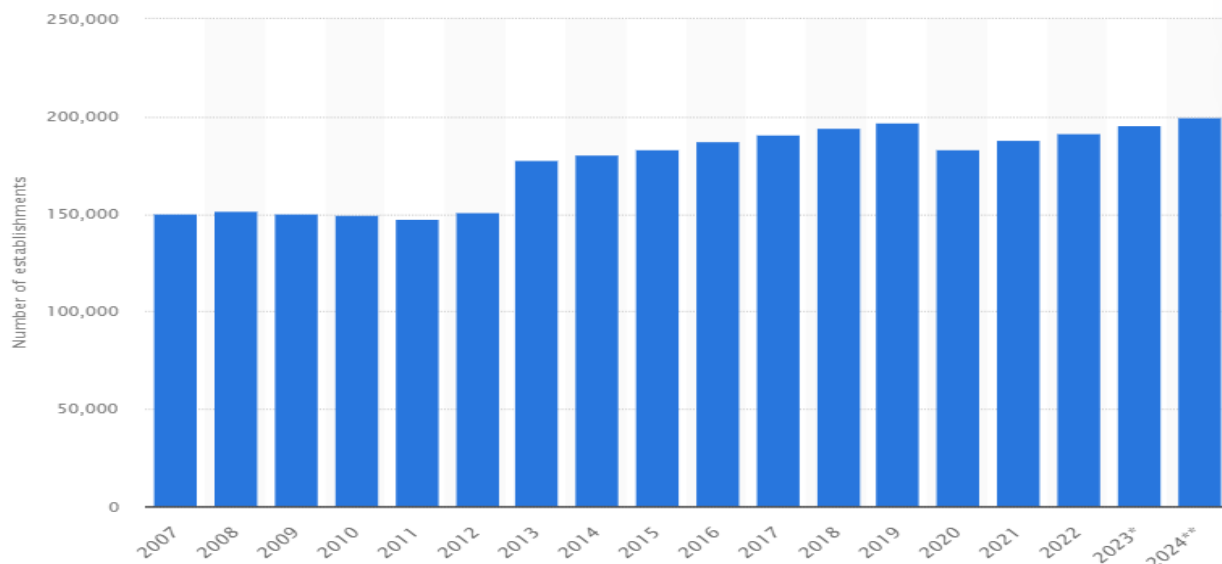
¹ <https://www.statista.com/topics/1135/us-restaurants/#topicOverview>

Consumer dining behavior in the U.S.

From how far they are willing to travel to how often they will try new foods, U.S. consumers have a variety of preferences. In 2023, the most common length of time that U.S. diners would be willing to travel to experience a new restaurant was up to 30 minutes, with only seven percent prepared to travel beyond an hour. More than likely, these visits were made at dinnertime since the most common time to make a restaurant reservation in the U.S. was between 6pm and 7pm. Regardless of the time and place, U.S. consumer's enthusiasm for eating out does not appear to be waning anytime soon.

Number of quick service restaurant (QSR) franchise establishments in the United States from 2007 to 2023, with a forecast for 2024

The number of quick service restaurant (QSR) franchise establishments fluctuated in the United States from 2007 to 2023. In 2023, it was estimated that there were 195,507 quick-service restaurant franchise establishments in the country. Quick-service restaurants include limited-service eating places, cafeterias, fast-food restaurants, beverage bars, ice cream parlors, pizza-delivery establishments, carryout sandwich shops, and carryout service shops with on-premises baking of donuts, cookies, and bagels.²



² <https://www.statista.com/statistics/217561/number-of-quick-service-restaurant-franchise-establishments-in-the-us/>

Distribution of restaurant reservations in the U.S. 2019-2023, by time of day

In the United States in 2023, the highest share of restaurant reservations were made between 6pm and 7pm, with 23 percent of Yelp users making reservations in that timespan. Meanwhile, no restaurant reservations were made between 11pm and midnight in both 2019 and 2023.³

Leading methods of ordering takeout in the United States from 2022 to 2023

A 2023 survey found that the preferred method for ordering takeout in the United States was through a restaurant website and/or app, with 43 percent of respondents stating that this was the case. This figure remained unchanged from the previous year.⁴

Leading factors for an enjoyable dining experience in the United States as of September 2023

A 2023 survey determined that the top factor for having an enjoyable dining experience in the United States was spending time with family and friends, with 52 percent of respondents stating that this was the case. Meanwhile, only 14 percent of survey respondents ranked getting a meal quickly and easily as the most important factor.⁵

Favorite grilled foods in the United States in 2020

Steak was the favorite grilled food of roughly one third of Americans in 2020. When asked which grilled food they enjoy the most, 34 percent of the respondents to a widespread survey opted for the beef steak, with hamburgers and chicken completing the top three. The only non-meat food in the list, pineapple, ranked in seventh place.⁶

³ <https://www.statista.com/statistics/1447093/restaurant-reservations-by-time-of-day-us/>

⁴ <https://www.statista.com/statistics/1446855/top-methods-for-ordering-takeout-in-the-us/>

⁵ <https://www.statista.com/statistics/1446822/top-factors-for-an-enjoyable-dining-experience-in-the-us/>

⁶ <https://www.statista.com/statistics/1259864/us-favorite-grilled-foods/>

Market size of the Barbecue Restaurants in the US industry - 2024

The market size of the Barbecue Restaurants in the US industry in United States is \$4.9bn in 2024.

How many businesses are there in the Barbecue Restaurants in the US industry in 2024?

There are 15,450 businesses in the Barbecue Restaurants in the US industry in United States, which has grown at a CAGR of 1.9 % between 2019 and 2024.⁷

Market Problem & Solutions

The Problem

Inconsistent Quality and Flavor

One of the main problems customers face in the BBQ sector is inconsistent quality and flavor. BBQ is a dish that relies heavily on slow-cooked meats, precise seasoning, and attention to detail, which can be difficult for many establishments to maintain. Customers expect tender, juicy cuts with a rich, smoky flavor, but some BBQ joints fail to deliver consistently. This inconsistency in flavor can lead to disappointment, especially for repeat customers who have come to expect a certain standard. Variations in cooking methods or ingredient quality can result in meats that are overcooked, undercooked, or lacking the deep, smoky flavors that define great BBQ. The lack of attention to detail regularly makes it difficult to build a loyal customer base.

Lack of Variety in Menu Offerings

Many BBQ establishments focus on a narrow selection of meats and sides, which can limit their appeal to a broader customer base. Traditional BBQ often consists of staples like brisket, ribs, pulled pork, and sausage, but this can leave many consumers desiring more variety. Customers with different tastes, dietary restrictions, or preferences may find the menu options too limited, forcing them to go elsewhere for a more diverse dining experience. For example, vegetarians or people with specific dietary preferences may not have enough options at a typical BBQ restaurant.

⁷ <https://www.ibisworld.com/united-states/market-research-reports/barbecue-restaurants-industry/#:~:text=There%20are%2015%2C450%20businesses%20in,1.9%20%25%20between%202019%20and%202024.>

A lack of creative or fusion-style BBQ options, such as regional or global variations, can also prevent BBQ establishments from standing out in a crowded market.

Portion Inconsistency

Portion sizes at BBQ restaurants can be inconsistent, which causes frustration among customers. In a sector where customers often pay a premium for high-quality meats and sides, receiving an underwhelming portion can lead to dissatisfaction and negative reviews. On the other hand, overly large portions may lead to food wastage, which is both a waste of resources and a poor reflection of the restaurant's operations. Customers expect a certain value for their money, and inconsistencies in portion sizes can undermine their trust in the restaurant's ability to provide a reliable and enjoyable dining experience.

