

Marketing plan is for food taxi marketing essay

[Business](#), [Marketing](#)



This marketing plan is for Food Taxi, located in the heart of Los Angeles, California. Food Taxi is a full service delivery company that caters to the needs of the busy working professional, college students, homemakers, and the elderly. Whether staying in for lunch or had a late day on the job, Food Taxi is a one stop delivery service to meet their needs. The marketing goal for Food Taxi is to offer a great alternative to dining out, without taking a step outside. Food Taxi hopes to educate the local restaurants and potential clientele of the benefits involved in using a food delivery service. Food Taxi will attempt to increase consumer awareness of their services through a variety of advertising, personal selling, sales promotions, public relations and direct communication.

The Company

Food Taxi's mission is to provide our busy and not so busy customers with quick and competitively priced delivery services so they can enjoy the things they crave. Food Taxi is a food delivery service that will pick up and deliver food to its customers. When ordering, there are three options available for the consumer to checkout, by phone, online via a website, and a smartphone app. Currently, Los Angeles does not have much competition in this food delivery service based market. This direct correlation makes it a very good opportunity to expand a virtually untouched market. Being that Los Angeles is a big city, there are various demographics that will fit into this business model. Elderly residents, business professionals, families, and even college and high school students can benefit from this type of service. For example, elderly residents don't always have the means necessary to drive to restaurants that they desire. Business professionals don't always have the

time to make meals due to a busy work schedule. Families may not want to cook dinner every night. College students and high school students can't always get up and go somewhere when they're writing a paper, or stranded on campus without a ride. At the end of the day, our time is valuable and almost everyone in Los Angeles will be able to relate to a service that Food Taxi offers. Food Taxi will allow people the ability to save time, enjoy their favorite meals, and devote their time to other activities they enjoy; all without stepping a foot outside. Food Taxi will have partnerships with localized restaurants, to bring the much needed and wanted food delivery service to the Los Angeles area. Food Taxi is affordable, dependable and timesaving.

SERVICE DESCRIPTION

Food Taxi is an interactive approach to a restaurant shopping experience. Since customers will be able to order online, without out leaving home, Food Taxi will encourage them to place orders through the online website or mobile app. All orders placed will be forwarded to Food Taxi specialists, who will then go and pickup and deliver the meals to its paying customers. With meal replacement plans and convenience foods, this is a very attractive approach for people on the go. Consumers can essentially buy various types of products online such as already prepared foods from neighboring restaurants, or have a pickup from the local deli. Food Taxi eliminates the need for the elderly to drive in highly populated areas, poor weather, and having to go through other obstacles just to order a meal. Families will no longer have to make something out of nothing, without going to the grocery store. Food Taxi will save time, and eliminate the need for a last minute

grocery store run. Students will no longer need to leave their dorms, campus to grab a decent meal. Business professionals will come home after a long day of work, and find their favorite meal ready for them to relax.

ENVIRONMENTAL ANALYSIS

Baby boomers (generation born between 1946-1964) have started to retire in 2011, and play a big role in the Social/Cultural Changes of this environmental analysis. As the population of Los Angeles ages, the demographics change, which means an ongoing need for a convince service such as Food Taxi. As more women enter the workforce, there is an apparent need for an " extra hand" with household tasks. Food Taxi will alleviate that need for an extra hand when it comes to preparing meals and doing dishes. As the economy struggles, business trends change in parallel. Food Taxi will need to be in a populated area where environmental changes don't affect a luxury food delivery service as much. In a down economic period, we have seen luxury commodities dip, and even more so when it comes to service based commodities. Information and technology changes are a great element of opportunity for a service based business like Food Taxi. About one half of the U. S population will have smartphones by the end of 2013. This means that people will have access to ordering online anytime, anywhere. Consumers are looking into technology to help accomplish tasks, and with frequently updated software that is heavily driven around user functionality. Los Angeles is known for its highly dense population, and highly priced gas. With the issues the U. S has with the Middle East, globalization changes can be a very frightening thing to a delivery service. If the cost of gas is increased, that will greatly impact the bottom line for any

marginal profits made, which means a possible price increase. Using electric vehicles may prove to be a better route for long term costs, and overall environmental health in neighboring communities. As the government puts pressure on CO2 emissions, alternative energy, and decrease of fossil fuel usage, the outcome can be devastating to the actual delivery portion of Food Taxi. For example, the government may decide to mandate an increase of prices and taxes for any company that uses

