

MICHIGAN CHINESE BUSINESS CLUB | APRIL 2024

Q Bakehouse Deliverable

PRESENTED BY MCBC STRATEGY TEAM

UMCBC.ORG



Our Team.

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02



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About Us.



MCBC is looking to elevate and solidify Q Bakehouse's presence in Ann Arbor post-relaunch. Our strategy involves crafting comprehensive deliverables that authentically convey the brand's values and resonate with potential consumers. We plan to establish a robust framework, emphasizing brand identity through impactful packaging and engaging social media content. Employing data-driven analytics, we aim to pinpoint the most lucrative and strategic approaches for Q Bakehouse following its relaunch, ensuring a successful repositioning in the market.

The background of the slide is a close-up photograph of several uncooked dumplings. The dumplings are arranged in a somewhat circular pattern, with some in the foreground and others slightly out of focus in the background. They have a light beige or off-white color and a pleated, crescent-like shape. The lighting is soft, highlighting the texture of the dough.

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Project Mock Ups

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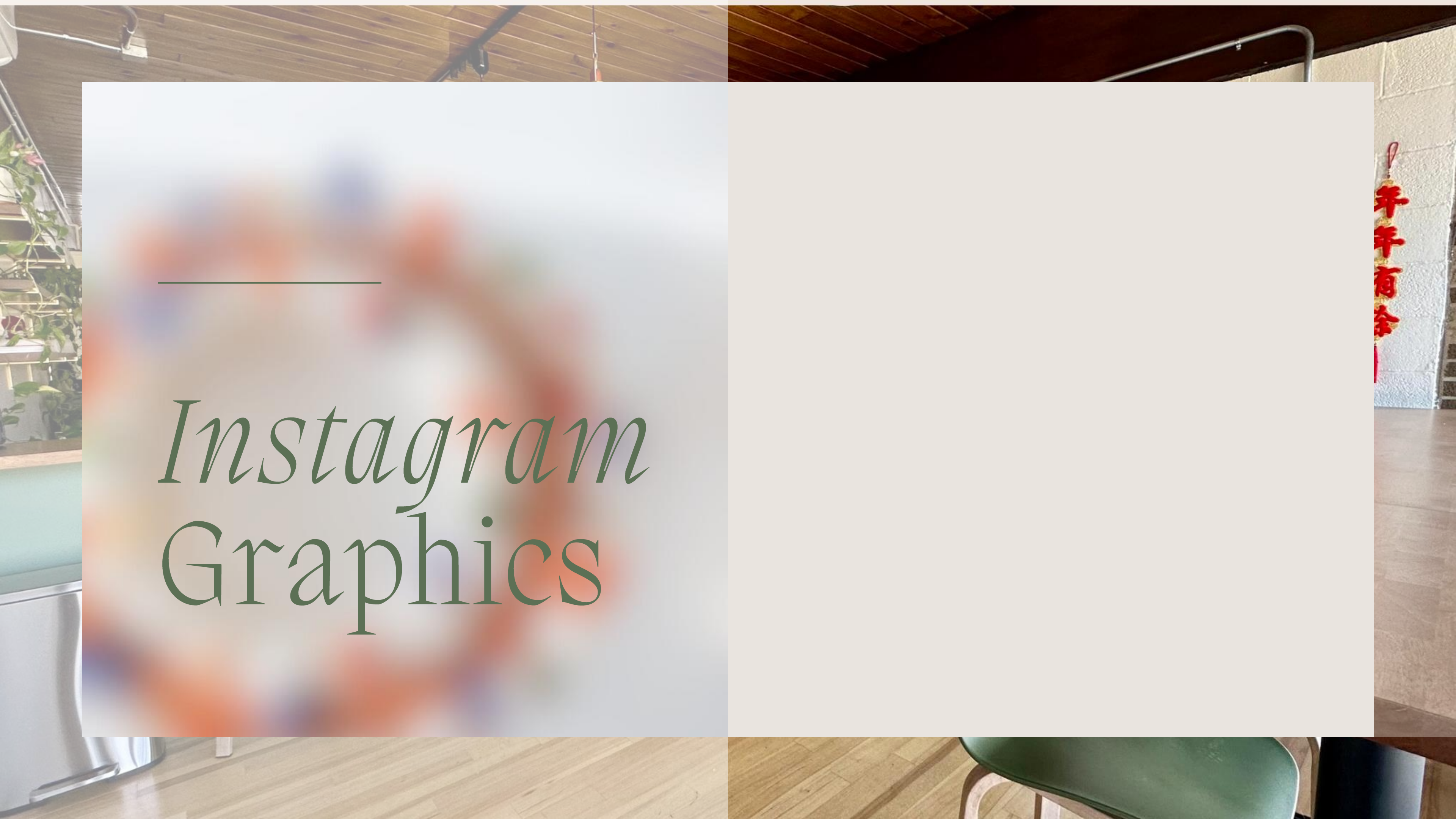
Project Mock Ups



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Project Mock Ups



The background is a collage of four indoor scenes. The top-left shows a wooden ceiling with a hanging plant. The top-right shows a staircase with a metal railing and a red Chinese New Year decoration. The bottom-left shows a wooden floor and a green chair. The bottom-right shows a wooden floor and a green chair.