Overcooked or Undercooked Meats

The preparation of BBQ meats is an art that requires careful timing and expertise. Unfortunately, many BBQ restaurants fail to consistently get it right, leading to a wide range of customer complaints about overcooked or undercooked meats. Overcooked BBQ can result in dry, tough cuts, while undercooked meats can be unappetizing and even unsafe to eat. Both situations reflect poorly on the establishment, as customers expect perfectly cooked meats that are tender, juicy, and flavorful. This problem is particularly damaging because BBQ is so reliant on the quality of the meat itself, and failing to get it right can lead to long-lasting damage to the restaurant's reputation.

Limited Catering and Event Options

Catering for events is a lucrative revenue stream that many BBQ businesses fail to fully tap into. While BBQ is a popular choice for large gatherings, BBQ restaurants often lack sufficient catering options or the ability to customize their menu offerings for special events. This limits their ability to capture business from event planners, corporate gatherings, and weddings. Additionally, many BBQ establishments may not offer convenient delivery or on-site services, which can be a deterrent for customers seeking hassle-free catering solutions. Without these options, BBQ restaurants miss out on significant opportunities to expand their customer base and revenue streams.

Weak Brand Identity

A weak or undefined brand identity is a major problem in the BBQ sector. With so many BBQ joints competing for the same customers, it can be difficult for a restaurant to stand out if it lacks a clear brand image. Many BBQ businesses fail to establish a unique voice or story that resonates with customers, resulting in a generic and forgettable dining experience. Without a strong brand identity, it is challenging to build customer loyalty or generate word-of-mouth referrals. A compelling brand can differentiate a BBQ restaurant from its competitors and create an emotional connection with customers, leading to higher customer retention and a stronger market presence.

Lack of Convenient Ordering Options

In today's fast-paced world, customers increasingly expect convenience when it comes to dining options. BBQ restaurants that don't offer online ordering, delivery services, or takeout options risk losing customers who are looking for a quick and convenient meal. Many BBQ joints still rely on traditional in-house dining and walk-in customers, which limits their reach and accessibility. Customers who are busy or unable to dine in may be forced to choose other restaurants that offer more convenient ordering methods. Additionally, BBQ restaurants that fail to optimize their online ordering platforms may lose out on sales, especially if their website or mobile app is difficult to navigate or lacks key features like accurate menu descriptions and real-time order tracking. Without convenient ordering, BBQ businesses may miss out on a significant portion of potential customers.

Solution Offered

Consistent Quality and Flavor

To address the issue of inconsistent quality and flavor, MrBiggs BBQ will implement strict quality control procedures at every stage of food preparation. From sourcing locally grown, high-quality meats to employing expert pitmasters with extensive experience in slow-cooking techniques, we will ensure that every dish meets a high standard. Additionally, we will develop a set of detailed recipes for each BBQ offering, which will standardize cooking techniques and seasonings. For example, our brisket will be smoked for 12-14 hours using a set procedure to guarantee consistent tenderness and flavor every time. We will also conduct regular taste tests and customer feedback surveys to continuously refine our offerings and maintain high-quality standards. This will build customer trust and loyalty by providing them with a consistent dining experience each time they visit.

Expanded Menu Offerings

To tackle the problem of limited menu variety, MrBiggs BBQ will offer a diverse menu with both traditional BBQ options and innovative, fusion dishes. This will appeal to a broader customer base and accommodate dietary preferences. For instance, alongside our classic brisket and pulled pork, we will introduce BBQ tofu and jackfruit sandwiches for vegetarians, and unique regional BBQ options like Caribbean jerk chicken or Korean BBQ short ribs for those looking for a more adventurous twist. Additionally, we will offer healthier side options such as roasted vegetables and quinoa salad, ensuring that our menu appeals to health-conscious customers as well. By diversifying our offerings, we'll cater to different tastes and dietary needs, ensuring that all customers have something they can enjoy.

Standardized Portion Sizes

To address the issue of portion inconsistencies, we will develop a clear portioning system for both dine-in and takeout orders. By standardizing our serving sizes for all dishes, we will ensure that customers receive the right amount of food each time, providing value for money and reducing food waste. For example, our BBQ plates will always be served with a set amount of meat (e.g., 6 oz of brisket, 2 ribs, or 1 smoked chicken quarter) and a defined portion of sides. We will also introduce “combo” plates, which allow customers to customize their meals with different proteins and sides, but the portion sizes will be clearly defined. This standardized approach will help maintain consistency in our pricing and the overall customer experience.

Perfectly Cooked Meats Every Time

To ensure that meats are never overcooked or undercooked, MrBiggs BBQ will invest in state-of-the-art BBQ equipment and use digital meat thermometers to monitor cooking times and temperatures precisely. Our pitmasters will also be trained in the use of these tools and the traditional art of smoking meats, ensuring that each piece is cooked to perfection. For instance, our ribs will be cooked at a steady temperature for 4-6 hours, and we will use a meat thermometer to ensure the internal temperature reaches the optimal level for tenderness and flavor. We will also implement a ‘quality checkpoint’ system, where each cooked item is inspected before serving to guarantee it meets our standards. If necessary, we will make adjustments to cooking times and temperatures based on customer feedback to continuously improve our meat preparation methods.

Enhanced Catering Services

To tap into the catering market, MrBiggs BBQ will offer tailored catering packages designed to meet the needs of different events. We will provide options for both large corporate gatherings and intimate family celebrations, offering customizable menus that allow clients to choose their favorite BBQ items. For example, a corporate catering package could include a selection of meats like brisket, pulled pork, and smoked chicken, along with sides like potato salad and mac & cheese, while a wedding catering package could feature premium offerings like smoked ribs and gourmet sides. Additionally, we will provide delivery, setup, and on-site service for larger events, ensuring a hassle-free experience for customers. By promoting our catering services through partnerships with event planners and businesses, we will expand our revenue streams and increase our customer base beyond just in-house dining.

Strong Brand Identity

To address the issue of a weak brand identity, MrBiggs BBQ will focus on developing a strong and memorable brand that emphasizes authenticity, quality, and a passion for BBQ. Our branding will highlight the traditional techniques used in our cooking process, as well as the innovative flavors that set us apart. We will use consistent visual elements such as a distinctive logo, a warm color palette that reflects the BBQ experience, and a unique tagline that captures our essence. We

will also share the story behind our BBQ tradition and the passion that goes into every dish through our website, social media channels, and in-store decor. By creating a brand that tells a compelling story, we will connect with customers on a deeper level and build a loyal following.

Convenient Ordering Options

To make the ordering process more convenient for customers, MrBiggs BBQ will implement an easy-to-use online ordering system that supports both takeout and delivery services. Our website and mobile app will allow customers to browse our menu, customize their orders, and schedule deliveries or pick-ups at their convenience. Additionally, we will partner with delivery platforms like Uber Eats, DoorDash, and Grubhub to reach a wider audience. For customers who prefer to dine in, we will offer efficient call-ahead orders, where customers can pre-order their meals for quick pickup during peak hours. This will ensure that customers can enjoy our BBQ, whether they are dining in, ordering takeout, or hosting an event, providing maximum convenience and accessibility.

Products & Services Offered

Products Offered

BBQ Meats

At MrBiggs BBQ, we pride ourselves on offering a wide range of expertly smoked meats that are slow-cooked to perfection. Our signature BBQ offerings include tender, juicy brisket, fall-off-the-bone ribs, and succulent pulled pork, all prepared using traditional smoking techniques that guarantee rich, smoky flavors. We also offer smoked chicken, sausage, and lamb for customers who enjoy diverse options. Each dish is seasoned with a blend of our proprietary rubs and smoked to ensure consistency in taste, making our BBQ meats the centerpiece of our menu. Whether served as part of a platter or in sandwiches, our BBQ meats provide a mouthwatering experience that keeps customers coming back.