COMPETITIVE ANALYSIS

Food Taxi can expect the competition to come from four main areas; service product competition, brand competition, budget competition, and do-it-yourself. Food Taxi can expect direct competition from local companies such as L. A. Bite, Seamless Food Delivery, and traditional restaurant delivery models. Food Taxi's indirect competitors are Los Angeles' food delivery providers of diet, organic, and nutritious food. They serve a narrower market, but still are a factor to be considered in our competitive landscape. Food Taxis' service, however, will offer a different delivery experience than anything available currently. As seen from the previous portion of the industry analysis we can see in the graph below that L. A. Bit is Food Taxi's biggest direct competitor. When it comes to indirect competition, Food Taxi will need to pay close attention to more of the convenient meal alternatives. Convenience stores along with Food & Drug stores show an increase in morning meals and PM snacks. This can hurt business, and take away customers primarily based off of convenience. NPD Food Chart

The first type of competition is service product competition. Service product competition will come from the same service being offered by more than one company.

The minimal competition that Food Taxi would face is most likely to come from restaurants which do not offer a similar service like Food Taxi. The bits of competition that would be present would most likely be from restaurants which do not offer a service like Food Taxi. Food Taxi would need to persuade customers to use their service over using traditional methods of restaurant delivery. Brand competition comes from similar products or services offered from different companies. For example, in the computer industry HP and Dell offer similar products and services this causes a great deal of service product competition in the marketplace. Due to the uniqueness of Food Taxis' services, service product competition will not be that much of a factor. One of the biggest competitions Food Taxi would be facing is budget competition. Food Taxi should try and keep costs as low as possible, however being a service based business model, they will need to focus more on the benefits of using a food delivery service in order to compete. The last form of major competition will come from the "do-it-yourself" people. Almost everyone in Los Angeles has had a take our food experience. In order to overcome this, Food Taxi will need to convince people that their time is valuable and using their service will make eating out the ideal method for convenience.

MARKET ANALYSIS

Los Angeles Population Information: The total population of Los Angeles is 9, 818, 605 people. Of these residents, 7. 6% are over the age of 70, and 33% of the overall population lives in a household.

Subject

Number

Percent

SEX AND AGE

Total population

9, 818, 605100. 0

Under 5 years

645, 7936. 6

5 to 9 years

633, 6906. 5

10 to 14 years

678, 8456. 9

15 to 19 years

753, 6307. 7

20 to 24 years

752, 7887. 7

25 to 29 years

759, 6027. 7

30 to 34 years

716, 1297. 3

35 to 39 years

715, 6357. 3

40 to 44 years

714, 6917. 3

45 to 49 years

706, 7427. 2

50 to 54 years

662, 2056. 7

55 to 59 years

560, 9205. 7

60 to 64 years

452, 2364. 6

65 to 69 years

323, 2873. 3

70 to 74 years

245, 1832. 5

75 to 79 years

192, 8812. 0

80 to 84 years

152, 7221. 6

85 years and over

151, 6261. 5

Median age (years)

34. 8(X)

16 years and over

7, 714, 95378. 6

18 years and over

7, 416, 39775. 5

21 years and over

6, 953, 18170. 8

62 years and over

1, 322, 46813. 5

65 years and over

1, 065, 69910. 9

Male population

4, 839, 65449. 3

Under 5 years

330, 2653. 4

5 to 9 years

323, 6763. 3

10 to 14 years

347, 1023. 5

15 to 19 years

385, 0123. 9

20 to 24 years

385, 3933. 9

25 to 29 years

386, 3933. 9

30 to 34 years

360, 2633. 7

35 to 39 years

356, 3583. 6

40 to 44 years

357, 2823. 6

45 to 49 years

349, 6713. 6

50 to 54 years

323, 3303. 3

55 to 59 years

269, 2892. 7

60 to 64 years

212, 2542. 2

65 to 69 years

148, 1481. 5

70 to 74 years

109, 3381. 1

75 to 79 years

82, 3270. 8

80 to 84 years

60, 8530. 6

85 years and over

52, 7000. 5

Median age (years)

33. 6(X)