Instagram Graphics

Lunch Special

- *Spotlight* - bold cut out of food demonstrates an easy promo of new lunch special
- *Simplicity*: All important info about food product stated clearly on the post
- *Aesthetic*: Bubbly text in the background with emphasis visuals of food item



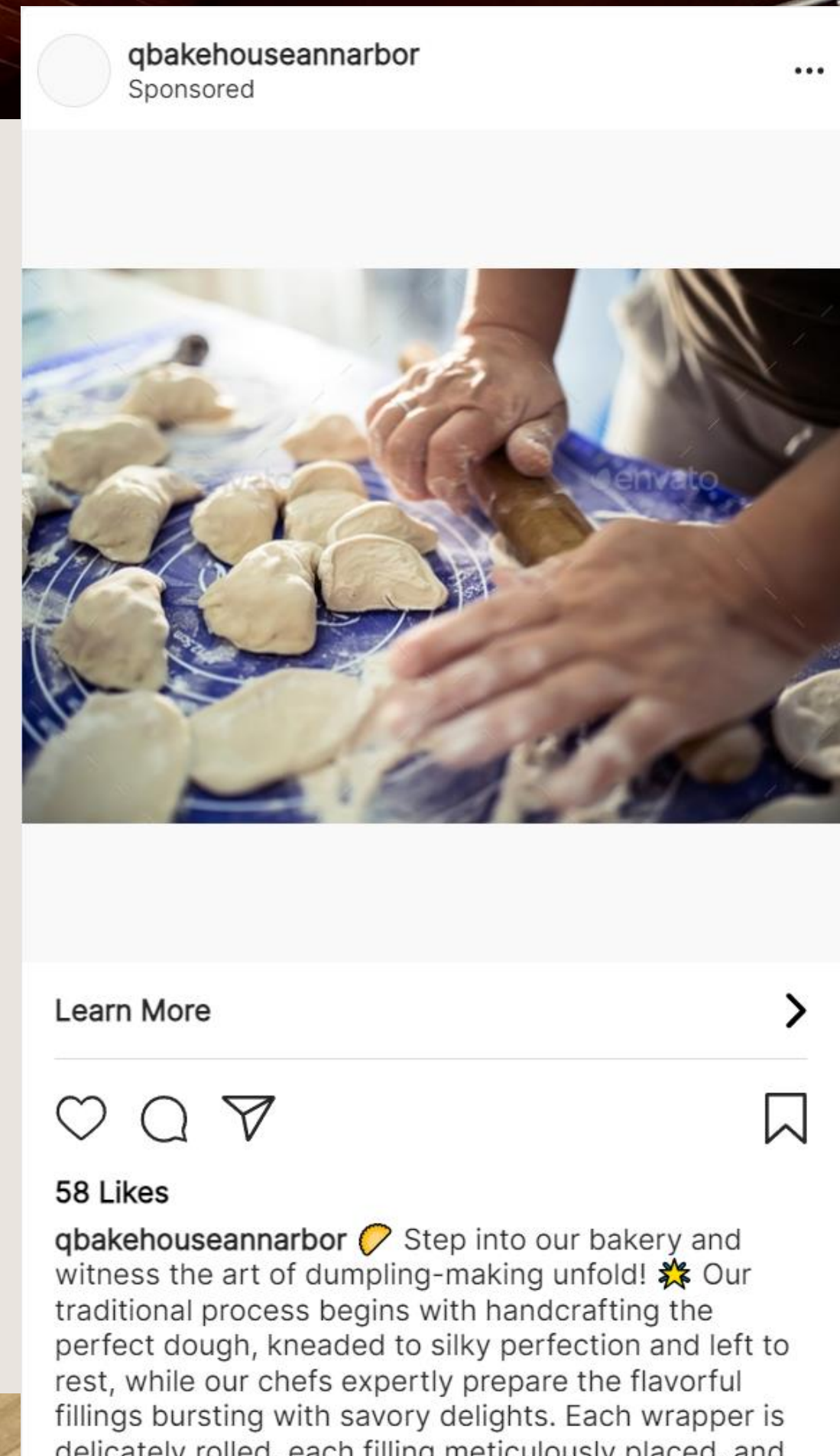
Item Feature

- *Simplicity* - demonstrates easy-to-read information with clean background
- *Engagement* - stating “order now” incentivizes audience to want to head to bakehouse to order
- *Unique Branding* - new type of clean aesthetic marketing