Sides and Salads

Complementing our BBQ meats, MrBiggs BBQ offers an array of flavorful sides and salads designed to balance the richness of our smoked dishes. Our sides include classics such as creamy mac and cheese, tangy coleslaw, and hearty baked beans, as well as healthier options like roasted vegetables, quinoa salad, and grilled corn on the cob. These sides are carefully prepared to enhance the BBQ experience and offer variety to suit different tastes and dietary preferences. Our commitment to freshness ensures that every side is made from scratch, offering customers not only great flavor but also a wholesome addition to their meals.

BBQ Sandwiches and Combos

For customers looking for a quick and satisfying meal, we offer a range of BBQ sandwiches and combo plates. Our sandwiches feature our signature smoked meats piled high on soft, freshly baked buns, complemented by a selection of homemade sauces and toppings. Popular options include the brisket sandwich with pickles and a tangy BBQ sauce or the pulled pork sandwich with slaw. For those looking to customize their meal, our combo plates allow guests to mix and match their favorite meats with sides, creating a personalized BBQ experience. This flexibility appeals to both traditional BBQ lovers and those seeking new flavor combinations.

Vegetarian and Vegan Options

Recognizing the growing demand for plant-based options, MrBiggs BBQ offers a selection of vegetarian and vegan BBQ dishes that mirror the bold flavors of our traditional meats. Our BBQ tofu and jackfruit sandwiches provide the same satisfying textures and smoky flavors as our meat options, while still being fully plant-based. Additionally, we offer vegan-friendly sides like roasted vegetables and quinoa salad, ensuring that everyone, regardless of dietary preferences, can enjoy a delicious BBQ experience. These offerings will help us cater to a wider audience, including those seeking plant-based alternatives without sacrificing flavor.

Catering Services

MrBiggs BBQ provides customizable catering services for events of all sizes, from intimate gatherings to large corporate functions. Our catering packages feature a variety of BBQ meats, sides, and desserts, tailored to meet the specific needs of each event. Whether it's a backyard barbecue, a corporate lunch, or a wedding reception, we ensure that every dish is prepared and presented with the same care and attention to detail as our in-house menu. We offer both delivery and full-service catering, including on-site grilling and serving for a truly immersive BBQ experience. This service allows us to expand our revenue streams and reach new customers through private events, further establishing MrBiggs BBQ as a community favorite.

Online Ordering and Delivery

To cater to the convenience of our busy customers, MrBiggs BBQ offers an online ordering system through our website and mobile app, allowing customers to easily place orders for both takeout and delivery. Our platform provides an intuitive menu interface, where customers can browse our BBQ offerings, customize their orders, and select their preferred delivery or pickup times. By partnering with third-party delivery services like Uber Eats, DoorDash, and Grubhub, we ensure that our high-quality BBQ can be enjoyed from the comfort of customers' homes or offices. This service makes enjoying MrBiggs BBQ convenient and accessible, offering flexibility for customers who prefer to dine on the go.

Unique Sauces and Seasonings

One of the key features of MrBiggs BBQ is our proprietary range of sauces and seasonings that elevate the flavors of our meats and sides. We offer a variety of homemade BBQ sauces, including traditional, spicy, sweet, and tangy flavors, allowing customers to customize their meals according to their preferences. Additionally, we provide our signature dry rubs, which are used to season our meats during the smoking process, giving each dish its unique flavor profile. These sauces and seasonings are available for purchase in-store and online, enabling customers to take home a piece of the MrBiggs BBQ experience and recreate it in their kitchens.

Merchandise

As part of building a strong brand identity, MrBiggs BBQ offers a selection of merchandise, including branded t-shirts, hats, and aprons. These items not only promote our brand but also allow loyal customers to show their support for our BBQ. Our merchandise is designed with eye-catching graphics that reflect the spirit of our restaurant—fun, bold, and unapologetically BBQ-centric. These products will be available for sale both in-store and online, providing an additional revenue stream while helping to further establish our presence in the community.

Quality Control

At MrBiggs BBQ, maintaining the highest quality standards is a core priority. To achieve this, we will implement a comprehensive quality control process at every stage of our operations, from sourcing ingredients to food preparation, cooking, and final service.

Sourcing High-Quality Ingredients: We will establish strong relationships with trusted local suppliers who provide high-quality, fresh meats and produce. For example, we will source our brisket from local farms known for their sustainable practices and quality cattle. This ensures that we start with the best ingredients, which is crucial for achieving the rich flavors and tender textures our customers expect.

Standardized Recipes and Cooking Techniques: We will develop detailed, standardized recipes for all menu items to ensure consistency in flavor and presentation. This includes specific instructions on seasoning, cooking times, and techniques for each dish. For instance, our brisket will be smoked for 12-14 hours using a specific method that ensures it is always tender and flavorful. All pitmasters will be trained on these recipes and will follow them to the letter, ensuring that each dish meets our high standards every time it's prepared.

Employee Training and Monitoring: We will invest in comprehensive training for all employees, especially our kitchen staff, to ensure they understand and follow the quality control standards set by the company. This training will include everything from food safety and hygiene

to mastering BBQ techniques. For example, our pitmasters will receive ongoing training on how to monitor meat temperatures using digital thermometers, ensuring meats like ribs and chicken are cooked to the optimal temperature for flavor and tenderness. We will also conduct regular performance evaluations and in-house testing to ensure employees are adhering to these standards.

Regular Taste Tests and Customer Feedback: To continuously assess and improve our food quality, we will implement a system of regular taste tests conducted by both internal staff and external taste testers. Additionally, we will actively seek customer feedback through surveys, online reviews, and direct interaction. For instance, if customers report that a particular dish isn't as flavorful as it was previously, we will immediately review the recipe, seasoning, and cooking process to identify any inconsistencies. By listening to our customers and making adjustments based on their feedback, we ensure that we consistently meet their expectations.

Visual and Sensory Checks: Our food will be subjected to regular visual inspections before serving to ensure that every dish is presented at the highest standard. For example, every plate of BBQ ribs will be checked for the right amount of char and glaze, while sides like coleslaw and mac and cheese will be inspected for the right texture and freshness. By integrating these sensory checks into our daily operations, we ensure that each dish served is visually appealing and of excellent quality.

Post-Service Monitoring: After the food is served, we will continue to monitor customer satisfaction by engaging with customers directly and tracking reviews. Any complaints or concerns will be addressed promptly, and we will work to resolve issues quickly to maintain customer loyalty. For example, if a customer expresses dissatisfaction with the tenderness of the brisket, we will investigate the cooking process and make adjustments as needed to ensure that the issue is resolved and does not happen again.

Customers Overview

Target Audience

Customer Segment	Description	Needs/Preferences	Key Demographics
Local BBQ Enthusiasts	Regular patrons who are passionate about BBQ, local food culture, and crave high-quality BBQ experiences.	Consistent quality, flavorful BBQ, and a variety of meat options. Enjoys a casual, fun dining experience.	Age 25-45, both male and female, families and singles, predominantly local residents.
Health-Conscious Consumers	Customers seeking healthier BBQ options, including lean meats or vegetarian BBQ alternatives.	Healthier, lighter BBQ options, like grilled chicken, vegetables, and tofu/plant-based options.	Age 20-40, fitness enthusiasts, individuals looking for healthier alternatives.
Vegetarians/Vegans	Customers who do not consume meat but enjoy BBQ flavors in plant-based dishes like BBQ jackfruit and tofu.	Vegan/vegetarian BBQ alternatives, flavorful and satisfying plant-based dishes.	Age 18-35, socially conscious consumers, and those with dietary preferences.
Families and Groups	Families and large groups looking for a fun, hearty meal that caters to various tastes and ages.	Family-sized portions, kid-friendly menu items, affordable pricing, and quick service.	Families with children, multi-generational groups, social gatherings.
Corporate Clients	Businesses looking to cater events like meetings, conferences, and corporate lunches.	Convenient, large-scale catering options with diverse menu offerings for various dietary needs.	Age 30-50, business professionals, HR and event managers, local businesses.
Event Planners	Planners organizing events such as weddings,	Customizable catering packages, premium BBQ offerings, and reliable	Event coordinators, wedding planners, local venues, and private event hosts.

	parties, or large celebrations.	delivery and setup services.	
Tourists and Visitors	Tourists visiting the area who are interested in local cuisine and authentic BBQ experiences.	Local flavor, authentic BBQ experience, quick service, and easy-to-find location.	Tourists visiting the local area, especially those looking for authentic culinary experiences.
BBQ Connoisseurs	Dedicated BBQ lovers who are highly discerning about quality, flavor, and the smoking process.	Expertise in BBQ preparation, high-quality cuts, authentic slow-cooking techniques, and specialized flavors.	Age 30-50, BBQ enthusiasts, foodie culture, individuals with a deep appreciation for culinary traditions.