16 years and over

3, 764, 51338. 3

18 years and over

3, 611, 50636. 8

21 years and over

3, 374, 99134. 4

62 years and over

574, 1765. 8

65 years and over

453, 3664. 6

Female population

4, 978, 95150. 7

Under 5 years

315, 5283. 2

5 to 9 years

310, 0143. 2

10 to 14 years

331, 7433. 4

15 to 19 years

368, 6183. 8

20 to 24 years

367, 3953. 7

25 to 29 years

373, 2093. 8

30 to 34 years

355, 8663. 6

35 to 39 years

359, 2773. 7

40 to 44 years

357, 4093. 6

45 to 49 years

357, 0713. 6

50 to 54 years

338, 8753. 5

55 to 59 years

291, 6313. 0

60 to 64 years

239, 9822. 4

65 to 69 years

175, 1391. 8

70 to 74 years

135, 8451. 4

75 to 79 years

110, 5541. 1

80 to 84 years

91, 8690. 9

85 years and over

98, 9261. 0

Median age (years)

35. 9(X)

16 years and over

3, 950, 44040. 2

18 years and over

3, 804, 89138. 8

21 years and over

3, 578, 19036. 4

62 years and over

748, 2927. 6

65 years and over

612, 3336. 2

RACE

Total population

9, 818, 605100. 0

One Race

9, 379, 89295. 5

White

4, 936, 59950. 3

Black or African American

856, 8748. 7

American Indian and Alaska Native

72, 8280. 7

Asian

1, 346, 86513. 7

Asian Indian

79, 1690. 8

Chinese

393, 4884. 0

Filipino

322, 1103. 3

Japanese

102, 2871. 0

Korean

216, 5012. 2

Vietnamese

87, 4680. 9

Other Asian [1]

145, 8421. 5

Native Hawaiian and Other Pacific Islander

26, 0940. 3

Native Hawaiian

4, 0130. 0

Guamanian or Chamorro

3, 4470. 0

Samoan

12, 1150. 1

Other Pacific Islander [2]

6, 5190. 1

Some Other Race

2, 140, 63221. 8

Two or More Races

438, 7134. 5

White; American Indian and Alaska Native [3]

30, 4250. 3

White; Asian [3]

96, 3771. 0

White; Black or African American [3]

38, 4590. 4

White; Some Other Race [3]

157, 0991. 6

**Race alone or in combination with one or more other races:
[4]**

White

5, 292, 96653. 9

Black or African American

948, 3379. 7

American Indian and Alaska Native

140, 7641. 4

Asian

1, 497, 96015. 3

Native Hawaiian and Other Pacific Islander

54, 1690. 6

Some Other Race

2, 356, 44824. 0

HISPANIC OR LATINO

Total population

9, 818, 605100. 0

Hispanic or Latino (of any race)

4, 687, 88947. 7

Mexican

3, 510, 67735. 8

Puerto Rican

44, 6090. 5

Cuban

41, 3500. 4

Other Hispanic or Latino [5]

1, 091, 25311. 1

Not Hispanic or Latino

5, 130, 71652. 3

HISPANIC OR LATINO AND RACE

Total population

9, 818, 605100. 0

Hispanic or Latino

4, 687, 88947. 7

White alone

2, 208, 27822. 5

Black or African American alone

41, 7880. 4

American Indian and Alaska Native alone

53, 9420. 5

Asian alone

21, 1940. 2

Native Hawaiian and Other Pacific Islander alone

3, 6300. 0

Some Other Race alone

2, 115, 26521. 5

Two or More Races

243, 7922. 5

Not Hispanic or Latino

5, 130, 71652. 3

White alone

2, 728, 32127. 8

Black or African American alone

815, 0868. 3

American Indian and Alaska Native alone

18, 8860. 2

Asian alone

1, 325, 67113. 5

Native Hawaiian and Other Pacific Islander alone

22, 4640. 2

Some Other Race alone

25, 3670. 3

Two or More Races

194, 9212. 0

RELATIONSHIP

Total population

9, 818, 605100. 0

In households

9, 646, 92498. 3

Householder

3, 241, 20433. 0

Spouse [6]

1, 480, 66515. 1

Child

3, 033, 52430. 9

Own child under 18 years

1, 963, 53420. 0

Other relatives

1, 153, 87811. 8

Under 18 years

376, 9563. 8

65 years and over

175, 2961. 8

Nonrelatives

737, 6537. 5

Under 18 years

53, 4450. 5

65 years and over

33, 9170. 3

Unmarried partner

233, 5992. 4

In group quarters

171, 6811. 7

Institutionalized population

68, 6820. 7

Male

43, 2650. 4

Female

25, 4170. 3

Noninstitutionalized population

102, 9991. 0

Male

55, 3630. 6

Female

47, 6360. 5

HOUSEHOLDS BY TYPE

Total households

3, 241, 204100. 0

Family households (families) [7]