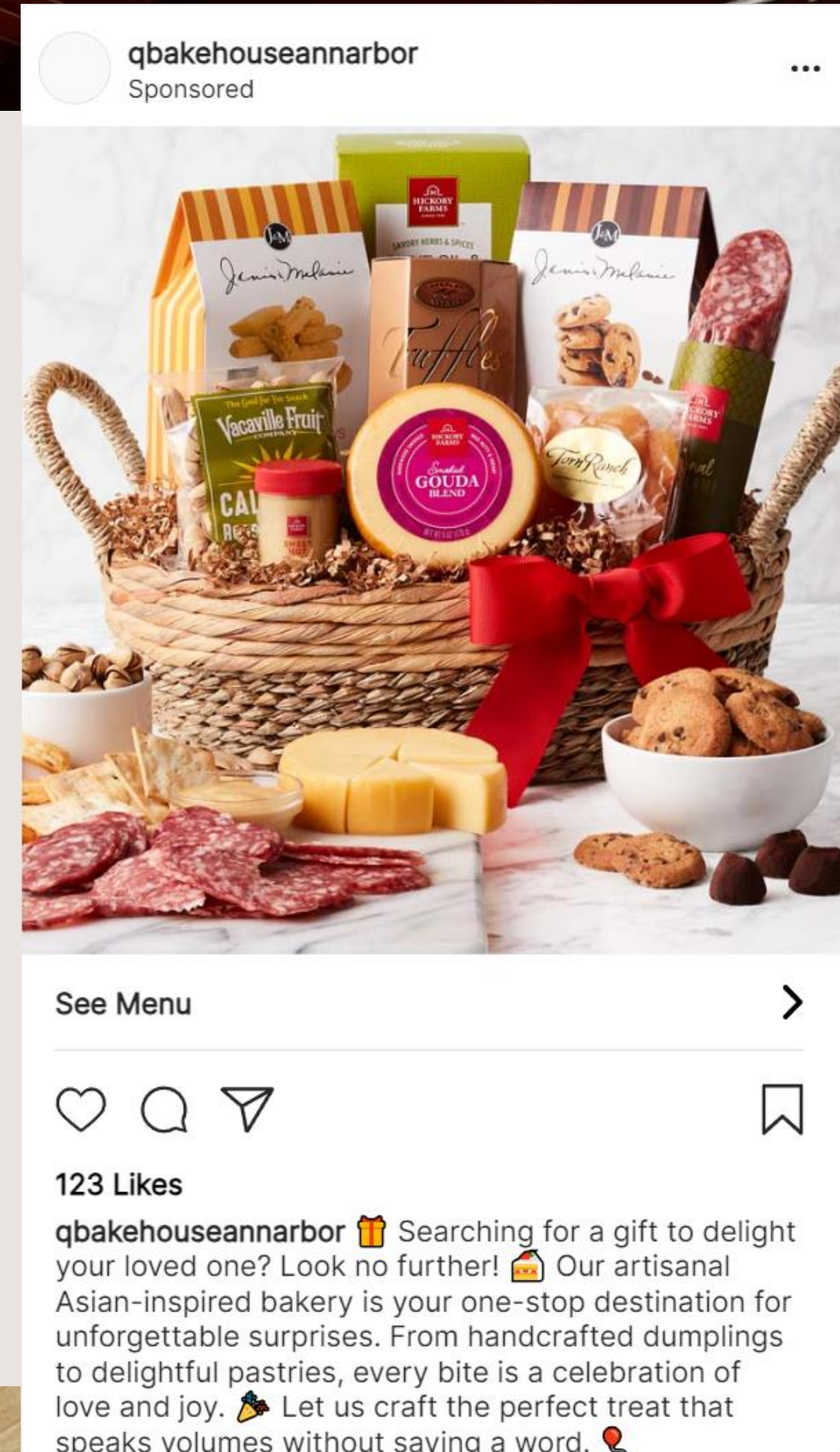
Behind the Scenes

- *Engagement* - followers see a glimpse of craftsmanship and dedication to each product
- *Authenticity* - demonstrates commitment to quality, builds trust with customers
- *Brand Storytelling* - sharing story inspired by cultural influences connects with customers on deeper level



Gift Bundle Set

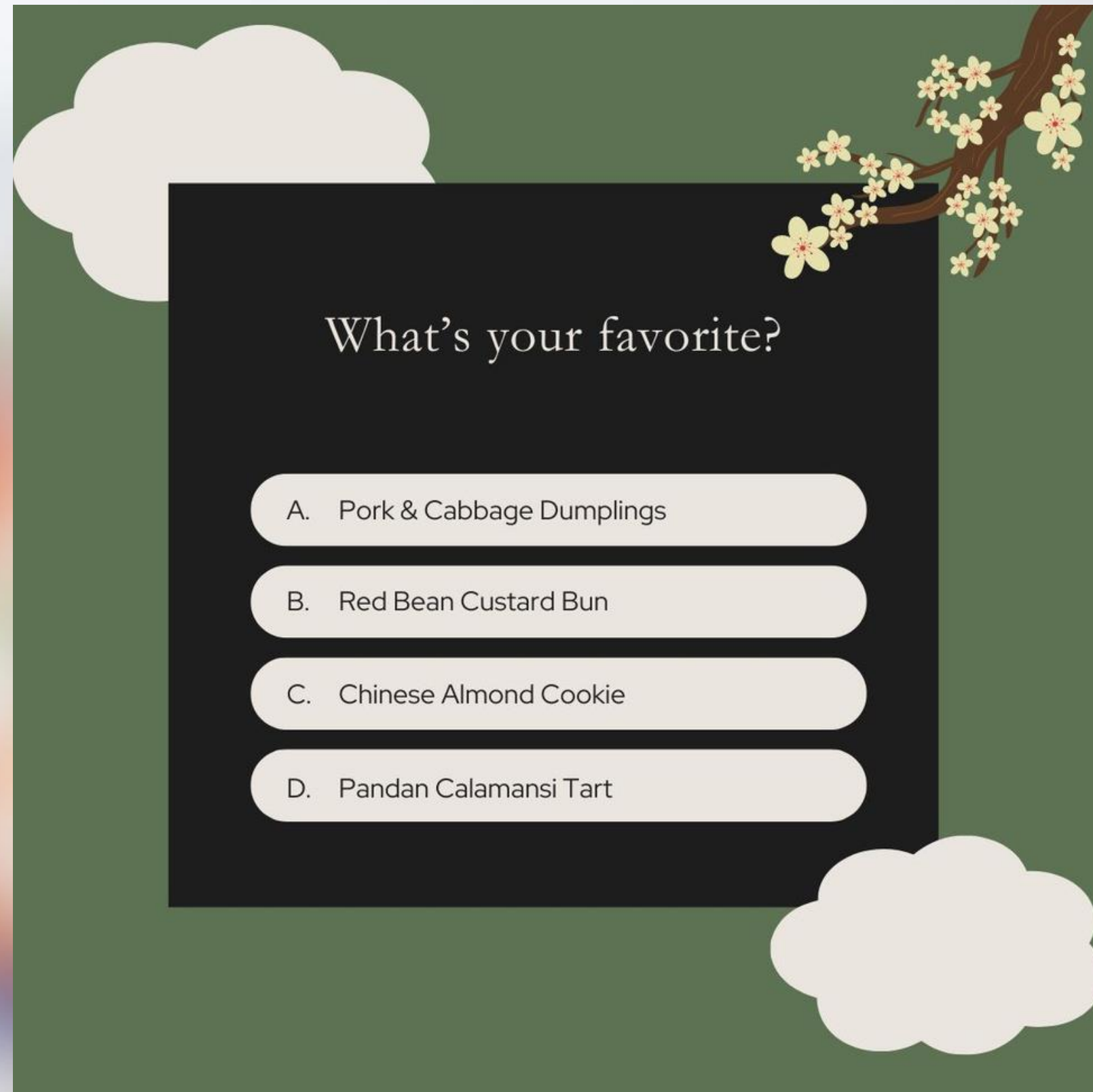
- *Seasonal Appeal* - popular during holidays and special occasions
- *Convenience* - customers are more inclined to purchase pre-packaged gifts than assemble themselves
- *Promotional Opportunity* - promote seasonal specials or limited-time offerings