Customer Demographics

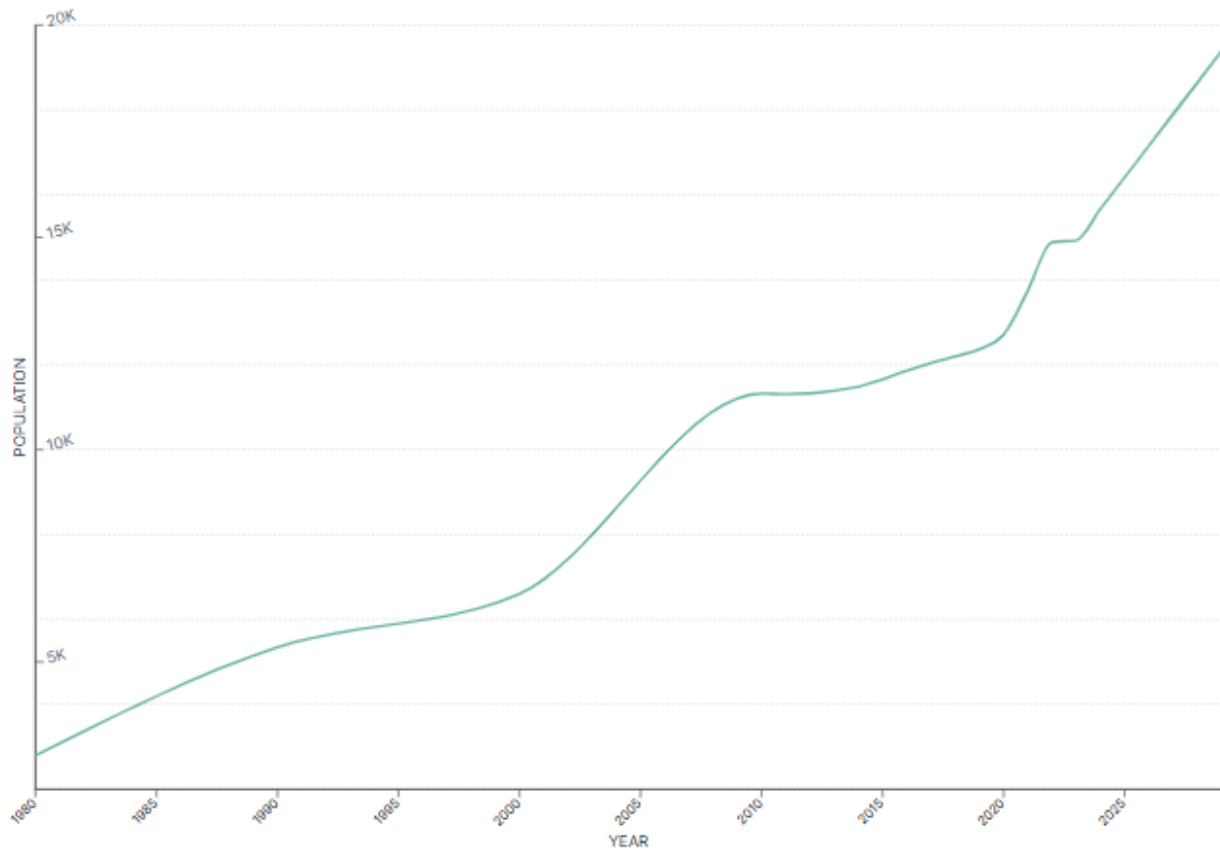
Population

Orange City is a city located in Volusia County Florida. Orange City has a 2024 population of 15,670. Orange City is currently growing at a rate of 4.97% annually and its population has increased by 23.38% since the most recent census, which recorded a population of 12,701 in 2020.⁸

