



# NIKKEI RAMEN YA

## MARKETING PLAN REPORT



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## Executive Summary

Nikkei Ramen-ya, founded by Greg Masuda and his wife, is a family-owned business that seamlessly blends Japanese culinary traditions with modern Canadian innovation. Starting in Courtenay, BC, the brand has grown into a provider of premium ramen experiences, offering both in-restaurant dining and frozen ramen products. Initially hesitant, Greg's passion for ramen and dedication to craftsmanship led to the creation of a venture rooted in authenticity. From handmade noodles to rich broths and toppings, every component is crafted from scratch, reflecting Nikkei's unwavering commitment to quality and cultural storytelling.

Focusing on expanding retail and online sales, Nikkei aims to increase brand awareness and broaden its distribution network. With authentic, locally sourced ramen offerings, the company has positioned itself as a premium brand, delivering products like ramen kits and frozen pucks that prioritize convenience without sacrificing quality. Leveraging Instagram for grassroots promotion and partnerships with grocery stores like Thrifty Foods, Nikkei emphasizes sustainability and local sourcing. Its mission to bring restaurant-quality ramen to homes across BC has set it apart in a competitive market, building a loyal and growing customer base.

The survey results highlight key opportunities for Nikkei to align with its objectives. Ramen consumption peaks in winter (73%), emphasizing the importance of seasonal marketing. Recommendations from friends and family (58%) and store discounts (51%) drive trial purchases, while taste (71%) and quality ingredients (49%) are the most valued attributes—aligning with Nikkei Ramen's emphasis on authenticity and quality. Pricing insights show 51% of respondents are willing to pay \$12–\$14.99 for frozen ramen kits, supporting a premium positioning.

Nikkei's diverse product lineup caters to a wide audience, including busy professionals, families, students, and ramen enthusiasts who value both convenience and authenticity. The offerings include:

- **Frozen Ramen Pucks:** Quick-to-prepare meals in flavors like Ichiban Miso, Miso Yasai, and Shoyu.
- **Ramen Kits:** Comprehensive kits with noodles and broths for a customizable dining experience.
- **Ramen Building Blocks:** Individual ingredients such as soup stocks and noodles for culinary experimentation.

The brand has identified two key customer segments. Firstly, **Ramen Enthusiasts (Laura)** who are loyal customers who seek premium, authentic ramen frequently. Secondly, **Open Explorers (Ian)** who are occasional customers familiar with Nikkei Ramen who need targeted incentives to convert them into regular buyers.



Nikkei has developed targeted objectives to strengthen its brand association, increase customer retention, and drive sales through a combination of strategic marketing initiatives, enhanced online and in-store presence, and community engagement.

Nikkei's first objective is to increase its association with quality, taste and authenticity. It seeks to strengthen its association with premium quality, authentic flavors, and great taste through customer education and community engagement. Owned and earned media will play a key role in this strategy. Instagram will be transformed into a vibrant platform for engaging content, showcasing the craftsmanship and premium quality behind Nikkei's product through chef-led content, ingredient spotlights, and interactive features like polls and quizzes. The #NikkeiFromHome campaign will encourage user-generated content, turning customers into brand ambassadors and fostering a sense of community.

To improve in-store awareness, Nikkei will implement tactics such as promotional tasting booths in top grocery stores like Thrifty Foods, offering free samples and direct customer engagement. Enhanced signage and optimized display locations, such as centrally positioned frozen food bins, will improve product visibility and accessibility. Simplifying product packaging to reflect Nikkei's premium and authentic positioning will further enhance its in-store appeal, creating a stronger connection with the target audience.

Nikkei's second objective is to increase monthly sales of its pucks. It aims to achieve \$8,000 in monthly sales by focusing on customer retention, frequency of purchase, and accessibility. Retention efforts will be supported by the "Behind the Bowl" newsletter, featuring engaging content such as recipes, customer spotlights, and behind-the-scenes stories that highlight the brand's authenticity and craftsmanship. This will strengthen connections with loyal customers and encourage repeat purchases.

The introduction of multi-pack bundles will incentivize bulk purchases, offering value through discounts and variety. Bundles like the "Essential Ramen Lover's Pack" and "Family Night Ramen Pack" will cater to diverse customer needs, increasing purchase frequency and average order values. These bundles will be prominently displayed in-store and promoted online, ensuring consistent exposure to target segments.

To enhance accessibility, the website will be upgraded with an "Order Now" functionality and email newsletter pop-ups offering first-order discounts to engage new customers. Partnering with delivery platforms like Uber Eats, DoorDash, Walmart, Spud, and Instacart will further expand reach and availability. Promotions such as bundled deals and seasonal campaigns will increase visibility and sales during high-demand periods. Additionally, a pilot pickup program at Nikkei Ramen's restaurant will integrate efficient online ordering systems and provide a seamless in-store collection experience, reinforcing the brand's commitment to quality and convenience. These combined efforts will drive customer retention, increase accessibility, and elevate Nikkei's sales performance.





## Situation Analysis

### Category/Industry definition

Nikkei Ramen sells a variety of goods through their restaurant as well as grocery stores all over Vancouver Island with 5 more on the mainland in the greater Vancouver area. This diverse business model encompasses different aspects of the food and beverage industry by focusing on dining and hospitality in combination with the packaged food market. The packaged food market is a large part of the food production and consumption landscape (Verified Market Research Citation), with frozen ready-to-cook meals accounting for a significant portion. With efficiency, health, and wellness being a trend in consumer preferences surrounding packaged food, Nikkei Ramen Co. is focused on expanding their company's recognition and reach in grocery stores.

The packaged food category is very competitive as it is highly saturated with different products. However, the variety of products allows for competition to be spread across different types of food (cereals, snacks, canned goods, frozen meals), and their methods of storage. The key competitors for Nikkei Ramen Co. include Crafty Ramen, Ramen Raijin, and Franklin Food Lab. Additional competition could come from food delivery services and meal kit providers. A deeper analysis of Nikkei Ramen's competition can be found in the competitor analysis.

### Category/Industry/Market analysis

#### Aggregate market factors

##### a) Industry size & growth rate

Nikkei Ramen belongs to the “*ready-to-eat*” meal market, defined as “meals that can be eaten as is or after minimal preparation” (Statista Market Insights, 2024). In Canada, this market is currently experiencing growth at a CAGR of 5.72%, and is currently valued at \$7.14 billion USD. When looking categorically at ready made frozen meals, further insight can be gathered. Among those who consume ready-made frozen meals in Canada, 36% are millennials, 29% are Gen X, 22% are Gen Z, and 13% are Baby Boomers. Purchasing decisions made by active consumers of frozen ready-made meals are typically influenced by convenience and product reviews, when compared to other grocery consumer segments (Conway, 2024). Additionally, the majority of those who consume ready-made meals eat them for dinner rather than other meals. The revenue for novelty frozen food products has grown from \$1.241 Billion USD to \$1.529 Billion USD from 2014 to 2021. Globally the sale of frozen ready-made meals increased at a CAGR of 4.3% from 2019 to 2023 (futuremarketinsights, 2024). Over the next 10 years, this market is expected to grow at a rate of 5.2%, with a total valuation of \$7.386 billion in 2034. When looking at the ready-to-eat meal segment and frozen meal trends through a local and global lens, it is evident that this is an attractive market, with a strong opportunity for growth.



### **b) Stage in product life cycle**

The frozen food market is highly saturated with different kinds of products and generates billions of dollars of revenue in Canada yearly. The shelf-stable packaged ramen industry is in the mature stage in the product's life cycle. It is a known product and has a consistent and stable ecosystem, with a large adoption rate and recognition of the type of product. There are numerous brands that offer products that are similar in price, taste, and convenience.

Despite the maturity of the shelf-stable packaged ramen market, Nikkei Ramen-ya is targeting a different customer segment through a novel frozen packaged version using much higher-end ingredients, while maintaining a quick prep and cook time. Offering the product this way differentiates Nikkei Ramen from other packaged ramen brands. While there are still competitors in this market, the product life cycle would be in the growth stage, as the industry is much smaller, and consumer preferences are becoming more aligned with this product offering.

### **c) Seasonality**

The seasonality of the ramen industry as a whole typically sees a spike in sales surrounding colder months of the year. Additionally, cheap packaged ramen could see an increase during the school year, as these products are popular among students given their price and convenience.

### **d) Distribution channels**

Apart from ramen sales in Nikkei Ramen's restaurant, their primary distribution channel is through their partnerships with various local grocery stores in the Comox Valley, Victoria, and greater Vancouver. They sell their product in the frozen food aisle of these grocery stores, as well as some shelf products including seasonings, and individually packaged noodles. They also partner with a restaurant in Victoria called Ghost Ramen, as they produce the ramen that the restaurant serves to its customers.

### **Environmental factors:**

1. **Sustainability and Local Sourcing:** Nikkei Ramen's commitment to sustainability is evident in its use of locally sourced ingredients such as pork from Vancouver Island and seafood from the Salish Sea. This aligns with consumer preferences in British Columbia, where there is a strong emphasis on supporting local agriculture and reducing carbon footprints. The use of local ingredients not only enhances freshness but also minimizes the environmental impact of transportation.
2. **Climate and Seasonality:** Ramen sales typically spike during colder months, both in-store and in the form of frozen ramen products, since ramen is considered a comfort food during winter. Additionally, Vancouver Island's cool climate complements the demand for warm, hearty meals like ramen throughout most of the year.



## Sociocultural

1. **Cultural Heritage and Authenticity:** Nikkei Ramen is a blend of Japanese tradition and local Canadian influences, catering to a diverse demographic that values authenticity and cultural fusion. As a Nikkei-owned business (Japanese descendants living abroad), the company highlights its cultural heritage in its products, blending traditional Japanese ramen-making techniques with local ingredients. This cultural connection appeals not only to consumers looking for authentic Japanese cuisine but also to those who value cultural storytelling in food.
2. **Health and Wellness Trends:** In line with the growing demand for healthy food, Nikkei offers a variety of ramen options that cater to health-conscious consumers such as vegan ramen, high-quality and preservative-free ingredients, and locally sourced ingredients. The ramen pucks and kits offer convenient yet wholesome meals, targeting a market increasingly concerned with health.
3. **Post-COVID Shift in Consumer Behavior:** The COVID-19 pandemic shifted consumer behavior towards home-cooked meals and comfort food. Nikkei capitalized on this by offering high-quality frozen ramen pucks and meal kits that could be prepared at home. This shift in behavior has remained prevalent post-COVID, with consumers still seeking convenient, restaurant-quality meals to enjoy at home.

## Technological

1. **Freezing and Packaging Technology:** Nikkei Ramen uses advanced freezing technology to preserve the quality and freshness of its ramen pucks and meal kits. This technology ensures that the texture of the noodles and the richness of the broth are maintained, providing customers with a restaurant-quality experience at home.
2. **Social Media and Digital Marketing:** Leveraging platforms like Instagram and Facebook, Nikkei has built a loyal following by sharing content that highlights the authenticity and quality of its ramen.
3. **In-Store Visibility and Distribution:** The company has improved technology for inventory management and distribution which helps ensure their products are easy to find on grocery shelves which enhances in-store visibility.

## Company Analysis

### Current Company Objectives:

### Sales Growth

Nikkei. aims to expand both its in-person and online sales, continuing its efforts to grow beyond its original storefront in Courtenay, BC. The company has already made strides by offering its popular ramen kits in local grocery stores, allowing customers to experience their authentic



ramen at home. Moving forward, they plan to broaden their retail presence in more stores across Vancouver Island and eventually expand into the Greater Vancouver area. Additionally, Nikkei aims to enhance its restaurant experience with new menu items inspired by local ingredients and culinary trends (*Nikkei Ramen-ya*) (*Country Grocer*).

### **Brand Awareness**

Increasing brand recognition is a key objective for Nikkei Ramen. Leveraging the unique fusion of traditional Japanese techniques with locally sourced ingredients, the company is looking to attract a broader customer base. Their focus on using local ingredients, such as Comox Valley pork and Salish Sea seafood, adds a regional story to their brand that resonates with environmentally conscious consumers. Social media, particularly Instagram, has been their primary promotional tool, but the company aims to increase engagement through more frequent posts and potential influencer partnerships ([Discover Nikkei](#)).

### **Expansion of Distribution Channels**

Nikkei Ramen Co. is working on expanding its distribution beyond in-store dining by selling frozen ramen kits at local grocery stores, which have been a success on Vancouver Island. Their goal is to continue to make their products more accessible to a wider audience, potentially partnering with major grocery chains in BC and establishing an online platform for wider geographic sales. By broadening its distribution channels, Nikkei Ramen can tap into a larger market of consumers who want restaurant-quality ramen at home (*Nikkei Ramen-ya*).