2, 194, 08067. 7

With own children under 18 years

1, 052, 97732. 5

Husband-wife family

1, 480, 66545. 7

With own children under 18 years

721, 80422. 3

Male householder, no wife present

216, 3686. 7

With own children under 18 years

92, 1612. 8

Female householder, no husband present

497, 04715. 3

With own children under 18 years

239, 0127. 4

Nonfamily households [7]

1, 047, 12432. 3

Householder living alone

784, 92824. 2

Male

360, 53011. 1

65 years and over

76, 1092. 3

Female

424, 39813. 1

65 years and over

169, 6325. 2

Households with individuals under 18 years

1, 220, 02137. 6

Households with individuals 65 years and over

790, 38624. 4

Average household size

2. 98(X)

Average family size [7]

3. 58(X)

HOUSING OCCUPANCY

Total housing units

3, 445, 076100. 0

Occupied housing units

3, 241, 20494. 1

Vacant housing units

203, 8725. 9

For rent

104, 9603. 0

Rented, not occupied

4, 9940. 1

For sale only

26, 8080. 8

Sold, not occupied

6, 7260. 2

For seasonal, recreational, or occasional use

19, 0990. 6

All other vacants

41, 2851. 2

Homeowner vacancy rate (percent) [8]

1. 7(X)

Rental vacancy rate (percent) [9]

5. 8(X)

HOUSING TENURE

Occupied housing units

3, 241, 204100. 0

Owner-occupied housing units

1, 544, 74947. 7

Population in owner-occupied housing units

4, 878, 845(X)

Average household size of owner-occupied units

3. 16(X)

Renter-occupied housing units

1, 696, 45552. 3

Population in renter-occupied housing units

4, 768, 079(X)

Average household size of renter-occupied units

2. 81(X) Los Angeles Household Information: According to the U. S.

Department of commerce census bureau, the Management, professional and related occupations account for 34. 3% of Los Angeles's working force. These

people are usually on the go, and would be more likely to use a service like Food Taxi.

Subject

Los Angeles County, California

Number

Percent

Total population

9, 519, 338100. 0

SEX AND AGE

Male

4, 693, 93049. 3

Female

4, 825, 40850. 7

Under 5 years

728, 2427. 7

5 to 9 years

807, 9708. 5

10 to 14 years

730, 6057. 7

15 to 19 years

669, 8967. 0

20 to 24 years

699, 6777. 4

25 to 34 years

1, 562, 47116. 4

35 to 44 years

1, 563, 41916. 4

45 to 54 years

1, 144, 59112. 0

55 to 59 years

383, 0574. 0

60 to 64 years

302, 4403. 2

65 to 74 years

497, 4965. 2

75 to 84 years

323, 8933. 4

85 years and over

105, 5811. 1

Median age (years)

32. 2(X)

18 years and over

6, 859, 53672. 1

Male

3, 328, 64235. 0

Female

3, 530, 89437. 1

21 years and over

6, 443, 21667. 7

62 years and over

1, 101, 87011. 6

65 years and over

926, 9709. 7

Male

381, 4634. 0

Female

545, 5075. 7

RELATIONSHIP

Population

9, 519, 338100. 0

In households

9, 344, 58298. 2

Householder

3, 136, 27932. 9

Spouse

1, 542, 88416. 2

Child

3, 079, 80832. 4

Own child under 18 years

2, 263, 59723. 8

Other relatives

985, 93610. 4

Under 18 years

326, 5103. 4

Nonrelatives

599, 6756. 3

Unmarried partner

185, 4991. 9

In group quarters

174, 7561. 8

Institutionalized population

79, 5690. 8

Noninstitutionalized population

95, 1871. 0

HOUSEHOLDS BY TYPE

Households

3, 136, 279100. 0

Family households (families)

2, 154, 31168. 7

With own children under 18 years

1, 178, 39137. 6

Married-couple family

1, 521, 57548. 5

With own children under 18 years

839, 12626. 8

Female householder, no husband present

446, 82814. 2

With own children under 18 years

252, 4088. 0

Nonfamily households

981, 96831. 3

Householder living alone

770, 73924. 6

Householder 65 years and over

226, 2787. 2

Households with individuals under 18 years

1, 315, 90942. 0

Households with individuals 65 years and over

879, 72128. 0

Average household size

2. 98(X)