⁸ <https://worldpopulationreview.com/us-cities/florida/orange-city>

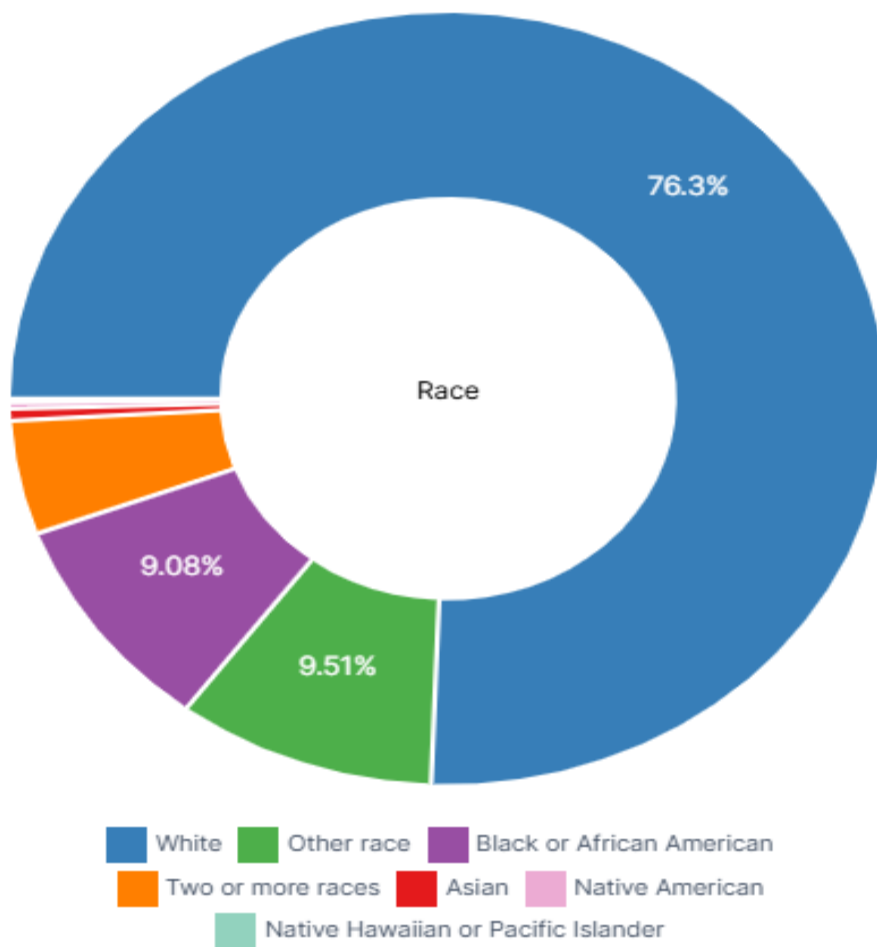
Orange City, Florida Population 2024

15,670



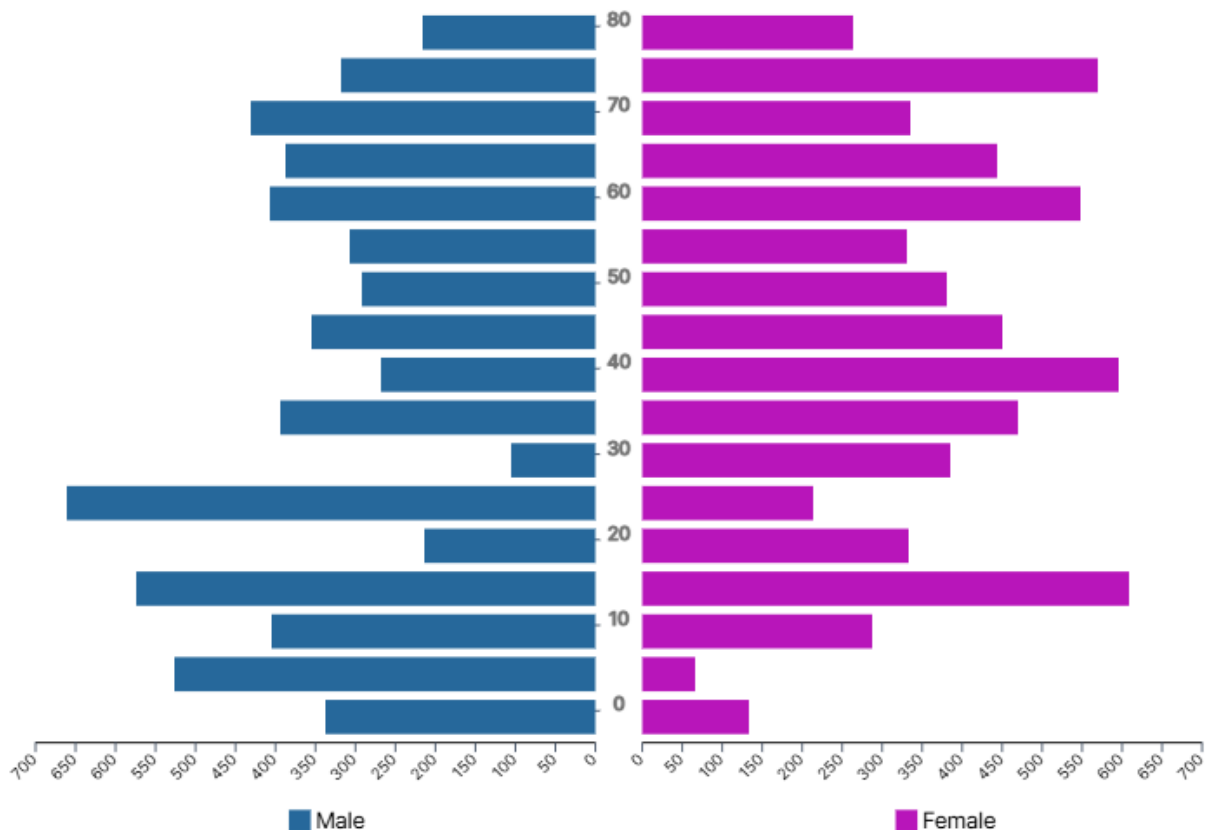
Racial Group

Orange City, Florida, has a diverse demographic composition, with the majority of its population identifying as White, making up 76.3% of the residents. The city also includes a significant representation of other racial and ethnic groups, with 9.51% identifying as of another race and 9.08% as Black or African American. Additionally, 4.66% of the population identify as belonging to two or more races, while smaller percentages include Asian residents at 0.34%, Native Americans at 0.1%, and no reported representation of Native Hawaiian or Pacific Islander individuals. This demographic diversity reflects the community's cultural blend, which can influence local businesses and social interactions.



Age and Gender Pyramid

Orange City, Florida, has a median age of 45.2, reflecting a population that skews slightly older than the national average. The median age for females is higher at 48.3 compared to 39.9 for males. The city is home to 10,681 adults, including 3,606 seniors, highlighting a significant proportion of older residents. The overall age dependency ratio is 87.3, with an old-age dependency ratio of 51, indicating a substantial reliance on the working-age population to support senior residents. The child dependency ratio is lower at 36.4. Orange City also has a slightly higher proportion of females (51.77%) compared to males (48.23%), contributing to its demographic balance. These statistics provide valuable insights into the community's age structure and gender distribution, influencing social and economic dynamics.



Competitors’ Analysis

Key Competitors

	Rating	Average Price	Service Type	Address
Sonny's BBQs	4.3	\$10–20	Barbecue restaurant	1024 Saxon Blvd, Orange City, FL 32763, United States
Lelo's BBQ	4.6	\$10–20	Puerto Rican restaurant	1270 Saxon Blvd #103, Orange City, FL 32763, United States
Colt's Pig Stand	4.3	\$10–20	Barbecue restaurant	1340 Saxon Blvd, Orange City, FL 32763, United States

Sonny's BBQ

Sonny's BBQ is a well-known barbecue restaurant chain specializing in slow-smoked meats, including brisket, pulled pork, ribs, and chicken, smoked in-house daily over oak wood. Signature dishes include the Sonny's Sampler, BBQ Pork Egg Rolls, and the Sweet Carolina sandwich.

Lelo's BBQ

Lelo's BBQ is a counter-serve restaurant known for its Boricua-style rotisserie chicken, mofongo, and other traditional Puerto Rican dishes. The establishment offers homestyle cooking in a casual setting, appealing to those seeking authentic Puerto Rican flavors. Despite its culinary reputation, customer reviews reveal significant shortcomings in service and policies, which may impact its appeal to diners.

Colt's Pig Stand

Colt's Pig Stand operates three locations in New Smyrna Beach, Orange City, and Ormond Beach, offering smoky barbecue options in a casual dining atmosphere. Despite its long-standing presence in the region, recent customer reviews highlight numerous issues related to food quality, service, and overall experience. These complaints expose vulnerabilities that can be capitalized upon by competitors who focus on consistency and customer satisfaction.

Competitive Features

	Offer BBQ	Catering	Branded merchandise	Homemade sides
Sonny's BBQ	✓	✓	✗	✗
Lelo's BBQ	✓	✓	✗	✗
Colt's Pig Stand	✓	✓	✗	✗
Mr Biggs BBQ	✓	✓	✓	✓

Competitors' Weaknesses

Sonny's BBQ

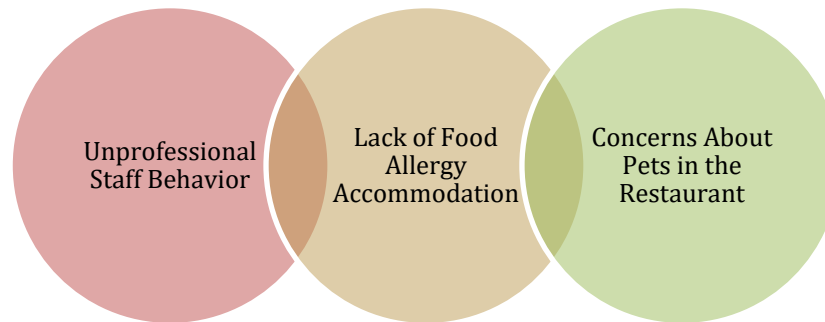
Customers frequently complain about excessively long wait times for their meals, with delays of 40-45 minutes being common. Food is often served lukewarm or cold, and even replacements are reported to be in similar conditions. These delays and food quality issues diminish the dining experience, leaving patrons dissatisfied. A reviewer mentioned that while a neighboring table was offered a complimentary appetizer due to long wait times, they did not receive any similar consideration despite experiencing the same delays. This inconsistency in service adds to customer frustration. One particularly concerning review reported an incident where a pregnant woman found a ball of plastic in her sandwich. The manager's response, which was limited to offering to remove the item from the bill rather than replacing the food, was deemed unacceptable by the customer. A customer with food allergies recounted a distressing experience where staff refused to accommodate their request for plain pulled pork, despite this being a routine request at other locations. The lack of sensitivity and flexibility left the customer feeling embarrassed and unwelcome. Several reviews highlight a lack of empathy or proactive problem-solving from staff and management when issues arise. This includes failure to offer timely resolutions or compensations, which exacerbates customer dissatisfaction.