### **Analysis of Current Position and Marketing Strategies**

#### **Product:**

Nikkei offers an authentic ramen experience with a unique twist, combining traditional Japanese techniques with local Canadian ingredients. Their noodles are made from premium Canadian wheat, and their broths are crafted using local seafood, meats, and vegetables from the Comox Valley and surrounding areas. Their mix of offerings is as follows:

- *Ramen Kits*: Available in four flavors (Tokyo Shoyu, Yuzu Shio, Hakata Tonkotsu, and Vegan Shoyu). These kits come with pre-portioned noodles and broth, providing convenience without compromising on authenticity.
- *Ramen Pucks*: All-in-one frozen ramen servings, ideal for quick meals. Flavors include Ichiban Miso, Miso Yasai, and Shoyu.
- *Ramen Building Blocks*: For a customizable experience, separate components like noodles and soup stocks are available to mix and match



### **Pricing:**

The pricing for Nikkei Ramen out-of-restaurant products, such as their popular “*Ramen Kits*”, is designed to offer a balance between convenience and premium quality. The kits are priced in the range of *\$12 to \$15 per kit*, depending on the store and flavor, which aligns with their premium positioning in the gourmet ramen market. Each kit includes fresh noodles and pre-portioned broth, offering a restaurant-quality experience that can be enjoyed at home.

The **Ramen Pucks**, which are frozen, all-in-one servings are priced at *around \$16 to \$18 per puck*. This makes them a more affordable and convenient option for consumers looking for a quick meal without compromising on flavor. These prices reflect the brand’s commitment to providing high-quality, authentic ramen while keeping its products accessible to a wide audience through grocery stores and other retail channels.

### **Placement:**

Nikkei has expanded its reach beyond the original restaurant in Courtenay, BC, by distributing its products through a network of grocery stores across Vancouver Island and parts of mainland British Columbia. Their ramen kits and frozen ramen pucks are available in finer grocery stores, providing a convenient at-home ramen experience for customers who can't visit the restaurant. Some of the key stores that carry their products include Country Grocer, Thrifty Foods, and other specialty grocers throughout the region.

### **Promotion:**

Nikkei has adopted a largely grassroots approach to its promotional strategy, relying heavily on Instagram and word-of-mouth marketing. With around 2,500 followers on Instagram, they use the platform to share visually engaging posts about their ramen kits, in-restaurant offerings, new product launches, and collaborations. Their posts often feature behind-the-scenes content, ingredient-sourcing stories, and customer experiences, helping to build a strong community around the brand (*Nikkei Ramen-ya*).

They also utilize Instagram to announce promotions and seasonal specials, aiming to boost awareness and engagement. Nikkei Ramen's focus on high-quality photography and authentic storytelling resonates with its audience, especially those interested in premium, locally sourced food options.

### **Current Company Mission**

Nikkei Ramen Ya’s mission is to bring *authentic, high-quality ramen* to consumers' homes while continuing their commitment to *local sourcing* and *sustainability*. Through their grocery line,



which includes ramen kits and frozen ramen pucks, Nikkei Ramen aims to provide a convenient yet premium dining experience outside of their Courtenay-based restaurant.

Their goal is to ensure that customers can enjoy restaurant-grade ramen made from *scratch with all-natural ingredients* at home. By emphasizing the use of *locally sourced ingredients* such as pork from Vancouver Island, seafood from the Salish Sea, and produce from local farms, Nikkei Ramen's mission aligns with promoting local agriculture and sustainability, even in their retail products.

Nikkei Ramen Co. seeks to make premium ramen *accessible* through its distribution in grocery stores, offering a solution for those seeking convenience without compromising on the quality of ingredients or the authenticity of the ramen experience. Their mission is to *expand* their reach across British Columbia and eventually nationwide, enabling more consumers to experience their locally crafted, authentic ramen.

Nikkei Ramen Ya aims to provide *convenience with authenticity*, maintaining its high standards of quality and sustainability while bringing the unique flavors of its ramen to a broader audience through retail channels.

### **Key Success Factors:**

Nikkei Ramen has achieved significant success by delivering a product that bridges authenticity and convenience. Its frozen ramen pucks offer consumers the opportunity to enjoy restaurant-quality ramen at home, an innovation that sets it apart in the frozen food market. By maintaining a strong commitment to quality, authenticity, and the use of locally sourced ingredients, Nikkei Ramen has built a positive reputation among its growing customer base.

The brand has also effectively leveraged its restaurant as a launchpad for its frozen product line, establishing credibility and creating an avenue for consumer trial. With consistent branding across both channels, Nikkei Ramen has successfully positioned itself as a premium yet accessible option within the frozen ramen category. Moving forward, Nikkei Ramen's ability to differentiate itself from competitors like Franklin Food Labs will depend on continuing to highlight its authenticity and high-quality locally sourced ingredients.

## **Customer Analysis**

### **Primary Research**

The primary research aimed to assess consumer attitudes toward the company and its products. To uncover the purchase influences within potential target segments, behavioral, demographic, and psychographic questions were utilized. Insights gathered from these areas informed





recommendations and strategies specifically tailored to Nikkei’s potential target segment, further contributing to the development of the marketing plan.

### **Summary**

Screening questions were incorporated to filter out respondents who did not engage meaningfully with the survey. The survey began by verifying respondents' ages to ensure participants were 18 or older. It then continued with questions designed to explore purchase behaviors, brand engagement, and decision-making criteria. Skip logic was applied to route respondents who had previously tried Nikkei’s frozen ramen to questions focused on their attitudes toward the product and their likelihood of making future purchases.

### **Distribution Tactics**

The survey was primarily distributed through convenience sampling and shared on Nikkei’s Instagram page. Additional responses were gathered from Facebook groups like “Ramen Lovers Vancouver” and “Lovers of Frozen Food.” To minimize bias from an overrepresentation of students, online distribution channels were selected with a focus on capturing responses from a broader audience, including non-students.

### **Limitations and Sample Size**

The survey initially collected 324 responses, which were then refined to 174 after data cleaning. The survey's length and the number of questions led to a lower completion rate, as some respondents chose not to finish. Attention-check questions were also included to help identify and remove any inattentive responses, ensuring higher data quality.

### **Customer Description and Behavior**

The primary findings reveal insightful details about customer preferences and behaviors related to ramen consumption. When surveyed about seasonal preferences for ramen, 73% of respondents indicated that they most frequently eat ramen in the winter, with fall as the second most popular season at 59%. These seasonal insights suggest a strong association between ramen consumption and colder weather, which can guide Nikkei’s seasonal marketing strategies.

Regarding ramen consumption frequency, 45% of respondents reported they never eat frozen ramen, whereas 23% consume shelf-packaged ramen about once a month, and 30% eat ramen in restaurants less than once a month. These figures indicate that restaurant ramen remains a popular choice, while frozen ramen has lower overall consumption rates, highlighting an opportunity for Nikkei to educate consumers on the quality and convenience of frozen ramen.

When asked about factors that influence their decision to try a new ramen brand, 58% of respondents cited recommendations from friends and family as the top influence, followed by store discounts, which 51% selected as a key motivator. This data underscores the importance of



word-of-mouth marketing and price promotions in encouraging trial purchases. In terms of critical attributes for choosing a ramen product, 71% rated good taste as the most important, with 49% choosing quality ingredients as the second top priority.

In pricing preferences, after showing respondents a photo of Nikkei Ramen's products, 51% indicated a willingness to pay between \$12 and \$14.99 for a frozen ramen kit, while 27% were willing to pay \$15 to \$17.99, and 14% would pay \$18 to \$20.99. This pricing data can guide Nikkei Ramen-ya's product positioning to align with consumer expectations. When purchasing frozen meals at grocery stores, 46% of respondents compare prices between products, with 39% seeking out discounts, indicating a price-sensitive market for frozen meals.

Shopping habits indicate that T&T Supermarket is the most popular grocery destination among respondents, followed closely by Safeway and Thrifty Foods. Additionally, most respondents expressed a willingness to pay more for high-quality food made in small batches, revealing a consumer preference for artisanal, premium products.

In terms of brand discovery, word-of-mouth was the top choice, followed by in-store visibility as the second-most popular method. For those who have already tried Nikkei Ramen, 20% cited locally sourced ingredients and high-quality ingredients as factors meeting their satisfaction, highlighting these attributes as key to customer satisfaction.

Geographically, most respondents reside in Metro Vancouver (39%) and Central Vancouver Island (25%), with Fraser Valley (4%) being the least represented region in the survey.

### **Current Nikkei Target Segments**

Nikkei's primary target segments are Ramen Enthusiasts and Open Explorers, as they demonstrate high engagement and purchase potential. According to the owner, Greg, Ramen Enthusiasts (6.9% of respondents) are frequent buyers who have a strong preference for the brand. They respond well to premium experiences, so offering exclusive access to new flavors, limited-edition products, or loyalty events could strengthen their loyalty and encourage advocacy.

Open Explorers (16.7% of respondents) are somewhat familiar with Nikkei and interested in trying new options. Promotions that emphasize product quality and unique flavors could convert this segment's curiosity into trial purchases, fostering a new customer base. By focusing on these two segments, Nikkei can build a loyal following that values the brand's distinct offerings.

### **Target Segments Currently Ignored**

Nikkei currently overlooks Uninterested Skeptics (36.8% of respondents), who show limited interest in frozen ramen and minimal brand familiarity. Greg noted that 49% of this group is unlikely to purchase soon, making intensive marketing ineffective. However, maintaining some level of brand visibility could keep Nikkei on their radar without a significant investment.



Prioritizing Ramen Enthusiasts and Open Explorers, who show greater purchase intent, would likely yield better results, while minimal awareness efforts for Uninterested Skeptics could be maintained for potential long-term influence.

### **Consumer Segmentation**

After cleaning the initial 324 responses and filtering out survey respondents who filled out the survey too quickly, didn't pass the attention check questions, or failed to complete the survey, 174 responses were eligible. In the creation of the segments, three main criteria from the primary research and survey data were utilized (see Appendix B).

First, respondents were segmented with the question, "How often do you purchase frozen ramen?" From this question, respondents were divided into three distinct groups depending on their frequency of purchasing ramen. This is essential for Nikkei as it helps the company understand the regularity of ramen purchases from each customer, impacting the attractiveness and long-term value of each customer.

Next, respondents were divided by the question, "Have you ever heard of the brand Nikkei Ramen?" This criterion provides insight into whether consumers are already familiar with Nikkei or if there is an opportunity to build brand awareness. With Nikkei's goal of expanding brand recognition, understanding familiarity with the brand helps target marketing efforts effectively to maximize outreach and engagement with potential new customers.

Finally, now that respondents were segmented by their frequency of purchase and brand awareness, the last criterion was based on purchase intent. This is crucial for Nikkei's strategy to convert interest into purchases. For this, the question "How likely are you to purchase a frozen puck for \$18 in the next three months?" was used to gauge the likelihood of upcoming purchases and identify high-intent buyers.

In the end, this led to 24 individual segments. However, it is inefficient to analyze 24 distinct segments, and thus, after a review of key questions as noted below, segments were regrouped into six larger segments. Additionally, a deeper analysis of the segmentation variables above was considered, such as if a respondent purchased once a week vs. 4+ times a week to ensure the accuracy of regrouping.

### **Key Regrouping Questions Considered:**

- How often do you shop at the following grocery stores?
- How do you make your product choices when purchasing frozen meals at the grocery store?
- Where are you most likely to become aware of new brands?

### **Segments Derived from Primary Research:**



[Refer to Appendix A](#)

### **Curious Experimenters (6.3%)**

Curious Experimenters, representing 6.3% of respondents (11 out of 174), have never heard of Nikkei but are open to trying it. Their willingness to experiment with new products presents an opportunity for Nikkei, as they are intrigued by the idea of frozen ramen despite the lack of brand awareness. This group's primary barrier to purchase is unfamiliarity with the brand, which may create hesitation around trying it.

To attract Curious Experimenters, Nikkei can use introductory offers, product samples, or advertising that emphasize the unique appeal of the product. By addressing their curiosity and creating brand familiarity, this segment could become more open to purchasing and potentially evolve into frequent buyers over time.

### **Uninterested Skeptics (36.8%)**

Uninterested Skeptics make up the largest segment at 36.8% (64 out of 174) and are characterized by limited interest in frozen ramen and a lack of familiarity with Nikkei. Although 49% within this group are undecided or unlikely to purchase frozen ramen for \$18 in the next three months, they show minimal engagement with new brands and a low likelihood of purchasing. This group's primary barriers are disinterest in frozen ramen and resistance to trying new products, making them a challenging segment to target.

Nikkei would benefit from low-effort brand visibility campaigns aimed at general awareness for this group, but intensive marketing may not yield a high return. Uninterested Skeptics are unlikely to convert easily, so resources could be better allocated to more receptive segments with a stronger intent to buy.

### **Open Explorers (16.7%)**

Open Explorers comprise 16.7% of respondents (29 out of 174) and have heard of Nikkei but have not yet tried it. They show a moderate likelihood of purchasing within the next three months, suggesting that they are open to exploring new options. This group's openness is an asset, though their unfamiliarity with the product could act as a barrier, as they may need further convincing of its quality or value.