Product Highlight

- Awareness: Puts the spotlight on one of their flagship products
- Customization: Easily scalable and changeable to other products
- Simplicity: Easy to set up, all that is needed is a photographer and some bakery products





- **Interactive**

Having a story poll allows the audience/followers to feel welcome

- **Simple**

Less readable content for the viewer, requires strictly a click of preference

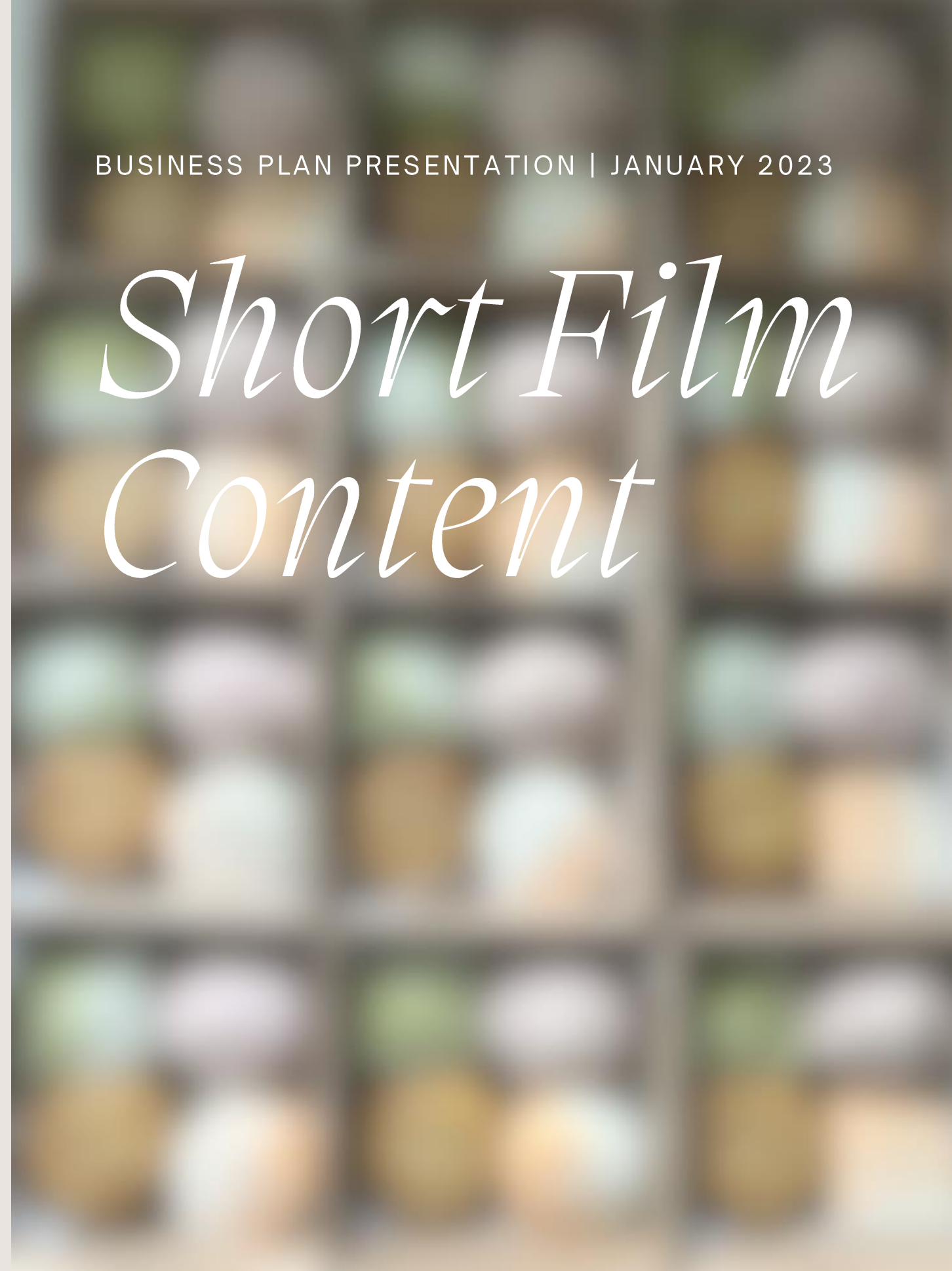
- **Frequency**

Stories are a more frequent used tool on instagram, permits more frequent posts



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Short Film Content





Outdoor Post

Positive

With good weather, customers would associate the product with satisfaction

Popular

Customers find this Instagram Reel engaging, providing a good chance to show off a specific product

New Market

Current social media lacks a focus on reels, so this would reach a new audience

Day In The Life

Trendy

Recent tiktok trends include “day in the life” of people with non traditional careers

Authentic

offers a glimpse into the real workings of the bakery, showing customers the authenticity behind the products they love

Storytelling

allows the bakery to tell its story in a compelling way by showcasing the hard work and passion that goes into running a bakery

[@magnoliabakery](https://www.tiktok.com/@magnoliabakery)