Lelo's BBQ

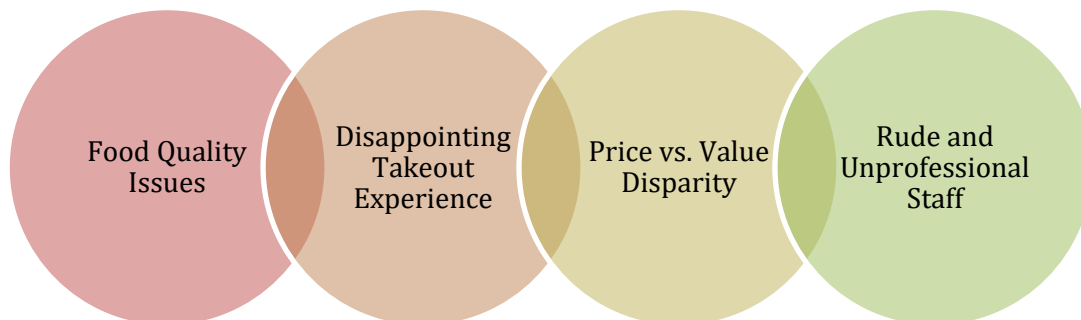
A customer described a rude interaction with a staff member wearing clear pink eyeglasses. The employee was reportedly disinterested, dismissive, and more focused on personal conversations than on providing professional service. This experience left the customer feeling undervalued and reluctant to return, despite commending another staff member for their kindness. Suggestions for improvement include customer service and diversity training for staff. Another customer interested in catering faced significant challenges when attempting to obtain information about ingredients and allergy accommodations. Staff were unwilling or unable to answer questions about the type of oil used or other allergens, stating, "it's a kitchen thing." The refusal to provide information or accommodate allergies was labeled as "bad for business," alienating customers with dietary restrictions. A customer expressed discomfort over non-service dogs being allowed inside the

establishment, especially given the open display of food. The reviewer noted that the presence of pets in a food service area could pose health concerns and urged the restaurant to revise its policies.

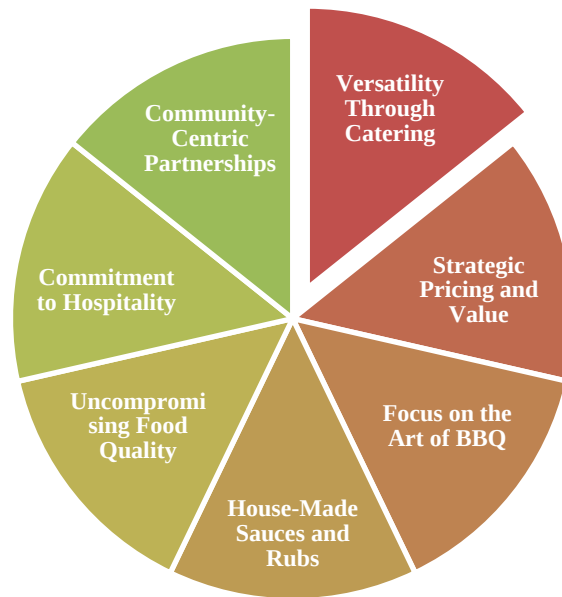


Colt's Pig Stand

A customer's first-time experience was ruined by receiving the wrong order. While the sandwiches were eventually replaced, the meat was described as "super dry" and "severely overcooked." The reviewer concluded the experience by labeling the food as "trash" and vowed never to return. Another reviewer received raw, bloody chicken, a serious health hazard that suggests poor food preparation and a lack of quality control. The customer noted this as evidence of inattentive staff and careless cooking. Takeout orders reportedly suffer from poor packaging. Fried pickles and onion rings were served in Styrofoam containers, leading to diminished quality. A customer's cheeseburger ordered well-done was served undercooked and "pink throughout," raising food safety concerns. During Bike Week, customers felt prices were inflated without a corresponding improvement in food quality. One reviewer paid over \$21 for a meal and a drink, only to receive dry chicken, mediocre sausage, cold garlic toast, and average sides. The perception of price gouging coupled with subpar food has deterred repeat customers. A recurring theme in reviews is the poor attitude of staff members. One server was described as "nasty and rude," leaving customers questioning the restaurant's commitment to hospitality. Another customer was frustrated by the lack of attention to their concerns and the general disinterest shown by employees in resolving issues.



Competitive Advantage



At **MrBiggs BBQ**, we distinguish ourselves from the competition by prioritizing quality, authenticity, and exceptional customer service, ensuring an unrivaled BBQ dining experience for our customers.

Unlike some competitors who struggle with consistency and preparation, MrBiggs BBQ specializes in slow-smoked meats and scratch-made sides that highlight freshness and flavor. Every brisket, rib, and pulled pork plate is carefully crafted using time-honored techniques and locally sourced ingredients, ensuring a tender and flavorful bite every time.

Our proprietary sauces and dry rubs are unique to MrBiggs BBQ and represent the heart of our flavor profile. These recipes offer customers the chance to experience something they can't find at other BBQ joints, creating a memorable and exclusive dining experience.

Where competitors often falter with unprofessional service or rude staff interactions, MrBiggs BBQ prides itself on warm, friendly, and attentive customer service. Our team is trained to prioritize satisfaction, from greeting customers with a smile to quickly resolving concerns, ensuring a welcoming atmosphere for all.

While some BBQ spots primarily focus on dine-in or takeout, MrBiggs BBQ expands its reach by offering comprehensive catering services for events of all sizes. Our tailored packages cater to

private parties, corporate events, and festivals, providing high-quality BBQ and sides that elevate any gathering.

At MrBiggs BBQ, we treat barbecue as a craft, blending traditional methods with innovative flavors to create a product that speaks to both BBQ purists and those seeking a modern twist. This dual focus sets us apart in a market that often leans heavily toward one approach or the other.

We offer exceptional value without cutting corners, ensuring our customers feel they are getting more for their money. Unlike competitors who may increase prices during peak seasons without improving quality, MrBiggs BBQ maintains fair, transparent pricing year-round, coupled with loyalty incentives and first-time promotions to build lasting relationships.

Through collaborations with local breweries, farmers' markets, and community events, MrBiggs BBQ embeds itself in the local culture. These partnerships not only strengthen our brand but also connect us to the values and interests of our target audience.

We recognize growing demands for artisanal BBQ, unique flavor profiles, and premium takeout options. By addressing these trends head-on, MrBiggs BBQ positions itself as a forward-thinking leader in the local BBQ scene, filling gaps that competitors have overlooked.

Business Operations

Staffing Plan

Position	Number of Staff Needed	Key Duties and Responsibilities
BBQ Pitmaster	1	- Prepare and manage BBQ meats using slow-cooking and smoking techniques. - Maintain equipment and ensure food quality. - Develop and refine BBQ recipes and rubs.
Kitchen Assistants & Prep Cooks	3	- Assist in food preparation, including chopping, marinating, and assembling dishes. - Maintain cleanliness of kitchen areas. - Support Pitmaster with cooking and plating.
Front-of-House Staff	2-3	- Greet and serve customers with a friendly and professional demeanor. - Take orders (dine-in and takeout) and ensure accuracy. - Maintain cleanliness and order in dining and customer-facing areas.

Marketing & Catering Coordinator	1	- Plan and execute marketing campaigns, including social media and local partnerships. - Coordinate catering events, including menu planning and logistics. - Handle customer inquiries related to marketing and catering services.
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Hiring Strategy

Identifying the Right Talent

To ensure we hire staff who align with MrBiggs BBQ's mission of delivering exceptional BBQ and memorable customer experiences, we will prioritize candidates with relevant experience and a passion for high-quality food service. For key roles like the BBQ Pitmaster, we will target professionals with expertise in traditional BBQ techniques and a track record of consistency in food preparation. Kitchen assistants and front-of-house staff will be evaluated on their teamwork, efficiency, and customer service skills. The Marketing and Catering Coordinator will need proven experience in marketing and event management, preferably within the food and beverage industry.