Targeting Open Explorers with promotions, such as discounts or unique product highlights, could encourage them to make their first purchase. Nikkei can emphasize product quality, flavor variety, and authentic ingredients to appeal to their interest in new and high-quality options, potentially turning this exploratory interest into regular purchases.

### **Occasional Bystanders (21.3%)**



Representing 21.3% of the sample (37 out of 174), Occasional Bystanders are somewhat familiar with Nikkei and have tried it before, but their purchase frequency is low. With only a moderate likelihood of buying again soon, Occasional Bystanders might be limited by price sensitivity or a perceived lack of convenience. This group's primary barriers include infrequent purchase behavior and occasional budget concerns, which may prevent them from buying more regularly.

Nikkei could encourage this segment with strategically timed offers or reminders that highlight the product's convenience and quality. By positioning the ramen as an easy, high-quality meal option and offering limited-time discounts, Occasional Bystanders may be motivated to increase their purchase frequency, gradually fostering a stronger connection to the brand.

### **Routine Loyalists (12.1%)**

Routine Loyalists account for 12.1% of respondents (21 out of 174) and are already somewhat consistent buyers of Nikkei. This group displays brand loyalty but purchases infrequently, likely due to price concerns or competition from other brands. Routine Loyalists are satisfied with the product and have a high likelihood of buying again in the coming months, but they need additional incentives to increase their purchase frequency.

To deepen their loyalty, Nikkei can introduce rewards programs, exclusive offers, or personalized discounts that recognize their brand affinity. Encouraging more frequent purchases through these loyalty-based strategies can strengthen their bond with Nikkei, potentially making them regular customers who consistently choose the brand over alternatives.

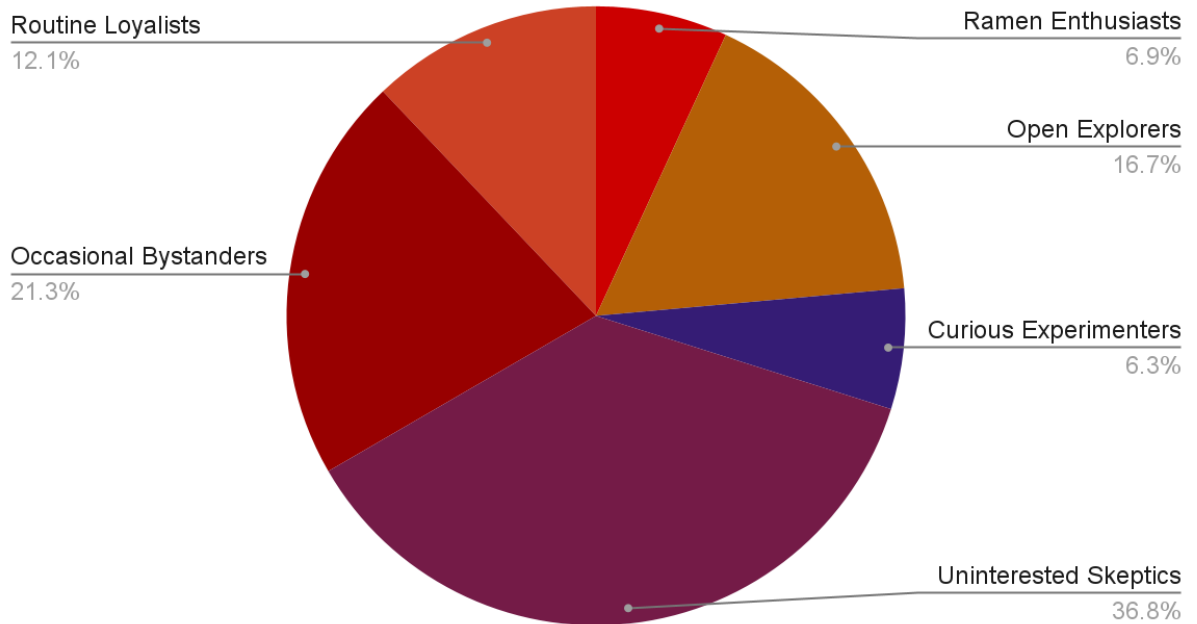
### **Ramen Enthusiasts (6.9%)**

Comprising 6.9% of the sample (12 out of 174), Ramen Enthusiasts are highly engaged and frequent purchasers of frozen ramen, showing a strong preference for Nikkei. This group is well-acquainted with the brand and demonstrates a high purchase intent, making them an ideal target for premium marketing efforts. Barriers for Ramen Enthusiasts could include limited access to exclusive products or a desire for unique experiences that the brand could fulfill.

Nikkei can cater to Ramen Enthusiasts by offering premium experiences, such as early access to new flavors, exclusive product lines, or events tailored for loyal customers. This approach rewards their existing loyalty and encourages continued engagement, with the potential for Ramen Enthusiasts to act as brand advocates who recommend Nikkei Ramen to others.



## Nikkei's Primary Research Segments



## Competitive Analysis

### Competitive Overview

In assessing the competitive landscape for Nikkei, both direct and indirect competitors have been identified. Direct competitors include other ramen brands such as Crafty Ramen, which also emphasizes quality and innovation in the ramen space. Indirect competitors range from companies like Franklin Food Lab, which offers frozen ramen packs for convenience-driven customers, to retailers such as Fujiya Stores and various Asian markets that stock a wide variety of noodle products.

Nikkei differentiates itself by focusing on high-quality, made-from-scratch ramen, free from preservatives and additives, which caters to consumers seeking authentic and wholesome dining experiences. While other competitors may offer convenience or variety, Nikkei's emphasis on freshness and traditional techniques provides a unique value proposition.

In addition to this, the competitor analysis will explore key factors such as price positioning, customer reach (online and offline), branding strategies, and product variety. It will also consider how emerging trends, such as the growing demand for health-conscious and clean-label food products, could impact the competitive dynamics in the market, with Nikkei well-positioned to leverage these trends.





## List of Competitors

**Largest Competitors:** Crafty Ramen, Franklin Food Lab

### Direct Competitors:

- Buldak Ramen
- Ichiran
- Nongshim Shin Ramyun
- Maggi Asam Laksa

### Indirect Competitors:

- Ramen Danbo (Vancouver, BC)
- Kinton Ramen (Vancouver, BC)
- Maruhachi Ra-men (Vancouver, BC)
- Black Market Food Truck (Courtenay, BC)
- Ramen Arashi (Victoria, BC)
- Kizuna Ramen (Victoria, BC)
- Kokoro Ramen (Vancouver, BC)

### Key Competitor: Crafty Ramen

#### Target Segment:

Crafty Ramen targets health-conscious, quality-driven consumers who value authentic ramen and the convenience of meal kits. Their audience includes young professionals, families, and food enthusiasts seeking restaurant-quality meals at home. This segment prioritizes fresh, preservative-free ingredients and appreciates Crafty Ramen's ability to combine authenticity with ease of preparation.

#### Positioning:

Crafty Ramen is positioned as a premium yet widely accessible ramen brand, blending traditional Japanese techniques with modern convenience. With pricing at \$14 per meal kit, Crafty Ramen is competitively lower than Nikkei Ramen's offerings, making it more appealing to price-sensitive consumers. Their nationwide reach and availability in major grocery chains like Walmart and Loblaws, combined with the ability to order directly through their website, make Crafty Ramen significantly more accessible than Nikkei Ramen. This strong distribution network ensures their products are easily available to customers across Canada, solidifying their presence in the market.

#### Marketing Mix:

Crafty Ramen's product range includes dine-in ramen, meal kits, and grocery-store offerings,



catering to diverse consumer needs. Their robust digital strategy includes an optimized website, superior SEO, and social media campaigns, allowing customers to seamlessly purchase products online for delivery or pickup. These efforts, paired with strategic in-store promotions and wider availability, give Crafty Ramen a distinct advantage in visibility and customer engagement compared to Nikkei Ramen.

### **Differentiation:**

Crafty Ramen differentiates itself with its preservative-free, handcrafted ramen that combines authenticity and convenience. Their ability to deliver high-quality, customizable meal kits at a competitive price sets them apart. With a stronger digital presence, the option to order directly through their website, and a significantly wider distribution network across Canada, Crafty Ramen enjoys greater popularity and market penetration than Nikkei Ramen. These factors position Crafty Ramen as the leading choice for consumers seeking premium, accessible ramen options.

### **Key Product Features:**

- **Authenticity:** All products are made using traditional Japanese techniques.
- **Freshness:** Noodles, broths, and toppings are made from scratch without preservatives or artificial additives.
- **Convenience:** The meal kits are designed to be easy to prepare, offering a "Heat & Eat" option that still maintains the quality of a fresh meal.
- **Customization:** Each meal kit comes with a variety of options for customization, allowing.

## **Competition Matrix**

Based on primary research conducted in the Vancouver specialty ramen market, the following five attributes have been identified as the most important to consumers:

### **1. Good Taste**

- The taste of ramen is crucial in shaping the overall experience. Consumers expect a flavor profile that is authentic, rich, and satisfying. A high-quality taste can quickly establish a positive opinion and drive repeat purchases, while poor taste can deter future purchases.

### **2. Familiarity**

- Familiarity in ramen reflects traditional flavors or comfort foods that resonate with consumers. A familiar taste offers a sense of reliability and consistency, appealing especially to those seeking a comforting meal. Brands that evoke nostalgia or traditional recipes often have an advantage in creating a loyal customer base.



### 3. Low Price

- Price is a significant factor in consumer decision-making, especially in the ramen market where affordable options are expected. A favorable price point that balances quality and affordability makes the product accessible to a wider audience and encourages frequent purchases.

### 4. Ease of Preparation

- The convenience of preparing ramen is highly valued. Quick and straightforward preparation aligns with the needs of busy consumers or those seeking an easy meal solution. Products that require minimal time and effort to prepare often appeal more to on-the-go customers or those with limited cooking skills.

### 5. Nutrient Density

- Nutrient density is increasingly important as consumers become more health conscious. Ramen that offers nutritional benefits, such as balanced macros, added vitamins, or quality ingredients, differentiates itself from typical instant noodles and appeals to health-minded consumers seeking both taste and nutritional value.

**Competition Matrix Table:**

	<b>Good Taste</b>	<b>Familiarity</b>	<b>Price</b>	<b>Ease of Preparation</b>	<b>Nutrient Density</b>
<b>Nikkei Ramen Ya</b>	High	Medium	Medium	High	High
<b>Kokoro Ramen</b>	Medium	High	Low	Low	Medium
<b>Franklin Food Labs</b>	Medium	Medium	Medium	Medium	Medium
<b>Crafty Ramen</b>	Medium	High	High	Medium	Low
<b>Ramen Raijin</b>	Low	Medium	High	Low	Medium

[Refer to Appendix B - Competitive Matrix Grading Criteria Explanation](#)

### **Benchmark Based on the Matrix for Nikkei Ramen-ya**

Based on the competition matrix, Nikkei Ramen excels in several critical areas, demonstrating its ability to cater to consumer needs in the premium ramen market. However, opportunities remain to optimize its positioning and appeal in the broader Vancouver ramen landscape.



## **1. Good Taste**

- Taste is a cornerstone of Nikkei's value proposition. Its rich broths, made from scratch using locally sourced ingredients, and perfectly textured handmade noodles deliver an authentic and restaurant-quality experience. This commitment to flavor ensures customer satisfaction and builds loyalty among discerning ramen enthusiasts. Nikkei consistently exceeds expectations by balancing traditional Japanese culinary techniques with a modern twist, distinguishing itself from competitors offering overly processed or generic flavors.

## **2. Familiarity**

- Nikkei strikes a balance between tradition and innovation, leveraging familiar Japanese flavors while introducing a Canadian touch through locally sourced ingredients. This approach resonates with consumers seeking a comforting yet unique ramen experience. While competitors like Crafty Ramen emphasize modern convenience, Nikkei's commitment to preserving the authenticity of traditional recipes builds trust and familiarity among its target audience, evoking nostalgia and a sense of reliability.

## **3. Low Price**

- While Nikkei operates at a higher price point than many competitors, such as Buldak or Franklin Food Lab, this pricing reflects its superior quality, authenticity, and generous portion sizes. Each frozen puck offers restaurant-grade ramen at home, justifying its premium cost. Although affordability remains a challenge for some consumers, Nikkei's value proposition lies in its ability to deliver a high-end dining experience, ensuring that its price aligns with the premium expectations of its target demographic.

## **4. Ease of Preparation**

- Nikkei excels in offering products that cater to busy lifestyles. Its frozen ramen pucks are designed for quick and effortless preparation, allowing consumers to enjoy restaurant-quality meals in minutes. This ease of use appeals to a wide audience, including busy professionals, students, and families, who value convenience without compromising on taste or quality. Compared to other premium brands, Nikkei leads in providing gourmet options with minimal preparation time, making it an attractive choice for modern consumers.

