

Cali

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Cali Ambrosia:

Food and beverages are essential to our daily lives. Without food, our lives wouldn't be the same. The food industry is growing exponentially, driven by the irresistible nature of food. Taste plays a major role in this growth. "Ambrosia," a word derived from mythology, refers to the food and drinks of the gods, emphasizing the importance of taste and quality in our diets.

People's Psychology:

People don't care about the price when they like the taste. Good taste helps to reach more people through word of mouth, as satisfied customers refer their friends. When the taste is good, word of mouth is more effective than advertising.

Growth model:

At Cali, we provide excellent taste and great customer service, delivering food and drinks within 10 minutes. Customers have little patience when it comes to food, and delays can lead to frustration. We focus on providing good assistance and superior taste, building friendly relationships with our customers. This makes them feel comfortable and encourages them to order again and provide valuable feedback. Both feedback and opinions are crucial for the growth of our business, as they help us continuously improve the customer experience. Delivering food promptly after the order is placed is a key part of our service.

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Branding Goals

We reach a massive audience by offering promotions and encouraging word-of-mouth recommendations. This creates curiosity and drives sales of our food and beverages, helping us generate revenue.

Promotions

Before opening, we advertise in local papers with "COMING SOON in Nagercoil" to create curiosity and attract at least a one-time visit. When customers arrive, they are impressed by our interior design and customer service. Treating them kindly makes them feel comfortable, transforming a new environment into a familiar one. When they enjoy the taste, word of mouth spreads, turning first-time visitors into regular customers.

Collaterals Required:

- Logo
- Business card
- Flyer and Banner
- T-shirt, Brochure
- Food Menu
- Bill print, Package design

Resturant Online Promotion:

- Website
- Facebook Page(Post & Story)
- Instagram Page(Post & Story)

Sales Tool:

- Sign Board
- Feedback Form

Customer's Retention:

- Membership Card
- Calendar
- Birthday Programs