Execution Plan:

- Partner with local culinary schools and hospitality programs to source skilled candidates.
- Advertise on job boards such as Indeed, LinkedIn, and industry-specific platforms.
- Attend local food and beverage job fairs to network and find passionate individuals.

Leveraging Employee Referrals

Employee referrals can provide access to candidates with proven track records and shared values. Staff who refer candidates often recommend individuals who will fit well with the team and the work culture.

Execution Plan:

- Create an incentive program offering rewards for successful employee referrals.
- Encourage current team members to share job postings within their networks.
- Implement a clear process for referral submissions, including tracking and acknowledgment.

Conducting Comprehensive Interviews and Trials

The hiring process will include a combination of interviews, skills assessments, and trial shifts to evaluate technical skills and cultural fit. For example, the BBQ Pitmaster will be required to demonstrate their smoking and grilling techniques, while front-of-house staff will participate in role-play scenarios.

Execution Plan:

- Develop role-specific interview questions and practical tests to assess skills.
- Use a panel interview approach to gain diverse perspectives on each candidate.
- Schedule paid trial shifts for shortlisted candidates to evaluate their performance in a real-time setting.

Promoting the Role of Social Media and Local Networks

Social media platforms provide an excellent opportunity to attract candidates who are enthusiastic about the food and hospitality industry. By showcasing our brand values and highlighting job openings, we can draw in talent aligned with our vision.

Execution Plan:

- Share visually appealing posts on Instagram, Facebook, and LinkedIn about job openings and our work culture.
- Engage with followers and respond promptly to inquiries.
- Collaborate with local influencers or food bloggers to amplify visibility.

Providing Competitive Compensation and Growth Opportunities

Offering fair wages, benefits, and career growth opportunities is crucial to attracting top talent. Highlighting perks such as skill development programs, team-building activities, and performance-based incentives will help us stand out as an employer.

Execution Plan:

- Benchmark salaries against industry standards and ensure our packages are competitive.
- Develop a clear growth path, with training programs for all roles to enhance skills and promote internal promotions.
- Communicate opportunities for professional growth during the recruitment process.

Risk Management

Risk	Impact	Likelihood	Mitigation Strategy	Responsible Party	Monitoring & Review
1. Supply Chain Disruptions	Delay in receiving quality ingredients; affects food quality and operations	Medium	- Establish relationships with multiple suppliers for each key ingredient. - Maintain a buffer stock of non-perishable items. - Use local suppliers for perishable goods.	Kitchen Manager, Supply Chain Coordinator	Monthly supplier performance reviews and inventory audits.
2. Food Safety Incidents	Health risks, loss of customer trust, potential legal ramifications	Low	- Implement strict food safety and hygiene protocols. - Regularly train staff on safe food handling practices. - Conduct frequent inspections and audits.	BBQ Pitmaster, Kitchen Manager	Weekly kitchen audits and regular team briefings on safety practices.
3. Equipment Failure	Disruption in operations, reduced quality, potential delays	Medium	- Schedule regular maintenance for all key kitchen equipment. - Invest in backup equipment for critical items. - Train staff to troubleshoot basic issues.	Kitchen Manager, Operations Manager	Bi-monthly equipment checks and annual servicing.
4. Employee Turnover	Increased recruitment	High	- Develop a competitive	HR Manager,	Quarterly employee

	and training costs, loss of experienced staff		compensation package with growth opportunities. - Implement employee recognition programs to boost morale. - Create a positive work culture.	Operations Manager	satisfaction surveys and performance reviews.
5. Negative Customer Reviews	Damage to reputation, loss of customers	Medium	- Address customer complaints promptly and professionally. - Monitor reviews on social media and review sites. - Implement loyalty programs to retain customers.	Marketing Coordinator, Operations Manager	Monitor reviews weekly and respond within 24 hours.
6. Health and Safety Accidents	Injuries or accidents affecting staff and customers	Low	- Provide comprehensive health and safety training for all staff. - Keep first aid kits and fire extinguishers readily available. - Implement safety protocols.	Operations Manager, HR Manager	Monthly safety meetings and regular safety drills.
7. Unforeseen Economic Downturns	Decreased consumer spending, affecting sales	Low	- Implement cost-saving measures during slow periods.	CEO, Marketing Manager	Monthly financial review and adjusting strategies based on

			- Diversify revenue streams by focusing on catering and online orders. - Develop promotional campaigns to boost sales.		market trends.
8. Legal and Compliance Risks	Fines or legal action for non-compliance with food safety or labor laws	Low	- Keep updated with local, state, and federal regulations. - Hire legal advisors for compliance checks. - Regular training for staff on compliance standards.	CEO, HR Manager	Annual legal audits and employee compliance training sessions.
9. Competition from Established BBQ Restaurants	Potential loss of market share	High	- Differentiate with unique BBQ flavors and signature sauces. - Provide excellent customer service and community engagement. - Offer competitive pricing and loyalty programs.	Marketing Manager, CEO	Monthly market research and competitor analysis.
10. Poor Cash Flow Management	Financial instability, inability to pay vendors or employees	Medium	- Implement a detailed financial plan and budget. - Regularly monitor cash	CFO, Operations Manager	Weekly financial reporting and quarterly budget reviews.

			flow and expenses. - Set up an emergency fund for unexpected expenses.		
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Operational Hours

Day	Service Hours
Wednesday	11:00 AM - 9:00 PM
Thursday	11:00 AM - 9:00 PM
Friday	11:00 AM - 10:00 PM (Extended)
Saturday	11:00 AM - 10:00 PM (Extended)
Sunday	11:00 AM - 9:00 PM
Monday	Closed
Tuesday	Closed

Note: Extended hours on Friday and Saturday for late-night dining options.

Pricing Strategy

MrBiggs BBQ offers a competitive and straightforward pricing structure that caters to a variety of customer needs. Our menu features affordable options starting from \$6 for small plates and sides, with main BBQ dishes priced between \$12-\$20 depending on the portion size and protein choice. Combo plates, which allow customers to customize their meal with different proteins and sides, are priced from \$15 to \$25. Special items, such as premium meats or catering packages, are available at a higher price point, ranging from \$30 to \$60. We also offer special deals and discounts for large group orders and catering services. Our pricing reflects the high-quality ingredients, expert cooking techniques, and dedication to providing an authentic BBQ experience, ensuring value for money.

Key Partners and Suppliers

At MrBiggs BBQ, we understand that the foundation of great BBQ starts with high-quality ingredients. To ensure the freshest and most flavorful dishes, we will partner with local meat and produce suppliers who share our commitment to quality. By sourcing locally, we not only support the community but also ensure that our meats, vegetables, and other ingredients are delivered fresh, allowing us to create consistently outstanding BBQs. Our meat suppliers will provide us with premium cuts of beef, pork, chicken, and other BBQ staples, while our produce suppliers will deliver fresh, seasonal vegetables to complement our dishes. We will foster strong, long-term relationships with these suppliers to guarantee reliability, fair pricing, and access to the best ingredients. This local sourcing strategy will enable us to create a menu that reflects the flavors of our region while maintaining a high standard of quality that our customers can trust. Additionally, we will look for partners who share our values of sustainability, ensuring that our operations have a positive impact on both the environment and the community.

To retain our key partners and suppliers, MrBiggs BBQ will focus on building strong, long-term relationships based on trust, open communication, and mutual benefits. Here is our plan to ensure successful retention and partnership growth:

Fostering Strong Relationships

We will regularly engage with our suppliers through meetings, check-ins, and collaborative discussions to ensure alignment on quality expectations, delivery schedules, and any changes in demand. This communication will help us address issues proactively and avoid any misunderstandings. For example, if we anticipate a high-demand season, we will notify our suppliers in advance to secure the necessary stock, ensuring they are prepared to meet our needs.