## **5. Nutrient Density**

- As consumers become increasingly health-conscious, Nikkei's preservative-free, clean-label offerings set it apart in the market. By using high-quality, locally sourced ingredients and avoiding artificial additives, Nikkei aligns with consumer preferences for wholesome and nutritious meals. Its focus on nutrient-dense ingredients, including fresh vegetables, sustainable seafood, and rich broths, ensures that customers receive both flavor and nutritional value, making it a standout option among health-minded consumers.



## Summary

Nikkei's strengths in taste, familiarity, preparation ease, and nutrient density differentiates itself from its competitors. Its higher price point is justified by the unparalleled quality and authenticity it offers. Moving forward, enhancing its affordability through strategic promotions and expanding its brand presence through marketing initiatives will further solidify its standing among both health-conscious and taste-driven consumers.

## Planning Assumptions

This marketing plan is contingent upon several key assumptions. The total market opportunity is limited to those who reside on Vancouver Island, and all tactics are directed at these individuals. Nikkei consumers in the lower mainland were included in our survey responses, but grocery stores locations and delivery options in these areas were not a focal point of our strategies and tactics. Additionally, tactics are focused on aiding in the awareness and sales of Nikkei specifically through their frozen ramen puck product.

Assumptions made on the cost to implement each tactic are further outlined in the cost descriptions, found in the Budget section of the report. The report focuses on consumer segments who are purchasing Nikkei's products in grocery stores, as the Nikkei restaurant was not addressed as an area of concern in the overall scope of this document. All tactics and their implementation timelines assume they can be executed without significant barriers or legal regulatory restrictions. Lastly, it is assumed all of Nikkei's partnerships and distribution channels will remain intact from now until the summer of 2026.

## SWOT Analysis

### Strengths

Authenticity and Cultural Heritage: Nikkei Ramen emphasizes its blend of Japanese and Canadian influences, appealing to customers interested in authentic, culturally rich cuisine. Primary research indicates that 21.8% of respondents are highly satisfied with its locally sourced and 23% are highly satisfied with its high-quality ingredients. This cultural appeal is a significant differentiator and resonates with customers who value a unique dining experience tied to heritage.

Quality Ingredients: 63% of ramen consumers expressed that organic ingredients are important in their purchasing decisions. The use of locally sourced, high-quality ingredients is a significant advantage for Nikkei as they are catering to health-conscious consumers who value sustainability. This indicates a strong alignment between customer expectations and the company's brand promise.



Unique Product Offering: The frozen ramen pucks are designed as an “easy to make” product at home. According to the survey, 86% of respondents indicate that they look for convenience or ease of preparation when purchasing frozen meals at a grocery store. Nikkei’s frozen ramen typically only requires a few minutes to heat up, making them a quick and satisfying meal option for busy individuals.

Local Brand Recognition: Through its established presence in Vancouver Island the brand is well positioned in a niche market with strong local ties. 20% of consumers recognize the brand and are loyal customers towards it.

## **Weaknesses**

Limited Brand Awareness: Nikkei struggles with low brand recognition outside of its core market areas. A significant portion of survey respondents demonstrated unfamiliarity with the brand, which could limit its ability to attract new customers in regions beyond Vancouver Island. This low awareness restricts growth potential and requires extensive efforts in brand-building to engage a broader audience.

Communication Deficit: There is a disconnect in consumer understanding regarding the product's value and quality, which impacts the sales of the brand’s frozen ramen. Primary research indicates that 16% of respondents have heard of the brand but never tried it. Therefore, one of Nikkei’s key challenges lies in effectively communicating the value of its premium frozen ramen pucks to consumers unfamiliar with the concept of restaurant-quality meals at home.

Limited Market Reach: Nikkei faces challenges in expanding its reach due to the lack of an online ordering system on its website and limited partnerships with grocery stores or delivery apps. This restricts customer access and visibility, placing it at a disadvantage compared to competitors like Crafty Ramen, which have broader availability and nationwide reach.

Area of Operation: Being located in the Comox Valley poses a unique weakness for brand growth. This geographic positioning limits opportunities for direct partnerships with major retailers and distributors concentrated in central, high-traffic areas. It may also reduce the brand's visibility to consumers who associate convenience with products readily available in well-known shopping hubs. These factors can make it more challenging to scale distribution and build widespread awareness of the ramen puck line.

## **Opportunities**

Age Demographic Distribution of Frozen Meal Segment: In Canada, Gen X and millennial consumers, who together account for 65% of frozen meal purchases, are drawn to Nikkei's quick-prep ramen pucks. These consumers place a high value on convenience and quality, which makes





the product particularly appealing to students and working professionals looking for easy meal options. This opportunity is bolstered by the growing trend toward convenience-focused, high-quality frozen meals that don't compromise on taste or authenticity.

Brand Awareness through Social Media: With over 2,500 Instagram followers, Nikkei has a chance to expand its online presence by boosting interaction and gaining new followers. Engagement could be increased by 30–40% by collaborating with local influencers who share the brand's focus on sustainability and authenticity. According to social media trends, Instagram and other similar platforms play a significant role in influencing consumer choices, especially among younger audiences that place a higher value on premium and locally produced goods.

Shifting Consumer Preferences: 51% of survey participants indicated they would be willing to pay more for goods made using premium and local ingredients. Additionally, research has shown that consumer preferences are shifting to frozen food offerings, due to their perceived convenience, health, and their cheaper nature when compared to restaurants. Conversion rates may rise by 15% to 20% when a favourable product description is clearly highlighted.

E-commerce and Direct-to-Consumer Sales: As the Canadian online grocery market continues to grow rapidly, launching an e-commerce platform represents a major opportunity for Nikkei to reach tech-savvy, convenience-focused consumers beyond its current locations.

## **Threats**

Intensified Competition in the Premium Ramen Market: Crafty Ramen, one of Nikkei Ramen-Ya's key competitors, has a wider distribution network and sells its goods in more than 100 supermarkets around the country. Competing with such brands requires continuous effort in distribution and brand-building to avoid losing market share.

High Price Sensitivity in the Frozen Meal Segment: According to survey results, 51% of participants prefer to pay less for frozen ramen items. Given this price sensitivity and the fact that 46% of shoppers compare prices at the grocery stores, Nikkei's premium pricing may face challenges from more affordable alternatives.

Seasonal Demand Fluctuations: Ramen consumption in the survey shows seasonal trends, 73% of the respondents indicate they consume ramen more frequently in the winter, followed by 59% in fall. This seasonality could lead to lower sales in warmer months, creating a challenge for consistent revenue flows. Relying heavily on colder months might require additional marketing or product diversity for year-round appeal.



Consumer Preference for Established Brands: 58% of the respondents stated that recommendations from friends and family play a significant role in deciding which new brands to try, followed by 51% who value store discounts. Without making a sizable investment in marketing and promotions, it could be difficult to compete with bigger firms who have more considerable marketing budgets for discounts and promotions

Reliance on Local Grocery Chains: Nikkei Ramen-Ya's present dependence on nearby grocery store chains restricts its access to larger markets. Because of its reliance on a small distribution network, the brand is subject to changes in its relationships with these chains or in the purchasing habits of its customers. Developing an e-commerce strategy or branching out into bigger, national chains could reduce this risk and improve brand accessibility.

## **Target Segments & Brand Position**

### **Recommended Target Market**

After consideration of how each of the six segments rates across the segment attractiveness criteria, “Ramen Enthusiasts” and “Open Explorers” are the recommended target segments.

### **Ramen Enthusiasts (Laura) (6.9%)**

The primary segment Nikkei Ramen-Ya should target is “Ramen Enthusiasts.” This segment makes up 6.9% of the population that was surveyed. Although the population is small, they align extremely well with Nikkei Ramen-Ya’s brand positioning and product differentiation. This segment is made up of individuals who have tried frozen Nikkei brand ramen and purchase in the frozen ramen category at least once per month. Additionally, they identify themselves as either likely or somewhat likely to purchase Nikkei Ramen-Ya’s frozen ramen pucks at an \$18 price point within the next 3 months. This segment is particularly concerned with ingredients and has a strong affinity towards BC made products. They are open to purchasing products in larger quantities such as a 4-pack, if priced at a slight discount (\$60). Thrifty Foods, Pomme Natural Market, and Discovery Foods are the most common grocery stores for this customer segment. All of these stores are currently selling locations for Nikkei Ramen-Ya’s frozen ramen pucks, making this customer segment easily reachable. This segment typically becomes aware of brands through social media, word-of-mouth, and in-store. Therefore, increasing Nikkei Ramen-Ya’s reach in these areas would aid in expanding the size of this segment.

A challenge that could affect the growth for this segment, is ensuring these individuals become aware of the brand in grocery stores. Frozen food is stored behind glass which can make it difficult to stand out. It is not the product or the price that is of a concern, but rather seeing the product in the first place. Additionally, choosing which grocery stores to sell in is a challenge Nikkei Ramen-Ya will have to consider. This decision will be dictated by shelving costs, foot traffic, and daily consumers shopping preferences. All these factors could largely impact product



sales, profits, and frequency of purchases. Despite these challenges, this customer segment is still very attractive and should be targeted through different marketing strategies and tactics. Focusing on growth for this segment will capture overall growth in Nikkei Ramen-Ya's grocery product sales.

### **Open Explorers (Ian) (16.7%)**

The secondary segment Nikkei should target is "Open Explorers." This segment is noticeably larger than the Ramen Enthusiastic segment, and makes up 16.9% of the surveyed population. This segment is made up of individuals who have either tried, or are aware and willing to try Nikkei's frozen ramen pucks. Additionally, they are likely to purchase frozen ramen at an \$18 price point. However, they either currently do not eat frozen ramen or do not eat it consistently (less than once per month). Like Ramen Enthusiasts, this segment values good ingredients and taste above all else. They also pay attention to a product's ease of preparation, organic ingredients, and overall nutrition. Unlike the other recommended segment, Open Explorers are less concerned with paying extra for local BC made products, but are happy to spend more for the product characteristics they do value. This segment frequents Thrifty foods as their main grocery store of choice. Open Explorers become most aware of brands through social media, shopping in stores, online forums, and word-of-mouth. Given Nikei's current strategy, these customers are within reach and could provide additional growth as the segment aligns well with Nikkei's products and positioning.

The main challenge with this segment is their inconsistent purchasing behaviour within the frozen ramen category. Since they are not price sensitive and have shown to enjoy eating ramen, it is likely they are risk averse when deciding if they should spend on new brands or purchase the same products they are familiar with. Additionally, this segment may be aware of/purchase from Nikkei's restaurant, but are not adequately aware of Nikkei's other products. If Nikkei can increase the amount of frozen ramen purchased by this segment, and can become a more familiar brand to them, they will be able to capture a large amount of new/frequent customers and take advantage of the segmented opportunity.

### **Recommended Positioning**

*FOR Ramen Enthusiasts, Nikkei Frozen Ramen is a premium, easily-preparable frozen meal WHICH PROVIDES the only true restaurant-quality ramen experience at home, with rich, authentic flavors and handmade textures, UNLIKE Crafty Ramen, WHICH PROVIDES an approachable, convenience-focused ramen option at a more affordable price point.*

### **Key Points of Differentiation**

Being a local BC owned and operated business allows Nikkei Ramen to cater to certain consumer preferences. Nikkei Ramen has been serving their local community for years, and has a great story with many loyal customers. Additionally, Nikkei Ramen values authenticity, rich



flavours, premium ingredients, ease of preparation, and attractive packaging. While there may be comparable brands in taste or price point, it is this combination of factors that sets Nikkei apart. If they can convey these relevant points of differentiation to the right customer segments, then Nikkei will be able to foresee growth and success in their future.

## Goal and Objectives

### Overall Goal & S.M.A.R.T Objectives

The overall goal for the marketing plan is to increase revenue from frozen pucks at brick-and-mortar storefront locations.

**This goal will be achieved through the following two S.M.A.R.T. Objectives:**

- 1. From March 2025 to 2026, aim to have 25% of the target segments recognize and associate Nikkei Ramen-ya with the phrase: “Nikkei Ramen-ya pucks have authentic flavours, handmade textures, and restaurant style quality” as measured through survey results posted at the end of the following year.*
- 2. To achieve Nikkei’s monthly sales in our target segments of \$8000 (~450 pucks) from March 2025 to March 2026 as measured in the year end financial statement.*

## Marketing Strategies and Supporting Tactics

### SMART Objective 1

**To increase Nikkei’s Association with quality, taste, and authenticity**

*From March 2025 to 2026, aim to have 25% of the target segments recognize and associate Nikkei Ramen-ya with the phrase: “Nikkei Ramen-ya pucks have authentic flavours, handmade textures, and restaurant style quality” as measured through survey results posted at the end of the following year.*

### Strategy 1.1- Educate through Owned/Earned Media

To connect with customers authentically, it is essential to engage them through the channels they value most, as highlighted in the survey findings ([refer to Question in the Appendix D: "How likely are the following to influence your decision to purchase a new frozen ramen brand"](#)). Respondents highlighted the impact of visually engaging content and trusted voices, such as friends or influencers, in shaping their perceptions of quality and authenticity. This strategy aims



to position Nikkei as a lifestyle brand offering rich, authentic flavors and handmade textures, directly addressing the insights gained from the survey.