Lunch Special

Unique

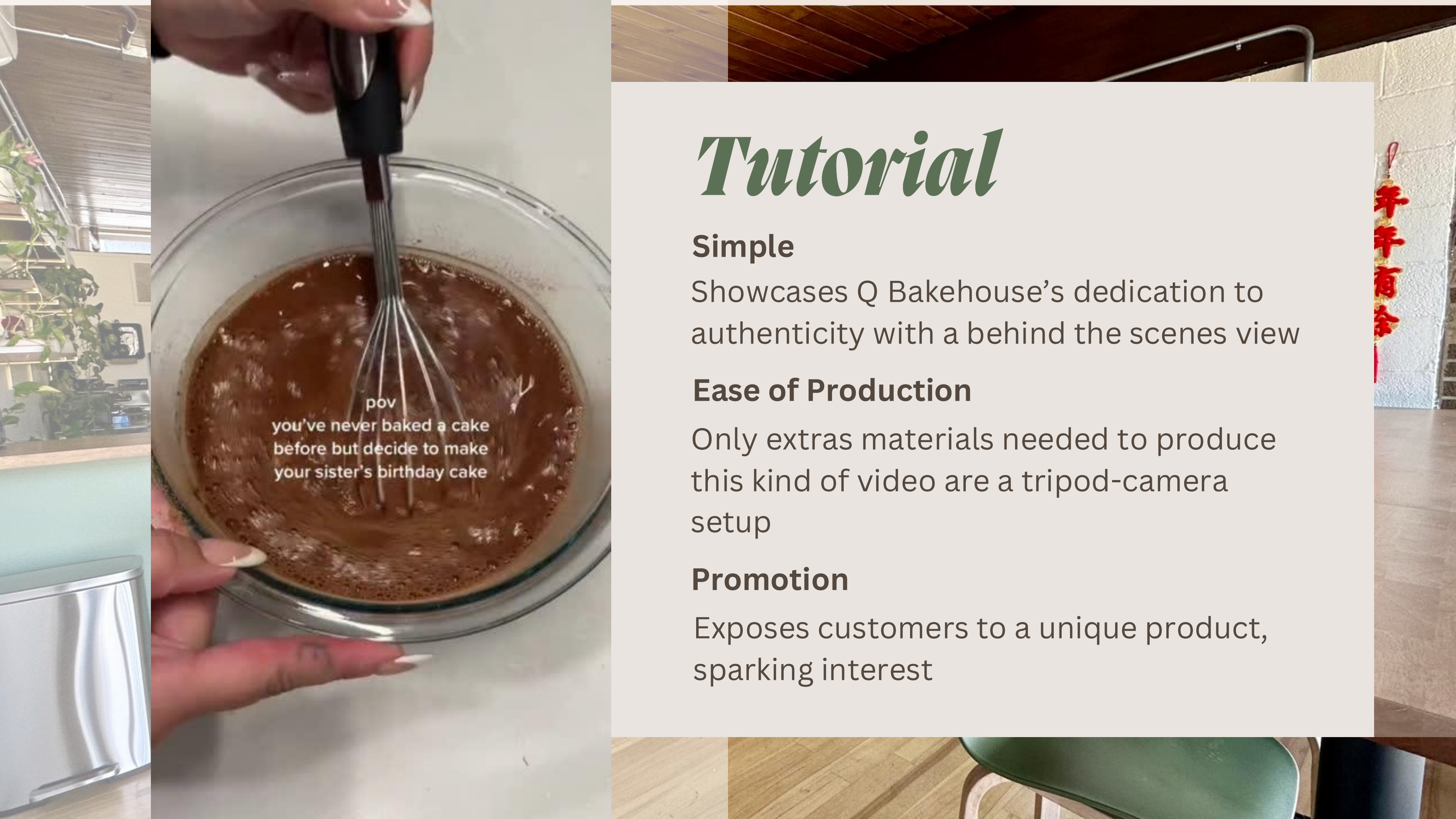
Brings attention to lunch specials that customers may not know about