Transparency and Fair Pricing

To maintain a fair and equitable partnership, we will work with suppliers to negotiate transparent pricing structures that are mutually beneficial. We'll ensure that any cost increases (such as during seasonal changes) are communicated clearly, and in return, we will honor long-term contracts to provide stability for both parties. This will show our suppliers that we value their efforts, and are committed to their success as much as our own.

Loyalty Programs and Incentives

We will implement a rewards system for our key suppliers, offering incentives for meeting delivery schedules, providing high-quality products consistently, or offering seasonal promotions. For instance, if a supplier consistently meets or exceeds quality standards, we could offer them a guaranteed contract extension or provide more significant business opportunities in future seasons.

Collaborative Growth

We will seek opportunities for joint marketing and growth with our suppliers. For example, we can feature them on our menu or in social media posts to highlight the quality of the ingredients they provide, helping to promote their brands alongside ours. This kind of exposure benefits both parties, as customers see the strong relationships we maintain with trusted local suppliers, further solidifying their confidence in our offerings.

Problem Resolution and Flexibility

In case of any supply disruptions, we will be proactive in resolving any issues. By maintaining flexibility in our supply chain, we can help our partners overcome challenges together. Whether it's a delivery delay or an unforeseen change in product availability, we will work with our suppliers to find immediate solutions. Our goal is to build a reputation as a responsive, understanding partner who can weather challenges together.

SWOT Analysis

Strengths:

1. **High-Quality Offerings:** Our focus on using locally sourced, high-quality meats and traditional slow-cooking methods ensures a premium BBQ experience.
2. **Experienced Pitmasters:** Our expert pitmasters bring years of experience and a passion for BBQ, ensuring consistent quality in every dish.
3. **Diverse Menu:** The menu includes classic BBQ items and innovative fusion options, catering to a broad range of tastes and dietary preferences.
4. **Strong Customer Service:** Our front-of-house team is trained to provide excellent customer service, creating a welcoming and enjoyable dining experience.
5. **Catering Services:** The introduction of customized catering packages for events offers an additional revenue stream and helps expand our market reach.

Weaknesses:

1. **New Brand:** As a new player in the market, we face the challenge of building brand recognition and customer trust.
2. **Limited Operating Hours:** Our current operational schedule may restrict the ability to attract customers outside of lunch and dinner times, especially during weekdays.

3. **Dependency on Local Sourcing:** While sourcing locally is a strength, it also makes us vulnerable to fluctuations in ingredient availability and pricing.
4. **Initial Investment:** High upfront costs in setting up quality equipment, hiring skilled staff, and marketing the brand could strain initial cash flow.

Opportunities:

1. **Catering and Corporate Events:** By expanding our catering services, we can tap into the corporate and event market, increasing our revenue streams and exposure.
2. **Growing Demand for BBQ:** The increasing popularity of BBQ food, especially in the local area, presents an opportunity to establish MrBiggs BBQ as the go-to spot for BBQ lovers.
3. **Online Ordering and Delivery:** By offering efficient online ordering and delivery services, we can attract busy customers who prefer dining at home or in the office.
4. **Health-Conscious Menu Options:** There is an opportunity to further expand our menu to include healthier BBQ options and vegetarian dishes, which cater to the growing demand for diverse dietary choices.

Threats:

1. **Intense Competition:** The BBQ sector is highly competitive, with both local and national brands offering similar products, making it challenging to differentiate ourselves.
2. **Economic Factors:** Economic downturns or changes in consumer spending habits could impact the frequency of dining out or catering event orders.
3. **Changing Consumer Preferences:** The rise of health-conscious eating could influence customer demand for traditional BBQ items, requiring menu adaptations.
4. **Supply Chain Disruptions:** Dependence on high-quality meats and other ingredients makes us vulnerable to supply chain disruptions, which could affect pricing and product availability.

Sales & Marketing Strategies

Social Media Marketing

To effectively market MrBiggs BBQ, we will utilize social media platforms such as Instagram, Facebook, and TikTok. These platforms are ideal for visually showcasing the deliciousness of our BBQ dishes and connecting with potential customers in a more personal way. Our strategy will include posting high-quality images and videos of our BBQ offerings, behind-the-scenes content featuring our pitmasters at work, and customer testimonials. We will also run targeted ads focusing on the local area and offer exclusive deals for followers, such as discounts or free items with certain purchases. For example, we could run a weekly “BBQ of the Week” campaign on Instagram, encouraging followers to share their favorite dishes for a chance to win a free meal. This will help build our brand presence online, attract new customers, and engage with the local community.

Local Partnerships

We will seek partnerships with local businesses, event planners, and community organizations to increase our visibility. For instance, collaborating with a nearby brewery to host “BBQ & Beer” nights or teaming up with a local farmer’s market to offer BBQ tastings can drive foot traffic to our restaurant. We will also sponsor local events such as festivals or charity functions, where we can provide catering services and get our name in front of a larger audience. These partnerships will not only expand our customer base but also position MrBiggs BBQ as an active member of the local community.

Influencer and Blogger Collaborations

We will partner with local food bloggers and influencers who specialize in food reviews and restaurant recommendations. These influencers will visit our restaurant, try our food, and share their experiences with their followers through posts, stories, or blog reviews. We could offer them a free meal in exchange for their honest opinion, or collaborate on special events where they can interact with our brand and promote our restaurant to their audience. This strategy will leverage the credibility and reach of influencers to spread the word about MrBiggs BBQ to a wider, food-enthusiastic audience. For example, we could collaborate with a local foodie influencer to host a “BBQ Tasting Night” where their followers can join for an exclusive tasting menu.

Loyalty and Referral Programs

Customer retention is key, so we will implement a loyalty program that rewards customers for repeat visits. For example, customers who make five purchases at MrBiggs BBQ can earn a free meal or a special discount. Additionally, a referral program will be introduced, where customers who refer a friend receive a discount or a free item on their next visit. This will encourage word-of-mouth marketing and reward our loyal customers for helping us grow our base. Such programs

incentivize customers to return and bring in new business, fostering a strong, loyal community around our restaurant.

Local SEO and Online Presence

A strong online presence is essential, so we will optimize our website and Google My Business profile for local SEO. This includes using keywords related to BBQ and our location, ensuring that we show up in local search results when potential customers search for BBQ restaurants in the area. We will also encourage customers to leave positive reviews on Google, Yelp, and other review sites, as these reviews can greatly influence new customers' decisions. Additionally, we will implement an easy-to-use online ordering system for takeout and delivery, making it more convenient for customers to enjoy our BBQ without leaving their homes. This will increase our visibility online and drive traffic to both our physical and digital storefronts.

Event Marketing and Catering

We will host and promote events such as BBQ cook-offs, "Meet the Pitmasters" nights, or live music events to draw in customers and create an engaging, fun atmosphere. These events will be promoted through social media, local event listings, and our website. Additionally, we will actively market our catering services to corporate clients, event planners, and individuals hosting special events like weddings or parties. Customizable catering packages will allow clients to choose from our best BBQ offerings, and we will emphasize the convenience and quality of our service. By marketing these catering packages through targeted email campaigns and direct partnerships with event coordinators, we can expand our customer base and generate additional revenue streams.

Promotional Discounts and Seasonal Offers

Offering limited-time promotions will attract new customers and keep existing ones coming back. For example, we can introduce special discounts during peak holiday seasons like Memorial Day or the Fourth of July, which are key BBQ holidays. We could also run "Happy Hour" deals on slow weekday afternoons to boost sales during quieter times. Offering combo meal deals, such as a discounted price on a family platter or a lunch special, will also entice customers looking for a more affordable option. These seasonal promotions and discounts will create urgency and excitement around our brand, encouraging customers to visit more frequently and try new menu items.