Let's look into tactics to see how the brand can leverage the use of owned media like Instagram and earned media including customer testimonials to connect with its audience in meaningful ways.

### **Tactic 1.1.A Growth of the Pre-Existing Instagram Account**

To position Nikkei as a provider of true restaurant-quality ramen at home, with rich, authentic flavors and handmade textures, the Instagram strategy will focus on showcasing the craftsmanship, authenticity, and premium quality of the brand. Through storytelling, chef-led content, and interactive features, the account will become a dynamic platform that educates, engages, and emotionally connects with the audience. The goal is to reinforce the brand's promise while demonstrating how customers can enjoy a restaurant-quality experience at home.



As part of this approach, a content theme titled "Crafting Perfection: Inside Nikkei" will highlight the meticulous effort and artistry behind every bowl of ramen. Reels and posts will provide a behind-the-scenes look at the sourcing of high-quality ingredients, the preparation techniques, and the cultural roots that influence Nikkei's offerings. For instance, a Reel could showcase the creation of their signature miso broth, explaining how its rich, layered flavors reflect the care and dedication poured into each product. Another Reel might focus on the handmade noodles, with close-ups of their texture and a chef explaining how they contribute to an authentic ramen experience.

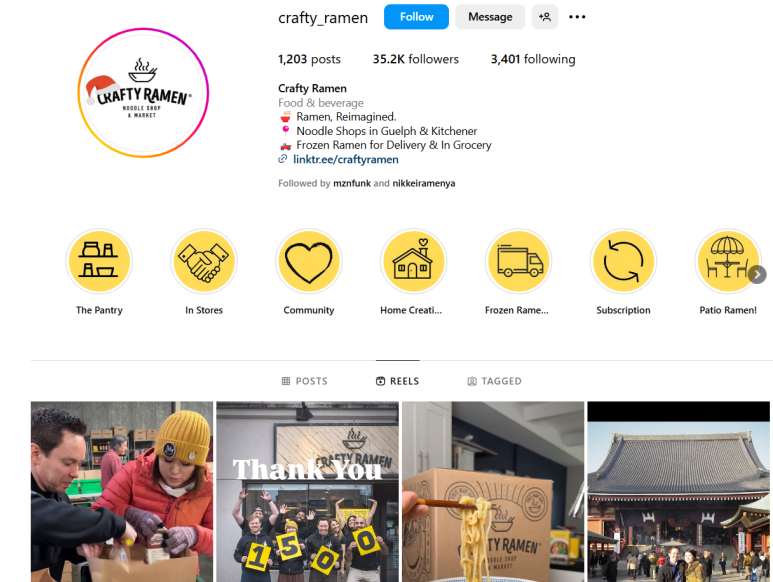
Chef-led content will further enhance the Instagram strategy by showcasing the expertise and authenticity behind Nikkei. Bi-weekly Instagram Live sessions or Reels will capture chefs in the kitchen or around the restaurant, demonstrating key techniques such as plating ramen, crafting the perfect broth, or pairing ramen with complementary sides. These sessions can include live Q&As or responses to questions posted in comments, fostering a direct connection with followers. By highlighting the chefs' craft in real-time or through authentic visuals, this content will reinforce the brand's commitment to restaurant-quality ramen at home while keeping the experience approachable and engaging.

Interactive Instagram features such as polls and quizzes will be used to engage the audience in fun and educational ways. Polls could ask, "Which ingredient do you think makes our ramen so rich?" or "What Nikkei ramen flavor is your go-to order?" These questions encourage



participation and subtly emphasize the importance of ingredients and flavors. Quizzes might challenge followers to guess the secret behind Nikkei’s miso broth, offering an educational takeaway that ties back to the brand’s dedication to authentic, handmade textures and flavors.

### Inspiration from another restaurant’s success



Crafty Ramen offers an excellent example of this approach in action. A notable Reel features their partnership with The SEED, where they donate noodles to address food insecurity. The Reel combines behind-the-scenes visuals with a narrative voiceover, Crafty Ramen successfully communicates its values while building emotional resonance with its audience. Nikkei can draw inspiration from this example to feature its own community-focused initiatives,

such as partnerships with local suppliers or stories that celebrate the cultural heritage behind its products.

By tailoring this proven approach to its unique positioning, Nikkei can grow its Instagram presence into a powerful platform that educates followers about its commitment to rich, authentic flavors and handmade textures. This strategy will not only increase engagement and brand recall but also foster a loyal community that appreciates the brand’s dedication to delivering a restaurant-quality experience at home.

#### **Tactic 1.1.B: Special Campaign to Encourage Customer-Generated Content**

Building on the chef-led content introduced earlier, this campaign encourages followers to become advocates of Nikkei by being active participants.

Imagine after posting a Reel of a chef demonstrating elegant ramen plating or crafting a perfect miso broth, Nikkei can include a call-to-action: “How do you plate your ramen at home? Show us your best creations!” This encourages followers to recreate and share what they learnt and experienced. Customers can contribute by submitting:





- Plating Masterpieces: Inspired by chef techniques, photos or videos of their own presentation styles, turning a simple meal into a culinary masterpiece.
- Home Dining Experiences: Videos of ramen nights with friends or family, featuring elegant table settings or cozy, restaurant-inspired settings.
- Capturing the Full Journey: Show the complete experience—selecting fresh ingredients, setting a comforting dining area, plating the dish, and savoring every bite.

Submissions will be tagged under **#NikkeiFromHome**, aligning directly with the brand’s promise of providing a true restaurant-quality ramen experience into customers’ homes. Interactive Instagram features like polls and quizzes can complement the campaign, creating further engagement. For example, a poll might ask followers, “Which topping do you think pairs best with our miso ramen?” The responses could lead into more customer-generated content ideas, encouraging fans to showcase their own ramen pairings.

To encourage submissions, Nikkei could offer recognition and rewards:

- Weekly story features like “Nikkei Home Chef of the Week” to showcase standout submissions.
- Monthly contests with prizes, such as free ramen kits or exclusive discounts, for the most creative or premium-looking dishes.
- A special “Golden Ramen Bowl” award for exceptional contributions that best reflect the brand’s premium values.

### **Proof in Practice**

User-generated content builds trust, credibility, and a sense of community. A 2022 study by Stackla found that 79% of consumers say UGC highly influences their purchase decisions, and 92% trust UGC more than traditional ads. Major brands have tapped into this potential: Starbucks’ #RedCupContest, for example, invited customers to share creative photos of their holiday-themed cups, resulting in millions of engagements and significant buzz around the brand. Similarly, Crafty Ramen highlights customer-made ramen creations on Instagram, reinforcing their commitment to quality while building a community.

By following these examples, Nikkei ensures customers feel seen, heard, and valued. Featuring real customers’ culinary journeys—and permanently showcasing standout submissions in Instagram Highlights—will strengthen loyalty, bring in new enthusiasts, and encourage more people to join the story. In doing so, Nikkei weaves together authenticity, community, and flavor, one handmade bowl at a time. This mutually beneficial relationship not only provides customers with recognition and a feeling of being valued, but also amplifies Nikkei’s reach through relatable, customer-driven narratives that serve as social proof of its premium quality. Ultimately, this approach fosters deeper emotional connections, builds trust, and reinforces Nikkei’s promise of rich, authentic flavors and handmade textures.



## **Strategy 1.2- Increase In-Store Brand Visibility to Align with Positioning**

This strategy focuses on boosting the awareness of Nikkei in grocery stores, and conveying Nikkei's positioning as a **premium, easily-preparable frozen meal which provides the only true restaurant-quality ramen experience at home, with rich, authentic flavors and handmade textures**. When looking at our survey question, "Where are you most likely to become aware of new brands? - In-store," we noticed both target segments demonstrated a preference to learn about brands in grocery stores and make purchasing decisions while shopping. Due to the frozen nature of Nikkei's products, it makes visibility a struggle, particularly in consumers who are unaware of the brand. Therefore, by changing how Nikkei's product is presented in stores, and collaborating with stores to promote the product further, Nikkei can boost awareness and take advantage of the impulse purchase nature of the consumer segments.

**Tactic 1.2.A: Host occasional weekend promotional tasting booths in partnered grocery stores to attract consumers and spread brand awareness.**

### **Nikkei's Noodle Bar**

Creating in-store product sampling booths at the top-performing grocery locations, such as Thrifty Foods in Courtenay or Victoria, will bring new customers to try Nikkei's ramen and gain a deeper understanding of the brand. This initiative aims to raise awareness among shoppers unfamiliar with the brand and encourage trial purchases by providing a risk-free opportunity to taste the product. A joint promotion on social media from Nikkei and the grocery store beforehand would also increase foot traffic to the store, amplifying the impact of the booth and increasing brand recognition.

Currently, Nikkei operates in a variety of grocery stores across Vancouver Island, so selecting the right store for this initiative is critical. We feel the best option for this tactic is a Thrifty foods location in Victoria, that currently sells frozen ramen pucks in a secondary display or bathtub style freezer section. Locations that sell Nikkei frozen ramen in these displays have yielded greater awareness and sales, making them appealing for the tasting booth. Given the size and growth opportunity in Victoria, we feel it is the most logical place to implement this tasting booth. Additionally, Nikkei already sells products in multiple Thrifty Foods locations, which has resulted in a relationship that can be utilized. Furthermore, Thrifty Foods has recently promoted Nikkei on their instagram page, so future promotions would be logical.

The initiative would involve contacting a grocery store representative and arranging a time to set up a booth for a day or a weekend. The booth would feature posters, pamphlets, and samples of each frozen puck flavor, along with product information about ease of preparation and cooking



time. The booth could also have an attractive banner with a name like 'Nikkei's Noodle Bar' to elicit more interactions. Having Greg or another executive present to operate the booth would be ideal, as it would allow a personal connection to customers, and a chance to share Nikkei's story and local roots. Thrifty Foods has stated they are focused on local food and their communities, which is perfectly in-line with this initiative.



*Mockup of In-store Tasting Booths*

### **Data and Cost**

Research has shown across multiple categories, in-store sampling typically sales by 475% on the day of the event (Garrant, 2024). Although this number is attractive on its own, a further 85% growth was seen in first-time buyers and a 23% increase in total sales over a 20 week period (Garrant 2024). These sales are a direct result from consumers becoming aware and connected to the brand on a more personal level. The cost to implement the strategy is roughly \$300-\$400 for a 4 hour period, although this number could change based on negotiations with store representatives. Further costs may be incurred to assemble the booth and use the product for free sampling. For an 8 hour time period, a total estimated cost of \$1000 would be needed to act on this tactic. Further cost breakdown for this initiative can be seen in the budget. Despite the cost, the numerous benefits of this tactic indicate it will finance itself in a very short time period. The event should be strategically timed during the month of May, as Nikkei's sales data shows this month to elicit the most amount of in-store attraction.

This initiative offers customers a chance to engage with Nikkei in a meaningful and memorable way. By tasting the product and interacting with a representative, shoppers are more likely to connect with the brand on a personal level. Additionally, our impulse purchasing customer



segments who try Nikkei's samples at the booth may recall the positive experience and choose to purchase the product even more in the future. Through sampling and direct engagement, the brand can move from a shopper's inert set (unconsidered options) to their evoked set (top purchase choices). Overall, this in-store activation promotes the differentiating factors of Nikkei outlined in our recommended positioning and overall objective.

### **Tactic 1.2B: Simplify Packaging to Connect with Positioning**

Nikkei can look to simplify and improve the packaging of their ramen pucks by focusing on the key characteristics that outline how Nikkei is positioned in the market and how they are separated from their competitors. These characteristics would align with our positioning statement, mentioning Nikkei's restaurant quality, rich flavour, handmade ingredients, and authentic ramen experience enjoyed from the comfort of your own home.

Nikkei's ramen kits do a good job at conveying a strong message of the authenticity, all-natural, and scratch-made aspects of the ramen. The packaging is attractive and conveys the premium natural and high quality that is guaranteed when purchasing a kit. Despite having similar claims, the pucks do a poor job at conveying the same message. They are crowded with text, making it difficult for useful information to be seen by consumers, especially in a grocery store setting. In the frozen food section, products are battling for space and visibility, both of which can be addressed through packaging decisions. Packaging in a clear shrink-wrapped plastic layer does a good job of showing the ingredients and being transparent with customers. Additionally, it maximizes space by taking as little room as possible, allowing for more Nikkei products to be on store shelves.

By keeping the design the same and focusing on the text at the top, Nikkei can improve the delivery of its messaging without investing in a complete package redesign. All food labeling regulations required by law will be included, but they will be shifted on the packaging to save valuable space for key messaging. For example, the ingredient list, nutrition facts, and barcode will be repositioned to the back of the packaging.



