

Marketing objectives of bonchon restaurant assignment

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**ASSIGN
BUSTER**

The employees of Poncho are building relationships and alliances necessary to satisfy the high standards and Poncho gratifying eating experiences for our customers. Process The food manufacturing process at Bon Chon is completely transparent they provide, unique chicken faster (special ketchup) and healthier (organic chicken) in terms of the ingredients and process production. The unique frying twice: The first fry is to remove all the fat and make it “ paper-fried crisp”.

It contains zero trans-fat it is not greasy like an average fried chicken. While the second fry includes the secret seasoning and spices that are distinctly Asian choose from soy garlic or hot and spicy flavors. We are creating homey ambiances for customers in order to increase customer's loyalty. Therefore, we deliver Poncho eating experiences through product, cozy circumstances and delightful services.

In order to translate these core competencies into sustainable competitive advantages, the company will work closely with our key supplier, distributor, and our employees themselves to build relationships and alliances necessary to satisfy the high standards and Poncho gratifying eating experiences for our customers. Physical Evidence Bon Chon focuses on clean and hygienic interiors of its outlets and at the same time the interiors are attractive and the restaurant maintains a proper decorum at its joints.

Marketing Objective For the past eight years of Backlog Chicken Nasal SMS Marlin Branch the sales are very unpredictable due to changes of trends and market. The Backlog Chicken Nasal intended to take the lead over other restaurants that offer the same menu and to create innovative recipes and

to put new twist on the classic favorites to add up the thrill. The Backlog Chicken Installations to their goal In satisfying their consumers and to provide them topple delicacies and the specialty of the Backlog province.

Together with it, they also wanted to pass to the younger generations the Filipino all- passes by. “ Creating Core gratifying eating experiences and delivering Poncho Value throughout tastier and fresh product”. Expanding and strengthen the Poncho Brand awareness (to retain dispensers image as high quality chicken and get space in the heart Polynesian customer) Creating and delivering Poncho mission statement and Value Proposition.

Having Strong positioning in the customers mind. Engaging with Customer Relationship Building and Development. Educating customers about truly Poncho and everything surrounding it(Poncho). Making our customers who eat at Poncho feel the eating experiences nodal prestigious because the product taste, service and the circumstances.