Average family size

3. 60(X)

HOUSING TENURE

Occupied housing units

3, 133, 774100. 0

Owner-occupied housing units

1, 499, 69447. 9

Renter-occupied housing units

1, 634, 08052. 1

Average household size of owner-occupied unit

3. 14(X)

Average household size of renter-occupied unit

2. 84(X)

Subject

Los Angeles County, California

Number

Percent

EMPLOYMENT STATUS

Population 16 years and over

7, 122, 525100. 0

In labor force

4, 312, 26460. 5

Civilian labor force

4, 307, 76260. 5

Employed

3, 953, 41555. 5

Unemployed

354, 3475. 0

Percent of civilian labor force

8. 2(X)

Armed Forces

4, 5020. 1

Not in labor force

2, 810, 26139. 5

Females 16 years and over

3, 656, 757100. 0

In labor force

1, 953, 46253. 4

Civilian labor force

1, 952, 73153. 4

Employed

1, 784, 30348. 8

Own children under 6 years

815, 809100. 0

All parents in family in labor force

397, 24248. 7

COMMUTING TO WORK

Workers 16 years and over

3, 858, 750100. 0

Car, truck, or van -- drove alone

2, 714, 94470. 4

Car, truck, or van -- carpooled

582, 02015. 1

Public transportation (including taxicab)

254, 0916. 6

Walked

113, 0042. 9

Other means

60, 0481. 6

Worked at home

134, 6433. 5

Mean travel time to work (minutes)

29. 4(X)

Employed civilian population 16 years and over

3, 953, 415100. 0

OCCUPATION

Management, professional, and related occupations

1, 355, 97334. 3

Service occupations

580, 80914. 7

Sales and office occupations

1, 090, 05927. 6

Farming, fishing, and forestry occupations

6, 6500. 2

Construction, extraction, and maintenance occupations

306, 4507. 8

Production, transportation, and material moving occupations

613, 47415. 5

INDUSTRY

Agriculture, forestry, fishing and hunting, and mining

10, 1880. 3

Construction

202, 8295. 1

Manufacturing

586, 62714. 8

Wholesale trade

184, 3694. 7

Retail trade

416, 39010. 5

Transportation and warehousing, and utilities

198, 3755. 0

Information

213, 5895. 4

Finance, insurance, real estate, and rental and leasing

272, 3046. 9

Professional, scientific, management, administrative, and waste management services

455, 06911. 5

Educational, health and social services

722, 79218. 3

Arts, entertainment, recreation, accommodation and food services

332, 7538. 4

Other services (except public administration)

233, 1935. 9

Public administration

124, 9373. 2

CLASS OF WORKER

Private wage and salary workers

3, 097, 86478. 4

Government workers

498, 88212. 6

Self-employed workers in own not incorporated business

341, 2958. 6

Unpaid family workers

15, 3740. 4

INCOME IN 1999

Households

3, 136, 279100. 0

Less than \$10, 000

330, 00010. 5

\$10, 000 to \$14, 999

203, 8196. 5

\$15, 000 to \$24, 999

398, 29212. 7

\$25, 000 to \$34, 999

381, 06612. 2

\$35, 000 to \$49, 999

472, 30615. 1

\$50, 000 to \$74, 999

558, 55017. 8

\$75, 000 to \$99, 999

318, 52110. 2

\$100, 000 to \$149, 999

276, 9728. 8

\$150, 000 to \$199, 999

87, 8642. 8

\$200, 000 or more

108, 8893. 5

Median household income (dollars)

42, 189(X)

With earnings

2, 611, 01483. 3

Mean earnings (dollars)

61, 373(X)

With Social Security income

618, 12119. 7

Mean Social Security income (dollars)

11, 098(X)

With Supplemental Security Income

179, 9525. 7

Mean Supplemental Security Income (dollars)

7, 031(X)

With public assistance income

199, 3286. 4

Mean public assistance income (dollars)

4, 946(X)

With retirement income

380, 51812. 1

Mean retirement income (dollars)

18, 834(X)Los Angeles Income Information:

Families

2, 154, 311100. 0

Less than \$10, 000

166, 3767. 7

\$10, 000 to \$14, 999

128, 3036. 0

\$15, 000 to \$24, 999

267, 90012. 4

\$25, 000 to \$34, 999

256, 83211. 9

\$35, 000 to \$49, 999

323, 69015. 0

\$50, 000 to \$74, 999

397, 12218. 4

\$75, 000 to \$99, 999

242, 75011. 3

\$100, 000 to \$149, 999

216, 12410. 0

\$150, 000 to \$199, 999

69, 4513. 2

\$200, 000 or more

85, 7634. 0

Median family income (dollars)

46, 452(X)

Per capita income (dollars)

20, 683(X)

Median earnings (dollars):

Male full-time, year-round workers

36, 299(X)

Female full-time, year-round workers

30, 981(X)

POVERTY STATUS IN 1999 (below poverty level)

Families

311, 226(X)

Percent below poverty level

(X)14. 4

With related children under 18 years

258, 769(X)

Percent below poverty level

(X)19. 9

With related children under 5 years

137, 542(X)

Percent below poverty level

(X)24. 1

Families with female householder, no husband present

127, 232(X)

Percent below poverty level

(X)28. 5

With related children under 18 years

111, 843(X)

Percent below poverty level

(X)37. 1

With related children under 5 years

54, 096(X)

Percent below poverty level

(X)47. 0

Individuals

1, 674, 599(X)

Percent below poverty level

(X)17. 9

18 years and over

1, 034, 454(X)

Percent below poverty level

(X)15. 3

65 years and over

93, 555(X)

Percent below poverty level

(X)10. 5

Related children under 18 years

626, 757(X)

Percent below poverty level

(X)24. 2

Related children 5 to 17 years

445, 284(X)

Percent below poverty level

(X)23. 7

Unrelated individuals 15 years and over

404, 978(X)

Percent below poverty level

(X)25. 5Los Angeles Student Enrollment: Los Angeles college undergraduate as of 2010: 20, 3333Los Angeles graduate, professional school as of 2010: 4, 0653

MARKET SEGMENT

Income Levels: 18. 4% of Los Angeles households bring in \$50, 000 to \$74, 999 a year. These will be the target market for Food Taxi since they are in the middle of the pay bracket and compose of the majority of the population.

PROS: As more jobs are created in Los Angeles, Food Taxi has a better opportunity to capture more business. These people are usually on the go, and might use a food delivery service when pressed for time. Healthy foods are on the rise, and " fast food" isn't the most health coconscious decision. With Food Taxi, you can still have that food fast, but have a choice to eat clean. CONS: Not everyone can afford to have food delivered in Los Angeles. There are various alternatives to " quick" food. Convenience stores and Food and Drug Stores are abundant. Not everyone cares about eating clean if they're hungry. College Students: College students will appreciate a service like Food Taxi due to lack of mobility and lack of time. PROS: Los Angeles has a large amount of college students. Most college student rely on parents money for living expenses, and wouldn't mind ordering from Food Taxi. College students may not have a lot of time to spend waiting around in restaurants. CONS: Could prank call the restaurant and waste time and result

in loss profits. Possible bad reviews from peers. Peer reviews are very critical in this age group. Might not need a delivery service if they cook their own food. Most students that dorm have meal plans. Families: Los Angeles families may not have enough time to go out for food, the grocery store, or simply want to mix up the regular cuisine served for dinner. PROS: Increasing amount of single mothers as the divorce rate increases. Kids require large amounts of food. If they like the service of Food Taxi, they are more likely to become loyal consumers. CONS: Single mothers may have nanny's. Nanny's might already make food, or pick up food for the moms. Single mothers might not have the extra money for food delivery. Depending on the age of the children, some foods might not be appropriate.

Service Product Description

Food Taxi is a delivery helper service geo-targeted around Los Angeles, California. For many people, there is just not enough time in the day to complete everything they have planned. Most families need to cook breakfast, pack a lunch, and come home to prepare dinner. This is why Food Taxi is here to help. Food Taxi will do the actual delivery for you straight from the restaurants that you preferably eat at. Fast casual restaurants are considered to be upscale quick service restaurant (QSR) concepts that offer more service, higher quality food, and have a larger average check size than other fast food restaurants. Although still relatively underdeveloped, major fast casual chain units increased by a double-digit rate over the last three years, according to NPD's Recount®, a bi-annual census of restaurant unit counts. NPD Food ChartSource: The NPD Group / CREST® - Year Ending June 2011A report released by NPD, entitled Fast Casual: A Growing Market, finds

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that even with this unit growth, consumer demand (shown as traffic in the chart) outpaced the rate of unit expansion, reflecting higher levels of consumer satisfaction with the fast casual experience. The Food Taxi experience will build on this fast casual experience, and start with the consumer browsing restaurant menus via a mobile app or website, and adding what they want into a shopping cart. Upon checkout and delivery time, Food Taxi employees will receive the order, and deliver it straight to the customers' doorstep. All deliveries are guaranteed to be hot, and on time. Food Taxi is a quick and easy way to get restaurant food, with the convenience of eating in the comfort of your own home. There will be no need for monetary exchange since the customer will pay for the service when it's placed; minimizing the time it takes for deliveries.