*Mockup of Ramen Puck Packaging Redesign*

Both surveyed segments conveyed an importance in packing when

looking at purchase decision criteria for frozen ramen. On average, respondents answered **somewhat likely** to “How likely are the following to influence your decision to purchase a new frozen ramen brand? - Package Design.” Additional studies have shown 72% of consumers claim that packaging influences their purchasing decision (Meyers, 2024), and 30% claim packaging improvement is linked to a revenue increase (Packaging of the World, 2017).

Through a packaging redesign, Nikkei will improve visibility, awareness, and a connection to their unique selling points. This will amount to an influx in new consumers and a net revenue increase for Nikkei. Prior to launch surveys can be sent out via social media to test consumers preferences for the new designs.

### **Tactic 1.2.C: Improving in-store displays and signage**

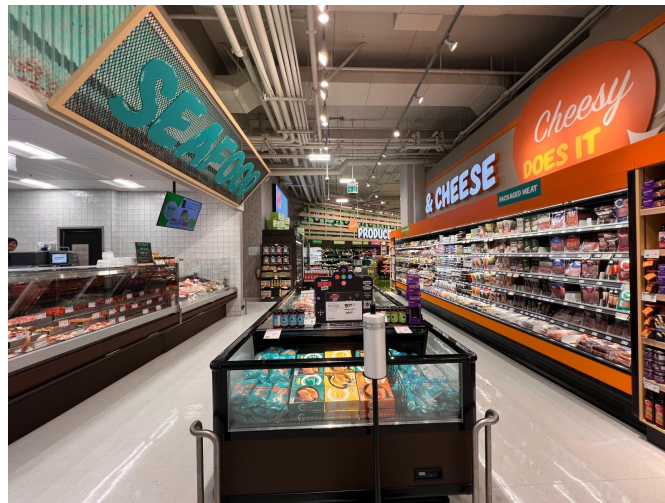
Focusing on increasing the visibility of Nikkei’s frozen pucks within grocery stores can help to increase awareness and convey the brands positioning. This can be done in two ways: placing the pucks in bathtub style frozen bins, and utilizing freezer clings. Nikkei has already seen success in stores where their products are displayed in frozen bathtub style bins rather than behind closed doors in the freezer section. These bins are often centrally located, and make it easier for customers to notice and pick up the products, increasing the visibility and recognition of the Nikkei brand. Furthermore, freezer clings allow consumers to become alert of products, deals, and the unique selling points that Nikkei offers, without searching in freezers to find the product in the first place.

In order for this initiative to be actionable, further communication will need to be carried out between Nikkei and their grocery partners. Grocery stores have power to control and decide where and how products are displayed. By strengthening the communication channels with



grocery store representatives, the likelihood utilizing more favourable store locations is much greater. Additionally, with a newer product package design, the simplistic model and eye catching design will incentivize grocers to place items in more visible locations.

Even if a small portion of frozen ramen pucks are put in a high traffic area with increased visibility, it could have a positive effect on the product displayed behind freezer doors. This is due to an understanding that the grocery store carries the brand, and when combined with freezer clings, customers can be alerted to a greater selection of Nikkei products elsewhere in the store. The freezer clings will be placed on the freezer doors in the frozen food aisle and on the frozen food bins. The primary goal of these clings will be to make consumers aware of Nikkei and demonstrate Nikkei’s recommended positioning. Including promotional lines such as “local restaurant quality in the comfort of your own home,” can be included to achieve this. Both target segments represented by our survey demonstrated a strong tendency to make impulse purchases and claimed they actively learn about and purchase new brands when shopping in stores. Through improving both the location of products and the in-store messaging, Nikkei will take advantage of those tendencies in a beneficial way.



*Example of a frozen food bin in White Rock Thrifty Foods*

Around two thirds of all supermarket purchases are unplanned before entering the store (Underhill, 2024). These purchases are influenced strategically by grocery stores using location and advertising to their advantages. Through awareness and repeated purchases, Nikkei will transition from an unplanned impulse purchase to a planned purchase, resulting in brand loyalty and a strong consumer base.

## **Key Factors**



Not all grocery stores have open bathtub style freezers, as they are primarily located in large stores in densely populated urban areas. Therefore, Nikkei needs to be aware of which stores offer these freezers, and communicate with them accordingly. Furthermore, when choosing pilot locations to test freezer clings, it is best to use locations with high foot traffic and a noticeable current consumer base. It is recommended that freezer clings are trialed in locations that also possess the open bathtub style freezers.



*Mockup of Freezer Cling Design*

Overall, the expected outcome is heightened awareness of Nikkei's frozen products among shoppers who might not have otherwise noticed them. Increased visibility will encourage customers to consider the product and its key selling points, even if they do not make an immediate purchase. This initial awareness lays the groundwork for future sales, as shoppers become familiar with Nikkei's branding and product attributes, creating opportunities for trial and repeat purchases over time.

### **Strategy 1.3: Build Awareness through- Paid Media**

According to our survey findings, 16% of our respondents indicated that they have heard of Nikkei before, however they have never tried the brand's frozen ramen pucks. Hence, building

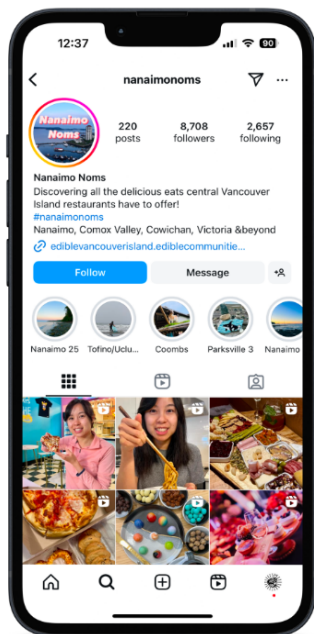




awareness through paid media is critical for establishing Nikkei as a trusted premium brand in Vancouver and Vancouver Island. By strategically leveraging influencer partnerships, paid ads, and public relations, the brand can reach new audiences, highlight its quality and cultural significance, and drive engagement and purchases.

### Tactic 1.3.A: Paid influencer partnerships

Collaborating with local influencers in Vancouver and Vancouver Island offers a powerful way for Nikkei to amplify its message and connect authentically with its target audience. By partnering with food, lifestyle, and culture-focused influencers who align with the brand's values, Nikkei can showcase the frozen ramen pucks' quality, cultural heritage, and convenience. Some influencers that could help boost Nikkei's brand awareness are:



#### @nanaimonoms- 8K followers (Food Enthusiast)

Focus: Exploring local eats and hidden gems on Vancouver Island.

Alignment: @nanaimonoms explores hidden gems and local eats on Vancouver Island, perfectly complementing Nikkei's focus on cultural authenticity and premium quality. Her audience values discovering unique food experiences, making her content ideal for showcasing Nikkei as a fusion of Japanese tradition and Canadian innovation.

Content Suggestions:

- “A Taste of Japan at Home” recipe video featuring Nikkei Ramen-Ya’s frozen puck.
- Instagram Story with a branded giveaway ([refer to Appendix E](#)).





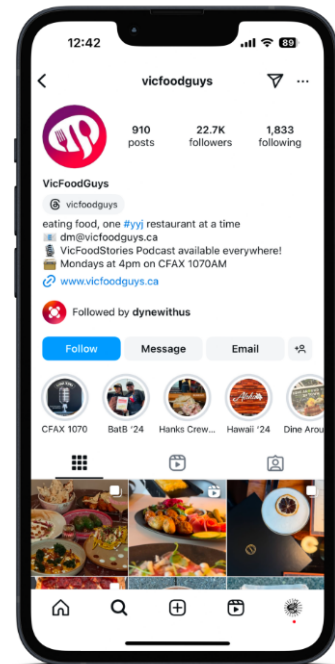
**@vicfoodguys- 22.7K followers** (Food Reviewers & Explorers)

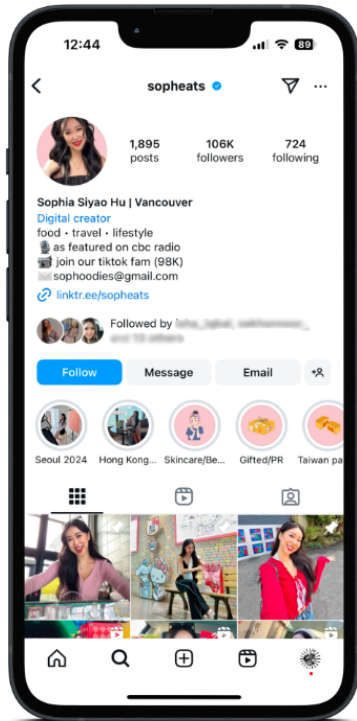
Focus: Showcasing Vancouver Island restaurants and food products.

Alignment: With a focus on highlighting local restaurants and food products on Vancouver Island, @vicfoodguys' content emphasizes high-quality, unique options that resonate with their audience. This aligns with Nikkei's promise of offering an authentic, restaurant-quality ramen experience conveniently at home.

Content Suggestions:

- “Frozen to Fabulous” post showing the ramen pucks prepared in different ways.
- Affiliate link with a discount code like **NIKKEI10** to track sales ([refer to Appendix F](#)).





**@sopheats- 106K followers (Food & Lifestyle Blogger)**

Focus: Highlighting food culture and trendy meal ideas in Vancouver.

Alignment: As a food and lifestyle blogger with a visually rich and culturally oriented feed, @sopheats connects perfectly with Nikkei’s premium positioning. Her content highlights food culture and trendy meal ideas, directly resonating with the brand’s focus on Japanese-Canadian fusion and its promise of restaurant-quality ramen at home.

Content Suggestions:

→ Instagram Reel: “Day in the Life” featuring Nikkei ramen as a quick but luxurious meal.

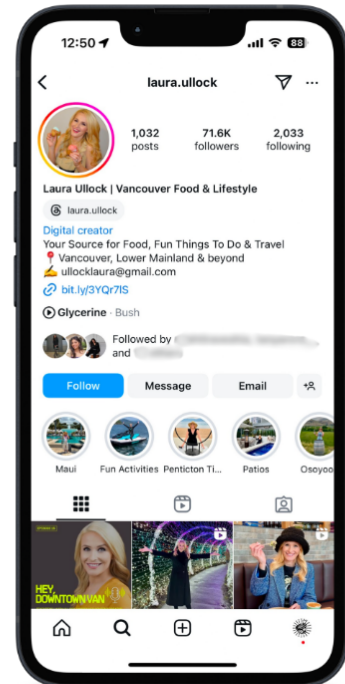
**@laura.ullock- 71.6K followers (Digital Content Creator)**

Focus: Showcasing high-quality, creative food content from Vancouver.

Alignment: Known for her creative food styling and high-quality photography, @laura.ullock’s focus on visually appealing content aligns with Nikkei’s goal of emphasizing its premium handmade textures and rich flavors. Her ability to showcase food can beautifully present Nikkei steaming ramen bowls, emphasizing their premium quality.

Content Suggestions:

→ Instagram Reel: Step-by-step guide on how to prepare the frozen ramen puck.





These influencers are highly relevant for promoting Nikkei due to their alignment with food, lifestyle, and cultural themes, as well as their local audience in Vancouver and Vancouver Island. This campaign is expected to significantly boost awareness of Nikkei among target demographics, leading to increased website traffic and store visits. The authentic storytelling and personal connections influencers provide will strengthen the brand's association with quality and cultural authenticity. Through creative and interactive content, Nikkei will build credibility and trust, making its frozen ramen pucks a preferred choice for consumers seeking premium, convenient meal options.

### **Tactic 1.3.B: Google and Meta Ads**

Nikkei can use Google Display Ads and Meta platforms (Instagram, Facebook, TikTok) to promote its frozen ramen pucks, creating an interactive and engaging user experience. The ads will feature high-quality visuals of steaming ramen bowls prepared with frozen pucks, carousel posts showing the cooking process, and concise CTAs like “Experience Restaurant-Quality Ramen at Home!” or “Order Now 10% Off.” Interactive features, such as Instagram Swipe-Up Links or Facebook “Learn More” buttons, will direct users to a store locator page or an order placement page for [restaurant-based pickups](#). Platform-specific campaigns will include carousel ads on Instagram and Facebook, TikTok videos with influencers preparing the ramen, and Google banner ads on popular food-related websites like AllRecipes. These campaigns will target users in Vancouver and Vancouver Island, focusing on demographics interested in Japanese cuisine and premium frozen meals.

To encourage immediate action, the ads will promote limited-time offers, such as discounts or bundled deals, adding urgency to the messaging. Geo-targeted ads will ensure relevance, directing local consumers to nearby grocery stores or restaurants offering the product. By combining visually appealing content, localized targeting, and actionable CTAs, this campaign provides a seamless pathway for consumers to discover and purchase Nikkei products. The expected outcome is an increase in sales and brand awareness, positioning Nikkei as a convenient and premium ramen option in Vancouver and Vancouver Island.

