

Tapsihan

Business, Marketing



KAHITSAN (Sizzling Tapsihan)

INTRODUCTION

Tapsilog" is an original dish of the Filipinos which became a favorite since it was first created. " Tap" means tapa, " Si" means sinangag or fried rice, and " Log" for itlog or egg. This kind of food is popular for Filipinos due to its tenderness and tastiness with the combination of fried rice and egg. KahitSan is a small eatery concept offering high quality yet affordable traditional Filipino food. It was originated from the word " Kahit Saan", the word we used to hear every time we ask someone where they want to eat. This concept was built to let the people know that Kahit Saan also exists as a small eatery providing a wide variety of Filipino dishes. Kahitsan is located at the eastern end of Claro M. Recto Avenue due to the high density of colleges and universities found in the area. It serves a variety of mouth-watering Sizzling Silog Meals such as TapSiLog, ToSiLog, CornSiLog, SigSiLog, PorkSiLog, BurgerSiLog, HotSiLog, ChixSiLog, and LongSiLog with a combination of Bulalo Soup. The gravy made it even more delicious and serves it on a sizzling plate. We offered a delicious and affordable price that gives satisfaction to our customer that they surely get what they paid off.

THESIS STATEMENT

Nowadays, people tend to eat outside due to busy days. Some students were not able to bring their own " bad" especially colleges. KahitSan provides services to valuable customers. Our main target market is students and other professionals who work near our location. Kahitsan maintains product consistency to provide the customers with the same high quality they

received every time they go to our place. Our strategy is to build more customers in order to increase revenue. Unlike another small eatery, Tahitian has a separate take-out counter for those customers who prefer to eat at different places, this will also be an advantage because Tahitian will be able to receive additional income even the place was full of customers. We also provide loyalty cards for an effective way of increasing sales from a specific customer. This card will be shown when they order to us. The effectiveness of this card is due to the provided sense of and it adds value to customers gives the feeling of value.

SALES TECHNIQUES

Kahitsan's strategy is based on delivering a strong customer value proposition in a niche market. Our location is full of colleges and professionals that do not have endless opportunities for dining out. Our competitive edge is to be the first eatery "tapsilogan" along Claro M. Recto Avenue, in a friendly, non-smoking, customer-oriented dine-in experience and first to have its separate takeout counter. To drive customers to Kahitsan, we will employ several techniques outlined below. Coupon - coupon will be given to people who passed by our store to inform them about our menus. Flyers will be used for the advertisements which bring in customers. Encourage customers to become regular customers, and to tell all their friends and acquaintances about the great experiences and time that they shared with us. Facebook Fan Page is an essential tool to promote my business. Barkada Meals are good for 3 to 5 persons.

SALES OPERATION/SERVICES

Kahitsan will be operating for 14 hours from 7 am in the morning up to 9 pm in the evening. We'll be planning to open our store ahead from our competitors so early risers will tend to eat breakfast in our place. Our products will be served fast and ready to consume and will be an alternative to the usual fast-food options available in today's market. Kahitsan will not operate its business on Sundays to give our employees a rest. Checking of inventories on Sundays will be an advantage so we will know the food supplies we need to replenish for the whole 6 days operation. Take-out counter - Kahitsan will be providing a separate takeout counter for that customer who wants to buy our products and serves as "pasalubong" for their families, friends, and colleague. 15 tables (good for 4 persons) - Kahitsan will be having 15 tables with a minimum of 4 chairs each table to suits those customers who came with their friends. It is better to provide a large no. of tables instead of a few which pushed the others to find another place instead of waiting for others to finish eating. POS (Point of sale) system - All sales data will be logged on our POS system so we can track our sales automatically instead of just writing it on a paper.

CONCLUSION: KahitSan is strategically located at Claro M. Recto Avenue serving not only a large no. of students but professionals as well. Kahan will be providing a hassle-free service to all our valued customers especially for those who find a place to eat and just relax for a little time. Our main goal is to gain more customers and retain those that patronize our service by giving them excellent customer service. Responsible profit will fairly compensate and reward employees for their hard work, loyalty, and commitment. Kahitsan will find different ways that will make our customers satisfied with

our service. The market will definitely respond and grow quickly in the next 3 years and establish 2 store locations in different places.

Reference

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