Distribution Channels

Food Taxi will be available at almost all restaurants in the Los Angeles area. The business will work alongside already existing restaurants, adding a more convenient way to deliver food. Food Taxi will have its employees pick up and deliver orders in various parts of Los Angeles. For Food Taxi's customers, they will be able to access their previous orders and current orders via a mobile app, or by going to the website. Both channels will have the ability to show all available restaurants, and allow customers to pay and schedule a delivery time for their order.

Food Taxi Promotional Plan:

Food Taxi will produce the following materials to reach each of their target markets. Food Taxi Website Food Taxi Facebook Page Food Taxi Twitter Food Taxi Sales Brochure Food Taxi Print Ad

Food Taxi Web Plan:

Food Taxis' website will feature information that can be used for current customers and potential customers. The content will include FAQ's of Food Taxi and its services, testimonials, usage costs, and the benefits of using the service. The website will also be fully optimized for search engine placement results around Los Angeles. The Food Taxi web site will include the following information: Food Taxi Delivery Fees Food Taxi Service Rates Food Taxi Customer Service Contacts Food Taxi Services Food Taxi Delivery Options Food Taxi FAQs Food Taxi App Download Food Taxi Calendar Since social media and technology is an important factor for businesses, the Food Taxi website will feature and promote Yelp, Facebook, Twitter, Pinterest, and Instagram accounts. With the use of Pinterest and Instagram, Food Taxi will build a social engagement with their dedicated customers and help drive traffic to the website. The Food Taxi website will be marketed in the following ways: Yelp - Yelp will be a very important aspect to Food Taxi. High positive reviews are crucial to entering a new market. Facebook- Food Taxi will use Facebook to add friends and increase exposure Twitter - Food Taxi will use twitter to influence and engage social talk. Pinterest - Single mothers will most likely use Pinterest, possibly increasing the amount of searches done for Food Taxi. Instagram - Instagram is the newest way to share cool pictures and develop a great following of loyal customers. Search Engine

Optimization - With proper traffic coming from search engines, Food Taxi can increase the overall bottom line. Personal Selling - Food Taxi will use personal selling primarily for partnerships with local restaurants. Food Taxi plans to sell its service to local restaurants in the Los Angeles area (B2B). Food Taxi will partner with these local stores to improve customer service, expansion, and customer retention. Using this method, Food Taxi will improve restaurant sales, and give consumers a easier alternative to eating their favorite meal. Personal selling will target local restaurant chains. Personal selling information will include: Food Taxi app instructions Food Taxi expectations for increased restaurant sales Food Taxi sales packet /media kit

Food Taxi Print Advertisement:

Food Taxi will use print ads to target the elderly, busy professionals, and families. The print ad will be used in local Los Angeles magazines such as Los Angeles magazine, AARP magazine, and Bon Appetite magazine. This ad will also be featured in the Los Angeles Times, and online news publications via press releases. Food Taxi plans to entice first time users that may interested in using a food delivery service by offering free delivery for the first purchase. Food Taxi will also reach out to their target market by placing billboards in strategic locations in the Los Angeles areas. Food Taxi's promotional advertising for print will include the following: Food Taxi billboard - In Los Angeles the freeways always have traffic after work. It would be a great opportunity to target people who are stuck in traffic but need to eat when they get home. They can simply pick up the phone, go to the website, or order through the app. Food Taxi print ad - Food Taxi will use

print ads to target particular market segments by reaching out to potential customers at locations they are most likely to be at. With this ad and featured promotion, Food Taxis' objective is to emphasize how easy the service really is. Food Taxi will benefit from this model due to its effective and low cost promotion of their services. Food Taxi can expect this promotion to compel consumers to try our service at least once by offering free first time delivery. This promotion will be measured by the number of new memberships and the free delivery code.