

Marketing report assignment

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**ASSIGN
BUSTER**

Lumbar created the product names “ Jollied” and “ Chickenpox’. He had the company incorporated and leased a house on Main SST. In Cuba, Guenon City as the first headquarters. Lumbar formulated a long-term marketing strategy: listing up a number of consumer promotions and traffic building schemes. Tan stressed that developing Internal strengths was critical. The stores were re-designed, the service transformed into a full self-service, fast-food operation with drive-through. Not long after, Tan and Lumbar went on an observation tour in the United States, attending food service and equipment conventions.

Tan placed Lumbar in charge of franchise placement. Marketing Strategy: The marketing strategy of Jollied Food Corporation is attraction and highly commercialese using various media including TV, Radio, Newsprint and more, they must have spend millions of their budget to stay on top of the mind of their customers especially among the Filipino. Jollied focus: USPS: The unique Selling Proposition of the Jollied brand is : 1) Fast, Good, Clean, Cheap food 2) Caters to local needs(Spicy patty) 3) Consistency, reliability over all its outlets.

Ensuring high traffic needs an emphasis on store location and positioning Jollied in the minds of the consumer as a place that they would enjoy eating fast food. This entails proper branding and positioning of the service offered. Jollied also projected itself as world class and not a local brand. The service that is offered should be consistent over all Jollied stores, however this might be a problem as the division has been slimmed recently and resources might be stretched too far. Product: In the case of Jollied, it went from being an ice cream parlor to serving hamburgers made with a honestly recipe.

This change in product was in response to events triggered by the 1977 oil crisis which would have doubled the prices of ice cream. The product offered by Jollied appeals to the Filipinos taste for spicy burgers. By concentrating its resources on satisfying the Filipino palate, Jollied has been able to serve localized dishes that are unlike any found in the other fast-food chains in the Philippines. In addition to offering the usual French fries that accompany the meals found in McDonald's, KFC, Burger King, and so forth, Jollied also serves rice or spaghetti, Filipino style.

Even the burgers are cooked exactly as Filipinos want them done-?? sweeter and with more seasonings, often likened to what a Filipino mother would cook at home. Menus in outlets across the globe adjusted to local preferences to differentiate it from other standardized players like McDonald's and KFC who maintain the same menus worldwide with minimal changes. Jollied even incorporated recipes from employees to truly capture local tastes. " McDonald's entered the Philippine market in 1981 and many assumed the Big Mac would soon dominate the market. Surprisingly, Mac's ended up getting stung by the bee.

Jollied has secured a 65% market share and is outpacing McDonald's at its own game. Jollied accomplished this by local adaptation of the menu and by positioning the food chain as a family restaurant. " Place: The location of outlets is of key importance to the marketing strategy of Jollied. For Example, the outlet in Hong Kong is located at Central where a large number of Filipinos gather. Beach head strategy: New Markets like Papua New Guinea and San Francisco which had an immigrant population can support

the Beach head strategy which entails expansion in a market with little or no competition.

Jollied is an emerging market brand and can easily establish a beach head in foreign countries by targeting areas with a high Competition Competitors like Mac Donaldson have more money and highly developed operation systems. Mac Donaldson doesn't satisfy local taste in Philippines. It has a plain patty which is part of its standard global menu. Jollied doesn't have the big name to generate the high level of trust, and to choose franchisers in the partner countries Go in for BLUE OCEAN strategy- expand in places where there is an unmet need, which isn't being met by any of the existing endorse, hence there is little or no competition.

How Jollied deals with his competitors: MANILA, Philippines – With over 2, 000 branches around the country, there is bound to be a Jollied anywhere you go in the Philippines. Jolliness's continued success in the Philippines and the company's aggressive expansion overseas is making international headlines. Jolliness's Filipino-Chinese founder Tony Tan Caution is now on the cover of Forbes Sais's February issue. Tan talked to Forbes Asia about how he started his business with an ice cream parlor and how his restaurant with a mumble bee mascot managed to beat American fasted giant McDonald's in the Philippines.

After opening the ice cream parlors in 1978, Tan said he decided to shift from ice cream to hamburgers when he saw customers wanted sandwiches. However, the entry of McDonald's in the Philippines in 1981 was a cause of concern for the fledgling fasted chain. Tan recalled how they went to the US

to study McDonald's operations, and studied how Jollied compared to the American fasted chain. " We found that they excelled over us in all aspects – except product taste... It suited Americans but not really Filipinos. Our (food) tends to be sweeter, more spices, more salty.

We were lucky as it was not easy for them to change their product because of their global image," Tan told Forbes Asia. Jollied worked hard to compete with McDonald's, from advertising to stores to service. And their hard work paid off. " We were surprised customers ranked us higher in courtesy and service style. Maybe they felt we were warmer? And then they liked our marketing, promotion and advertising better. And then customers kept just coming back," he said. One advantage Jollied had was offering hamburgers and other fasted with a distinct Filipino flavor.

For instance, Jolly Spaghetti has a sweet meat sauce with hotdogs slices. Eventually McDonald's took the cue from Jollied and offered Unsympathetic and other similar products aimed at the Filipino market. Forbes Asia said Jollied now controls 18% of the market in Metro Manila, handily beating McDonald's which is said to only have 10% share of the market. Jollied now operates the country's largest food service, with a total of 2, 040 stores as of end-September. The firm's stores include Jollied, Chocking, Greenwich, Red Ribbon, Mange ' nasal and Burger King.

For its reign operations, the company has 541 stores as of end-September. Aside from the Jollied footing, stores abroad include Younger King, Hong Chuan Yuan, San Pin Wang, Red Ribbon, Chocking, and Chow Fun. But what is the secret to Jolliness's phenomenal success? " We keep things simple and

fill a simple need: very tasty food at a reasonable price. Your food tastes really good,” Tan said. Marketing Design What is Research Design? -?? 1 . According to David J Luck and Ronald S Rubin, “ A research design is the determination and statement of the general research approach or strategy adopted or the particular project.

It is the heart of planning. If the design adheres to the research objective, it will ensure that the client’s needs will be served. 2. According to Green and Dull, “ A research design is the specification of methods and procedures for acquiring the information needed. It is the over-all operational pattern or framework of the project that stipulates what information is to be collected from which source by what procedures. Step in planning the Research design

1. Determining work involved in the project.
2. Estimating costs involved
3. Preparing time schedule
- 4.

Verifying results Marketing design of Jollied: Marketing Promotion Promotion: Local brands: Brands in local market are strong contenders and are not to be underestimated. Local managed brands like Jollied in the Philippines, often have the advantage of intimate knowledge of consumer tastes and consumer preference through local pride. Jollied used the wave of nationalist pride to promote a Filipino brand of hamburger. This strategy met with great success. Investing in socio-civic programs designed to serve its host communities further secured Jolliness’s position as a Filipino company for the Filipino.