### **Tactic 1.3.C: Public relations**

Nikkei Ramen can strengthen its premium and authentic brand through a strategic public relations campaign that builds credibility and awareness. Public relations initiatives will include pitching stories to local publications such as *Vancouver Sun*, *Eat Magazine*, *Canada Newswire*, and *North Shore News*, that highlight the brand's cultural fusion and authenticity. These news sources perfectly align with Nikkei's positioning as a premium, authentic brand offering restaurant-quality ramen at home because they cater to audiences who value quality, cultural depth, and local relevance. *Vancouver Sun* has previously written a review by a food critic, Mia Stainsby, for Jinya Ramen Bar located in Vancouver (Stainsby, 2024), whereas *Eat Magazine*



has written a review for Foo Ramen located in Victoria (Kaufmann, 2014), *Canada Newswire* has also written an article for Crafty Ramen (Ramen, 2022), Nikkei's biggest competitor, and finally *North Shore News* has also written an article for Ramen Danbo (William-Ross, 2023). Press releases can announce key milestones, like the launch of new flavors or expanded grocery availability, reinforcing the brand's mission of blending Japanese tradition with Canadian innovation. This will allow Nikkei to build trust, visibility, and emotional connection with its audience. On the other hand, journalists and influencers can get invited to the grocery [in-store tasting booths](#), [farmers' market pop-ups](#) or [get sent gift packs](#) in order to create an opportunity for them to showcase the authentic flavors and premium quality ramen.

## **SMART OBJECTIVE 2**

### **To increase monthly sales of Nikkei Ramen Puck**

*To achieve Nikkei's monthly sales in our target segments of \$8000 (~450 pucks) from March 2025 to March 2026 as measured in the year end financial statement.*

#### **Strategy 2.1: Increase Customer Retention and Frequency of Purchase**

From our group findings, a valuable insight that was found was that many consumers have never tried frozen ramen pucks before and are unaware of the product. Focusing on advertising the traditional style Ramen that Nikkei offers to these consumers, in addition to its authentic ingredients that differentiates them from their competitors, will help grow the segment "Open Explorers". On the other hand, our other target segment "Ramen Enthusiasts" have tried Nikkei before and are likely to purchase the product again. Highlighting the key points of difference directly at this target segment will elevate the visibility of the company further growing this target audience as well as enhancing their retention. It is important to note that loyal existing customers have a 67% higher average order value than new customers (May, 2024). Choosing to capitalize on Nikkei's loyal customer base and increase their population will heed significant advantages. This strategy focuses on building loyalty among existing customers and converting occasional buyers into regular customers. By offering tailored incentives and staying engaged with the customer base, Nikkei Ramen can establish a stronger relationship with its audience, ultimately increasing sales frequency.

#### **Tactic 2.1.A: Newsletter - "Behind the Bowl"**

##### **How it will work:**

The newsletter will serve as a direct line of connection with customers, offering behind-the-scenes stories, recipes, customer spotlights, and sneak peeks into upcoming products. It positions Nikkei as a brand with a history of excellence and authenticity rather than just a product. The focus is on creating engaging, value-driven newsletters to maintain brand awareness and encourage repeat purchases, particularly among the Ramen Enthusiasts and Open Explorers



segments. To collect email addresses for the newsletter, a “Join our newsletter!” button will be displayed in the “Get in Touch” section of the current website. Additionally first time subscribers will receive a 10% discount off their orders once fully registered. Customers will receive a newsletter with the following features below.

### **Implementation Details:**

#### **Featured Recipe of the Month**

Each newsletter will include an easy-to-follow recipe showcasing the versatility and flavor of Nikkei’s frozen pucks. For instance, a recipe for “Spicy Miso Ramen with Soft-Boiled Eggs and Nori” can be featured, complete with preparation tips, pairing suggestions, and a list of optional toppings to inspire creativity. To encourage immediate engagement, the newsletter will include a direct link to the company website with a “Get Ramen Now” button for seamless shopping.

#### **Customer Spotlights and Testimonials**

The newsletter will highlight real customer experiences, featuring user-generated content from the #NikkeiAtHome campaign. Beautifully plated ramen dishes submitted by fans will be showcased alongside their stories. To increase engagement, customers will be encouraged to share their creations for a chance to be featured in the newsletter and win a discount code, such as “10% off your next purchase.” This approach capitalizes on the influence of word-of-mouth, which drives purchases for 58% of survey respondents, while also fostering a sense of `and connection among customers.

#### **Behind-the-Scenes Content**

Behind-the-scenes stories will offer a deeper look into Nikkei’s origins, the sourcing of its premium ingredients, and day-in-the-life features of the chefs who craft the recipes. A “Meet the CEO” section will introduce Greg, the company’s founder, adding a personal touch to the brand. To encourage interaction, polls or questions like “Which ingredient would you love to see in our next ramen flavor?” will be included. This content builds brand affinity by reinforcing the artisanal and high-quality nature of Nikkei, appealing to premium-focused consumers who value authenticity and craftsmanship.

#### **Seasonal Spotlight**

The newsletter will highlight how Nikkei fits perfectly into specific seasons, with targeted messaging for each time of year. For winter, an example might be, “Warm up with our Spicy Ginger Ramen – Perfect for Cozy Nights In!” Meanwhile, summer messaging could focus on lighter fare, such as, “Try our refreshing Yuzu Cold Ramen – A Summer Delight!” This tactic leverages seasonal consumption habits, with 73% of respondents favoring ramen in colder months, while promoting its adaptability for year-round enjoyment.

#### **Design and Delivery**



The design and delivery of the "Behind the Bowl" newsletter should prioritize a visually striking and user-friendly format that reflects Nikkei's premium quality, authentic flavours, and handmade textures. High-resolution images of steaming ramen bowls, vibrant ingredient close-ups, and customer-submitted photos from the #NikkeiAtHome campaign will create a visually immersive experience. Each section should be clearly outlined using clean, modern layouts with consistent branding elements to maintain a polished look. The tone should remain conversational yet informative, striking a balance between relatability and the brand's artisanal values. Interactive features, such as clickable buttons ("Get Ramen Now"), embedded polls, and direct links to the website or Nikkei's Instagram, will encourage customer participation and make the content actionable. Scheduling monthly newsletters ensures consistent engagement without overwhelming customers, while leveraging analytics to track open rates, click-through rates, and social media interactions will refine future editions and optimize customer retention for maximum impact.

*(refer to Appendix I for mock up of newsletter)*

### **Tactic 2.1.B: Multi-Pack Bundles**

The objective of this tactic is to encourage bulk purchases by offering discounts for buying multiple pucks at once. Nikkei can introduce multi-pack bundles for their frozen ramen pucks to encourage bulk purchases and offer value to customers. These bundles would be strategically priced to provide cost savings per unit compared to single purchases, appealing to both frequent buyers and those seeking to try multiple flavors at once. Additionally these bundles help appeal to customers who are unfamiliar with the brand (Arndt,n.d). The bundles could be prominently displayed in stores and featured on the company's website with clear messaging about their convenience and savings.

#### **Bundle Examples:**

##### **1. The Essential Ramen Lover's Pack**

- **Contents:** 4 pucks (1 Spicy Miso, 1 Shoyu, 1 Vegan Yuzu, 1 Tonkotsu).
- **Price:** \$65 (10% discount compared to purchasing individually).
- **Target Audience:** Frequent buyers and new customers wanting to sample the core offerings.

##### **2. Family Night Ramen Pack**

- **Contents:** 6 pucks (2 Spicy Miso, 2 Shoyu, 2 Tonkotsu).
- **Price:** \$90 (15% discount compared to individual pricing).
- **Target Audience:** Families or groups looking for a convenient, high-quality meal option for gatherings.

##### **3. Chef's Specialty Pack**

- **Contents:** 4 pucks featuring seasonal or limited-edition flavors (e.g., Spicy Ginger, Truffle Shoyu, or Black Garlic Ramen).



- **Price:** \$70 (includes an exclusive flavor not available individually).
  - **Target Audience:** Ramen enthusiasts and adventurous eaters who value premium and unique offerings.
4. **The Stock-Up Pack**
- **Contents:** 10 pucks (a mix of bestsellers or fully customizable by the customer).
  - **Price:** \$140 (20% discount with free delivery for online purchases).
  - **Target Audience:** Loyal customers who regularly consume Nikkei Ramen and want to save money and time.
5. **Date Night Duo Pack**
- **Contents:** 2 pucks (1 Spicy Miso, 1 Shoyu) with pairing recommendations (e.g., green tea or sake).
  - **Price:** \$30 (no discount, but marketed with a romantic or cozy evening vibe).
  - **Target Audience:** Couples seeking an easy, gourmet meal experience at home.

In-store placement will play a key role in the success of the multi-pack bundles. Strategically positioning the bundles in high-traffic areas, such as freezer end caps or bathtub style bins, will maximize visibility. Clear signage with phrases like “Save 10%” or “Family Pack Special” will further draw attention and emphasize the value proposition for cost-conscious shoppers. Additionally, Nikkei can collaborate with grocery stores to feature these bundles in weekly flyers or apps, ensuring consistent exposure.

Online marketing will focus on ease and customization, with the bundles prominently displayed on Nikkei’s website. Customers will have the option to select pre-designed packs or customize their flavors, enhancing convenience and satisfaction. Seasonal and limited-time offers, such as a “Winter Warm-Up Pack” or a “Summer Chill Yuzu Pack,” will align the bundles with customers’ consumption habits and encourage timely purchases. Holiday-themed bundles, potentially including bonus items like branded chopsticks or seasoning packets, can appeal as thoughtful gift options and expand the market reach. To amplify awareness, social media campaigns will showcase the bundles through engaging visuals of vibrant, steaming ramen bowls, while email marketing through the “Behind the Bowl” newsletter will highlight the savings and variety offered in these bundles.

Introducing multi-pack bundles is expected to increase sales volume by encouraging customers to purchase more ramen pucks in a single transaction, resulting in higher revenue per customer. As price and package design become increasingly important to consumers, multi-packs that deliver value and convenience are gaining popularity (Rachal, 2023). Variety packs, in particular, will give customers the opportunity to explore Nikkei’s multiple authentic flavors, increasing the likelihood of discovering a favorite and leading to repeat purchases. Additionally, offering bundles at a slight discount enhances the perception of value, catering to the price sensitivity of certain customer segments while maintaining the brand’s premium positioning.





This strategy also encourages stronger customer loyalty by creating excitement around exclusive or seasonal bundles, which can include unique flavors or limited-edition offerings. Seasonal themes and promotional messaging will instill a sense of urgency, prompting quicker purchases and sustained engagement. By focusing on value, convenience, and customization, multi-pack bundles will not only drive immediate sales but also position Nikkei as a customer-centric brand with a premium yet accessible offering. [See Appendix H](#) for mockups.

### **Tactic 2.1.C: Build Community Engagement through Farmers' Market Pop-Ups and Co-Branded Gift Packs**

To strengthen community engagement and build brand awareness, Nikkei will host a series of immersive pop-up events at prominent farmers' markets on Vancouver Island, such as the Victoria Public Market and Nanaimo's Night Market. These events will showcase the brand's frozen pucks through live cooking demonstrations and free samplings, allowing attendees to experience firsthand the restaurant style quality, authentic flavours, and convenience of Nikkei products. The interactive booths will highlight the simplicity of preparing frozen ramen, with trained staff or local chefs preparing dishes live and sharing recipes and preparation tips. Attendees will receive samples of popular flavors alongside recipe cards or QR codes linking to the Nikkei website and store locator. To encourage immediate purchases and drive traffic to partner grocery stores, discount coupons redeemable at stores like Thrifty Foods will also be distributed. The events aim to create a direct connection with health-conscious foodies and families, while the vibrant, branded booths emphasize Nikkei's commitment to locally sourced, high-quality ingredients.

In addition to the pop-up events, Nikkei will collaborate with local Vancouver Island artisans, such as Phillips Brewing or Salt Spring Kitchen Co., to create co-branded gift packs that celebrate the region's rich culinary culture. These seasonal gift packs will bundle Nikkei's frozen pucks with complimentary local products like craft beers, gourmet sauces, or specialty snacks, providing a curated experience that enhances the ramen meal. Each gift pack will include recipe cards or vouchers redeemable for future purchases, encouraging repeat customers. Distributed through artisan shops, partner grocery stores, and holiday markets, the gift packs will be promoted via social media campaigns that emphasize community collaboration and local pride, using hashtags like #TasteVancouverIsland. Stories about the partnerships will be shared across Nikkei's channels, reinforcing the shared values of quality, authenticity, and sustainability.

By combining interactive events with co-branded gift packs, this strategy ensures that Nikkei Ramen connects directly with its community while leveraging the trusted reputations of local artisan brands. The pop-up events will generate immediate awareness and trial, while the gift packs will introduce Nikkei Ramen to new audiences in a way that highlights its local ties. Together, these efforts aim to increase customer loyalty, drive grocery store sales, and position Nikkei Ramen as a brand that embodies the best of Vancouver Island's food culture.