Efficient

Customers would be engaged via quick shots of cooking highlights

Viral Appeal

This would likely gain significant traction as a trending video style on TikTok



Tutorial

Simple

Showcases Q Bakehouse's dedication to authenticity with a behind the scenes view

Ease of Production

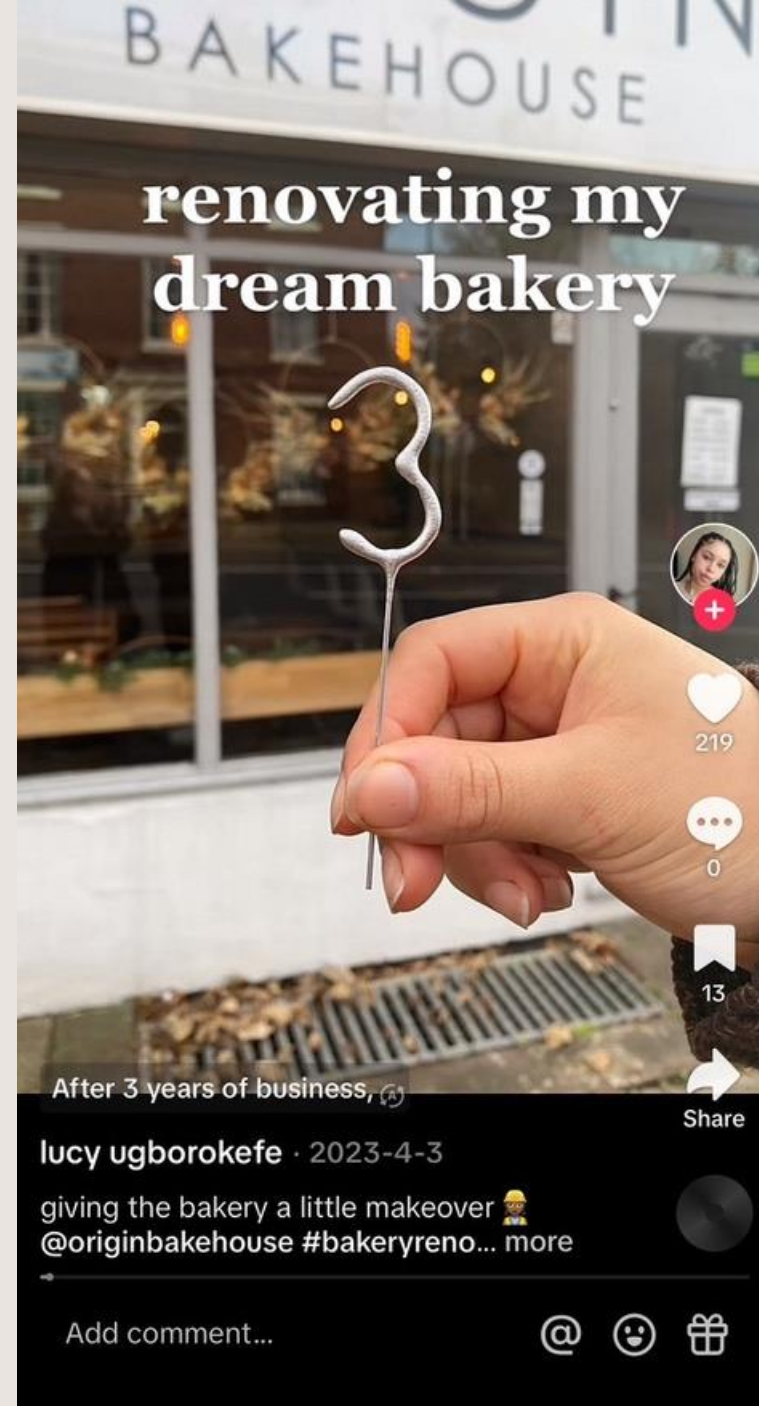
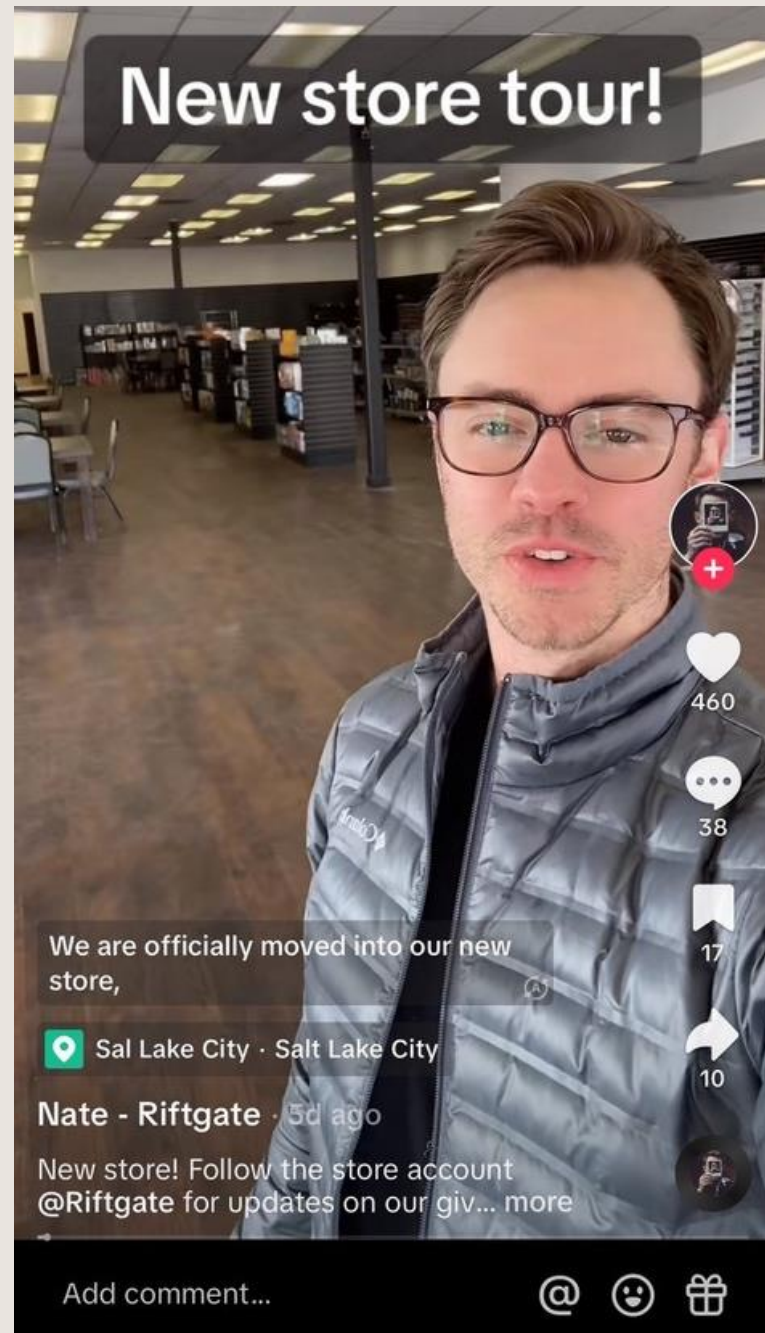
Only extras materials needed to produce this kind of video are a tripod-camera setup

Promotion

Exposes customers to a unique product, sparking interest

STORE TOUR VIDEO:

- Walking the viewer through the store: Kitchen area, Eating area, lobby, etc.
- Video Length: 1:00 - 3:00
- Showing the beauty of the building, emphasizing eating in
- Interaction in her comments and videos



RENOVATION VIDEO:

- Conducting a simple project in the store
- Video Length: 1:00 - 3:00
- Showing the care that the store owner holds for the store
- Interaction in her comments and videos

