All About the Bread

Mini Marketing Research

Goals

The restaurant website that I will be redesigning is "All About the Bread"

My goal is to create a responsive website design that helps create, a great experience for everyone regardless of device. No matter how someone gets to my client website, they should enjoy a consistent experience.

Target Market

All About the Bread main target market is towards college students, teenagers, middle class, and businesspeople 'on-the-go'. In Los Angeles we see the target market being reached more towards university students, the workers in the city, and a dense middle-class population with families.

Competitor Analysis

In Los Angeles, All About the Bread faces some high competition. It has its direct competitor Subway which has 3 locations in close proximity. Jimmy John's has 1 store in close proximity and Jersey Mike's Sub's which has 3 stores in close proximity.

Competitor Sites Analysis

Subway website: https://www.subway.com/en-us
- Well Organized
- Great us of font
- Well laid out menu with picture description and calories
- Good complimentary color choices yellow, green with a white background.
- Online order option
- Online third-party delivery
- Social media

Jersey Mike's website: https://www.jerseymikes.com/
- Well us of responsive colors red, blue and white
- Quick to navigate
- Well laid out menu with picture
- Online order pickup
- Social media

Jimmy John's website: https://www.jimmyjohns.com/
- Quick to navigate
- Well us of responsive colors black, white and red
- Well laid out menu with picture description and calories
- Online order pickup or delivery
- Social media

Unique Selling Proposition
All about the bread is known for the best meatball subs in the Los Angeles area.

Brand
Right now, the brand is currently perceived as a bakery. My goal is to have the restaurant to be perceived for what it is.

Website
I plan to improve their website by rebranding their name from All About the Bread to AASub's short for "All About Sub's". I will also be changing their color from black & white to blue and orange which are complimentary bold attention grabber colors. Will improve their menu descriptions and pics, better layout and new fonts. Connect to more social media web/apps sites.

Deadline
This responsive website needs to be done by December 16, 2019