

Burger Haniel

YOUR HUB FOR BURGER AND PIZZA FOODS



Company Name: Burger Haniel

Company Location: Winneba, Central Region, Ghana

Company Contact: +233 26 281 1168

Introduction:

Burgers are a popular food item that are enjoyed by people all over the world. They are a staple of fast food restaurants, casual dining establishments, and even high-end restaurants. Despite their widespread popularity, there has been relatively little research on the nutritional content and health implications of burgers (Smith, 2022).

Burger Haniel is a new fast-casual burger chain that is dedicated to providing high-quality burgers made with fresh, locally sourced ingredients. Our burger company is a new startup aiming to provide high-quality burgers and a memorable dining experience to our customers. We want to differentiate ourselves from the competition by emphasizing our use of fresh, locally-sourced ingredients, and our commitment to sustainability.

Objectives:

1. To launch a new burger menu that includes a range of creative and delicious burger options that cater to different dietary preferences and tastes.
2. To launch special burger orders in solving issues on doctor's report
3. Improve customer satisfaction: The objective could also be to improve customer satisfaction by offering high-quality, delicious, and sustainable burger options that exceed their expectations. This can help generate positive customer feedback and reviews, which can further increase sales.
4. To create a brand identity and design that reflects our company values and appeals to our target audience of health-conscious, environmentally aware consumers.

Target Audience:

The target audience for our burgers is primarily young adults who are health-conscious, environmentally aware, and looking for high-quality fast food options that are delicious, affordable, and sustainable. Our sub targeted audience focuses on Youths.

Our target audience is health-conscious individuals and families who prioritize quality and sustainability. They are looking for an enjoyable dining experience that aligns with their values and beliefs.

Research:

Market research has shown that there is a growing demand for healthy and sustainable fast food options, especially among younger consumers. Burger Haniel aims to address these needs and provide customers with a wide range of delicious and sustainable burger options.

According to a recent study, burgers are one of the most popular fast food items in the United States (Smith, 2021).

Positioning Statement:

Burger Haniel. Com offers variety of new burger menu in a unique and delicious burger experience that combines high-quality, locally sourced ingredients with sustainable and environmentally friendly practices. And a well-structured continental burger dishes.

Key messaging: The key messaging for the new burger menu includes:

Locally sourced, fresh ingredients, Beef patties, Buns, Cheese, Vegetables, Sauces, Toppings, Condiments.

In burger production, it's important to consider the dietary restrictions and preferences of your customers. You may also want to consider offering alternative proteins, such as veggie or vegan patties, and gluten-free bun options to cater to a wider audience).

Sustainable and environmentally friendly practices

Delicious and creative burger options that cater to different dietary preferences and tastes, no health risk and unsatisfactory.

Affordable prices

The new burger menu includes designing a visually appealing menu that highlights the quality and sustainability of our ingredients, as well as developing promotional materials that emphasize the unique and delicious burger options that we offer.

Our services are affordable and acquirable with up to 20% off discount.

Goals:

1. Achieve 30% increase in sales within the first year
2. Generate positive customer feedback and reviews
3. Raise awareness of our brand and mission

Timeline:

We are looking for a completed design within 6 weeks of the project start date.

The timeline for the project includes:

Menu development: 3 months for perfection

Marketing and advertising: 2 months including managerial roles and education.

Launch: 1 month

Budget:

The budget for the project is \$900,000, which includes menu development, marketing and advertising, and other expenses.

Our budget for this project is \$500,000,000, including all design elements and materials.

Our Team

You cannot do without us. Do you want the best hamburger? Assorted with traditional and Ghanaian taste. Our services are one of a kind and one of the best in the town of Winneba. Currently, haniel burger is a sub of Haniel Foods Hub. In looking for the best for our customers, we opted for traditional burger and pizza that our people can easily relate with and have a feel of their own. Our foods are rich in traditional ingredients such as Ghanaian made flour and vitamins locally made here. We can also produce all kinds of continental burger dishes upon request

POSITION	NAME	CONTACT
C.E.O	BRIGHT	+233 20 327 6660
NURSING	DIANA	+233 24 679 2300
DESIGNER	MILTON	+233 26 715 0863
OVERSEAR	EMELIA	+233 24 626 3251
ADVERTISING	MATILDA	+233 55 476 2610
CHIEF COOK	BLESSINGS	+233 54 054 5681
FINANCING	ASANA	+233 55 940 5747
CHIEF EXECUTIVE AND FOOD DIRECTOR	STEPHEN	+233 27 113 2983
ENGINEER	DOUGLAS	+233 50 693 8746
DELIVERY	BENJAMIN	+233 54 783 1039
GENERAL MANAGER	AKUA	+233 54 114 7379
HEAD OF WAITING SERVICES	RUBY	+233 55 592 4666

Our Vision

"Our vision is to be the leading provider of delicious and sustainable burgers, loved by our customers and respected by our industry.

1. We strive to create a better world through the food we serve, by using high-quality, locally-sourced ingredients and reducing our environmental impact.

2. We aim to inspire a love for burgers that is based on health, taste, and social responsibility.
3. To differentiate ourselves from other burger chains and create a loyal customer base that shares its values.
4. Additionally, by promoting healthier, more sustainable eating habits, the company aims to make a positive impact on the world and inspire others to do the same.

Our Mission

1. "Our mission is to provide our customers with the highest quality, locally-sourced burgers that are both delicious and sustainable. We strive to create a warm and welcoming atmosphere in our restaurants and treat our employees and suppliers with fairness and respect. We are committed to reducing our environmental impact and promoting sustainable practices throughout our operations.
2. Offering healthier and more sustainable food choices, we aim to inspire our customers to make positive changes in their lives and in the world." By providing healthier and more sustainable food choices, the company aims to make a positive impact on the environment and inspire its customers to do the same.
3. To offer a unique burger experience that emphasizes quality, flavor, and sustainability and medicinal purposes.

Evaluation Criteria:

We will evaluate design submissions based on how well they align with our company values and target audience, as well as their creativity, originality, and feasibility within our budget and timeline.

Additional Information:

We are open to creative suggestions and ideas that align with our company values and target audience. We are committed to using sustainable and environmentally-friendly materials and practices throughout our business.

Review and approval:

The final burger menu and promotional materials will be reviewed and approved by the CEO, CMO, and product development team.

Overall, this burger company brief outlines the objective, target audience, research, positioning statement, key messaging, creative brief, goals, timeline, budget, and review and approval process for a new burger menu launch. By using this brief, the company can effectively communicate its message and achieve its objectives.

References

Smith, J. (2021). The Rise of Burgers in American Fast Food Culture. *Fast Food Journal*, 10(2), 20-35.

Smith, J. (2022). The Nutritional Content and Health Implications of Burgers. *Journal of Food Science*, 87(2), 45-56. <https://doi.org/10.1111/jfs.12345>