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Tikto Ideas



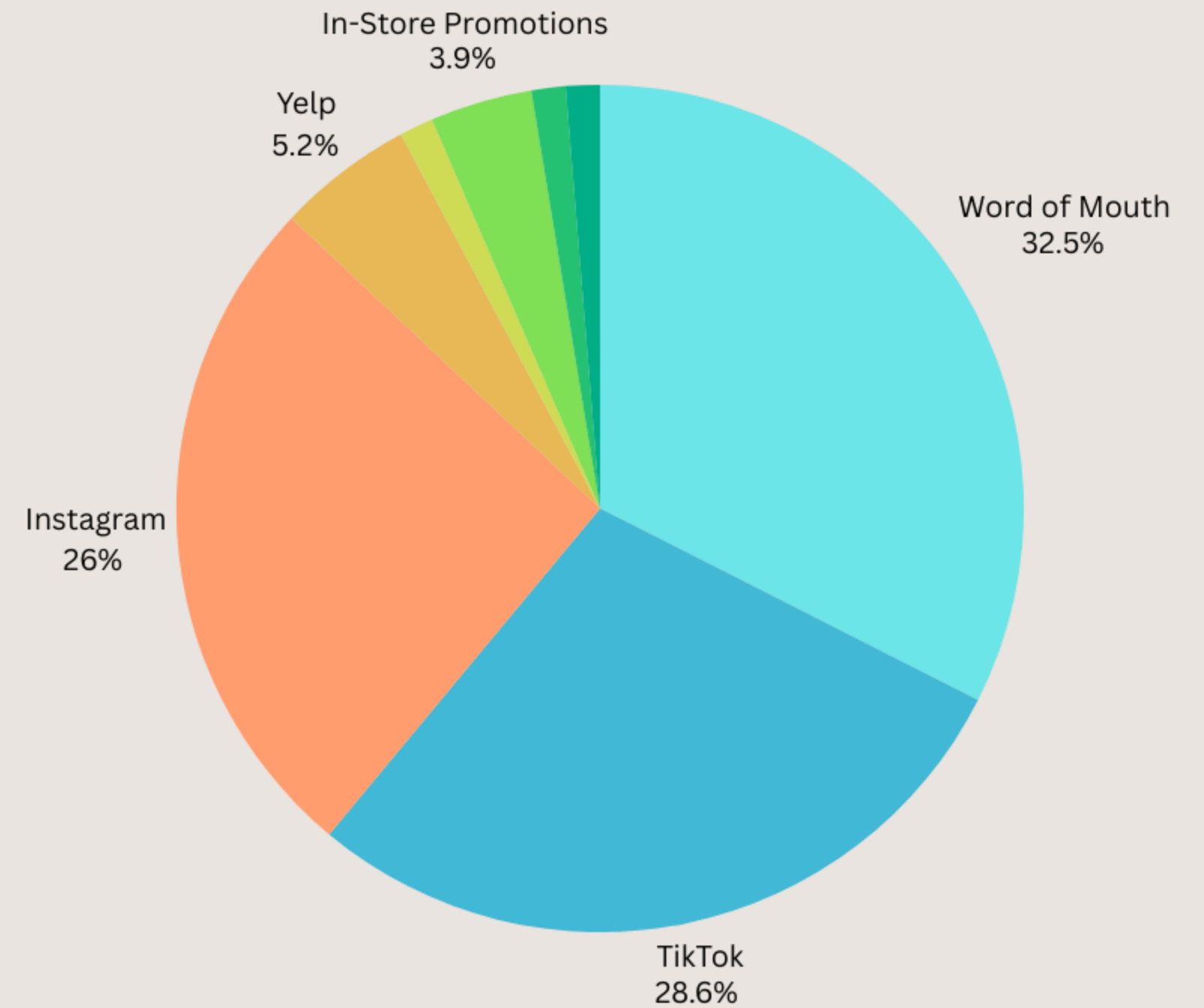
Consumer Data

Consumer Data

Promotion Campaign

- Using social media to create more brand awareness within the community
- Ensure that customers can spread the word of the business

Question: Which form(s) of promotional campaigns do you use most to follow food trends or find new restaurants?



Consumer Data

Factors of Influence

- Focus on the quality of the goods
- Ensure the prices are reasonable and match with consumer demands.

Question: Rank the factors below in order of importance on how they influence your decision to purchase bakery products from a particular establishment (5 being the most important).

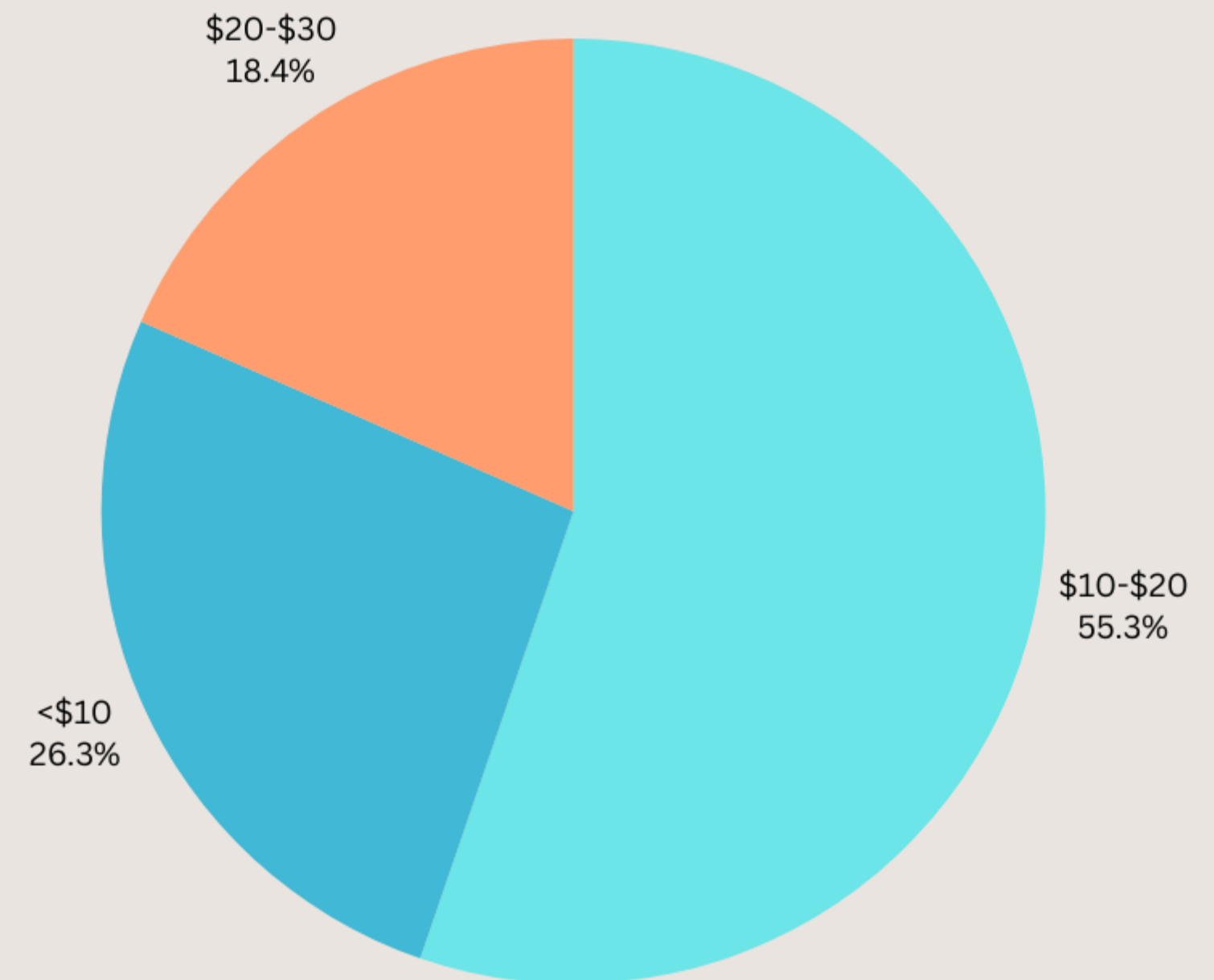


Consumer Data

Pricing

- Ensure that the price of the products is maintained in the price range the consumers find acceptable and matches the quality of the goods.

Question: How much are you typically willing to spend on bakery products in one visit?

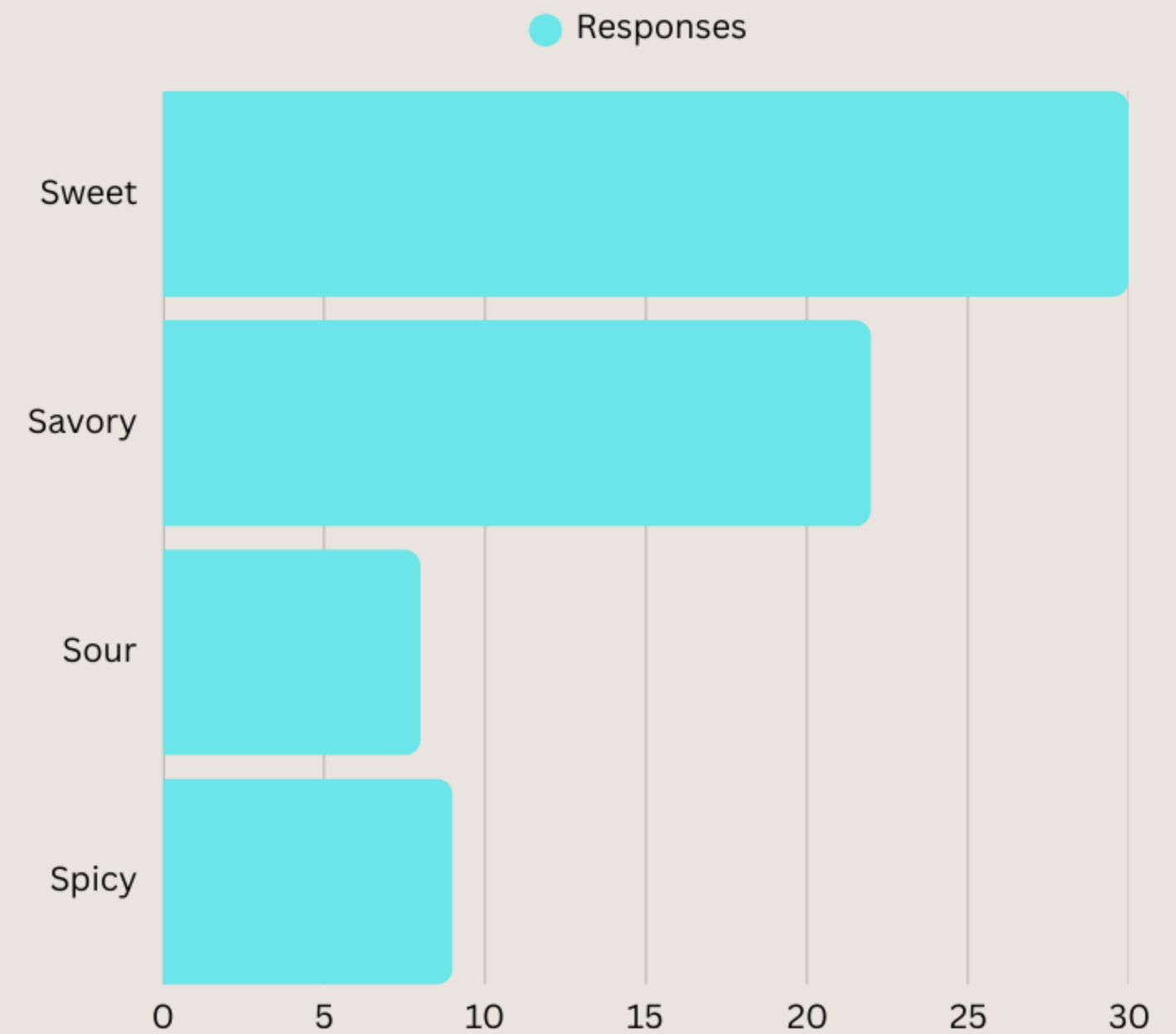


Consumer Data

Type of Goods

- Expanding on the variation of goods being offered
- Compensate to consumers' palettes.

Question: What flavors do you prefer in pastries?



Next Steps

Suggestions

- Creating more brand awareness through social media and ensuring that word is consistently getting spread about the business (e.g. providing special deals, promotions, etc.)
- Ensure that the quality of the good/taste is constantly up to standard with certain prices.
- Creating a wider variation of flavor palettes for consumers to try and taste.



Thank You.

END