## **Strategy 2.2: Enhancing and Using Pre-Existing Online Infrastructure to Facilitate Order and Pickup Options**

The overall strategy focuses on leveraging and enhancing Nikkei's online and retail infrastructure to expand accessibility and drive customer engagement. By integrating seamless website functionality, strategic partnerships with delivery platforms, and innovative pilot pickup options, the brand aims to strengthen its market presence, boost sales of frozen ramen pucks, and create a loyal customer base rooted in quality, authenticity, and convenience.

### **Tactic 2.2.A: Enhance Nikkei Ramen-ya's Website**

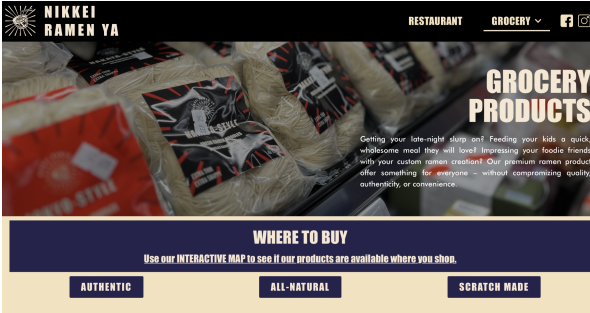
The current Nikkei website functions primarily as an informational platform, showcasing products and acting as a store locator. While it provides visitors with an overview of the brand and offerings, it fails to encourage any meaningful customer action, such as making a purchase or engaging further with the brand. There are no features to directly drive sales, such as an “Order Now” functionality, nor are there tools to capture visitor interest for ongoing engagement, like email sign-ups or promotional incentives. This lack of interactivity limits the website's potential as a sales and marketing tool, reducing its effectiveness in converting casual visitors into loyal customers. By not leveraging these opportunities, the website underutilized its ability to facilitate purchases or foster further brand engagement.

Implementing an "Order Now" for pickup functionality would allow Nikkei to transform its website into a transactional platform, enabling customers to place orders online and pick them up at designated locations. Using Square as the e-commerce solution, this system would offer seamless payment processing with a fee of 2.9% + \$0.30 per transaction (e.g., \$0.74 on a \$15 ramen kit) and no monthly costs for basic tools. The platform supports customizable product

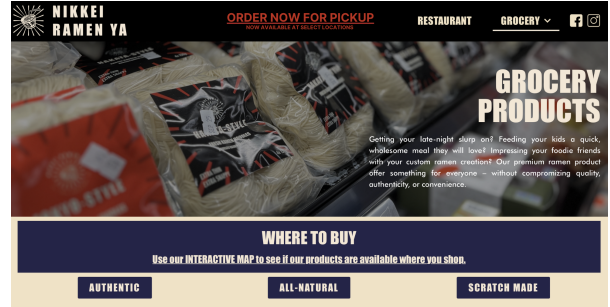


pages, real-time inventory management, and automated email confirmations detailing pickup instructions.

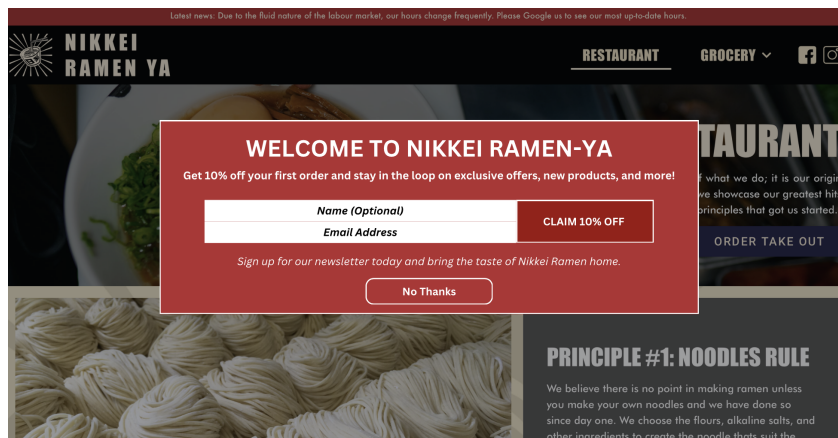
## BEFORE



## AFTER



To further drive engagement and build a robust customer database, implementing an email newsletter pop-up upon entering the website would be an effective strategy. This pop-up would immediately catch the attention of visitors, encouraging them to join the mailing list by offering a 10% discount on their first order as an incentive. The design would feature a concise and visually appealing message like: “Sign up for our newsletter and receive 10% off your first order! Stay updated on exclusive offers and new product launches.” Upon sign-up, visitors would receive an automated welcome email containing their unique discount code, ready for immediate use. The specifics of the email newsletter strategy, including content and follow-up sequences, have already been outlined in Tactic 2.1A, ensuring alignment across engagement efforts. This pop-up would be powered by Mailchimp, providing seamless integration with the mailing list and allowing for efficient management of campaigns. With Mailchimp’s robust analytics, Nikkei can track sign-up rates, monitor conversion effectiveness, and optimize future outreach for continued success.



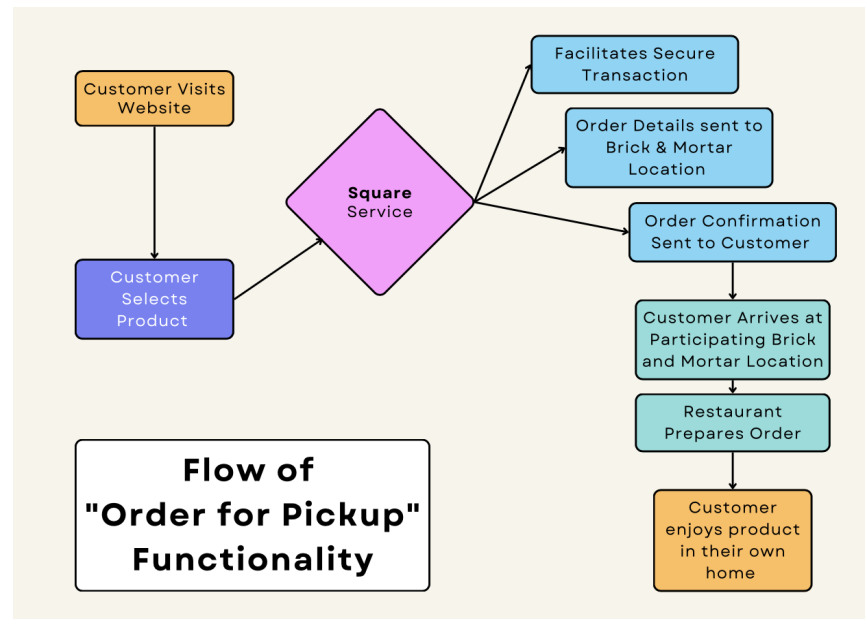


### *Mockup of Email Popup*

Finally, to enhance the website's utility and drive external purchases, integrating links to partner grocery websites that list Nikkei products would be a valuable addition. While the current store locator provides basic location information, many partners, such as Thrifty Foods, already feature the products on their own e-commerce platforms. Adding clickable links directly to these product listings would allow customers to easily transition from browsing the Nikkei website to purchasing through trusted grocery partners. These links could be embedded in the store locator map or on individual product pages, clearly labeled as “Buy on [Partner Name].” This integration would not only streamline the shopping process for customers but also strengthen relationships with retail partners by driving traffic to their sites. With minimal development effort, such as embedding partner-provided URLs, this feature would bolster both online and in-store sales while reinforcing Nikkei’s presence across multiple purchasing channels.

### **Tactic 2.2.B: Pilot Restaurant Pickup for Frozen Pucks**

Implementing a pilot pickup program at Nikkei’s brick-and-mortar restaurant is a key step toward creating a seamless customer experience that bridges online orders with in-person collection, reinforcing the brand's commitment to delivering restaurant-quality ramen at home. Using **Square** as the primary transactional and order management tool, this program will ensure that the premium, handmade textures and rich, authentic flavors of Nikkei remain accessible to enthusiasts who seek a true restaurant experience without compromising convenience.



### Order Management and System Integration

The pilot program integrates Square’s transactional tools with the restaurant’s existing workflow to manage online orders efficiently. When a customer places an order through the website’s “Order Now” functionality, powered by Square, the system automatically notifies the restaurant via its point-of-sale (POS) interface. Square for Restaurants provides specific features that categorize orders as “pickup,” ensuring the same level of care and precision as an in-dining experience. Real-time tickets generated for each order include the customer’s name, itemized selections, and pickup time, enabling the restaurant team to prepare and package items as they would for on-site dining.

To uphold Nikkei’s positioning, confirmation emails sent through Square emphasize that customers are ordering a true restaurant-quality product, now available for pickup at their convenience. Additional reminders before pickup time ensure an effortless experience for the customer, reinforcing the premium service associated with Nikkei Ramen.

### Physical Storage of Frozen Pucks

Preserving the restaurant-quality standard begins with proper storage. The restaurant will allocate a dedicated freezer compartment exclusively for online orders. This ensures that the handmade ramen pucks retain their authentic textures and flavors until pickup. Clearly labeled bins or racks organized by order number or pickup time will facilitate smooth retrieval, preventing mix-ups or delays. The pucks will be stored in insulated, branded packaging that mirrors the care and quality Nikkei is known for, allowing customers to transport their orders home with confidence.

### On-Site Pickup Logistics

A dedicated pickup station will be created to provide customers with a seamless transition from



online ordering to in-person collection. Located near the restaurant entrance, the station will include clear signage such as “Order Pickup Here – Restaurant Quality, At Home.” This messaging reinforces Nikkei’s unique positioning as the only frozen ramen offering that matches the dining experience in authenticity and flavor. Equipped with a Square-linked tablet, staff will quickly verify orders and ensure accuracy before handing them to customers.

### **Scalability to Partner Locations**

Once the system proves successful at the restaurant, the program can scale to Ghost Ramen in Victoria, using Square’s multi-location management tools. As a trusted partner, Ghost Ramen will maintain the same high standards in storage, preparation, and pickup logistics, ensuring consistency across all customer interactions. This approach extends Nikkei’s positioning beyond its own restaurant, offering enthusiasts in other areas the chance to access its premium ramen products.

### **Customer Communication and Marketing**

Marketing efforts will emphasize the unique value of Nikkei’s pickup program as the only service delivering frozen ramen with authentic, restaurant-grade quality. Website banners, social media campaigns, and email newsletters (powered by Mailchimp) will highlight the convenience of ordering online and reinforce the premium positioning. Messaging will focus on how the program bridges the gap between restaurant-level craftsmanship and the comfort of enjoying a high-quality meal at home.

### **Pilot Testing and Evaluation**

The pilot phase will prioritize customer feedback and operational refinement. Customers will be invited to share their experiences through follow-up emails, providing insight into the quality, convenience, and overall satisfaction with the program. Metrics such as order volume, fulfillment times, and customer retention rates will help evaluate the program’s alignment with Nikkei’s positioning. This data will guide adjustments and readiness for broader implementation.

By aligning this tactic with Nikkei Ramen’s positioning as the provider of restaurant-quality ramen at home, the pilot pickup program will offer a tangible extension of the brand’s promise to ramen enthusiasts. The seamless integration of Square’s tools, thoughtful storage and logistics, and consistent premium service will make it possible for customers to experience the authentic textures and flavors they associate with Nikkei Ramen—now with the added convenience of online ordering and in-store pickup. This program not only enhances accessibility but also solidifies Nikkei’s reputation as the only true restaurant-quality frozen ramen provider, setting it apart in a competitive market.

## **Tactic 2.2.C: Establish Partnerships with Local and Major Delivery Apps to Expand Reach**





Nikkei will establish partnerships with prominent platforms such as Uber Eats, DoorDash, Walmart, Instacart, and Spud to significantly expand the reach and availability of its frozen ramen pucks. By leveraging premium plans on Uber Eats and DoorDash, Nikkei's products will gain prominent placement in app searches, increasing their discoverability for customers seeking premium meal solutions. These partnerships will also enable bundled promotions, such as a frozen puck (\$5 production cost) paired with a restaurant-prepared ramen (\$7 production cost) for a discounted price of \$28 (down from \$35, offering a 20% discount). Such promotions aim to increase order values and encourage customers to try both products.

Seasonal campaigns on these platforms will align with high-demand periods like winter, effectively driving increased sales during peak seasons. Delivery apps such as Walmart, Spud, and Instacart already have an established infrastructure to deliver frozen food, which makes integrating Nikkei's frozen pucks into their offerings seamless and efficient. Walmart and Instacart will enhance visibility by featuring frozen pucks in high-traffic categories such as "Premium Frozen Meals." Multi-pack promotions, such as "Buy 3 for \$48" (down from \$54), will attract value-conscious customers, encouraging larger cart sizes and fostering loyalty.

These collaborations will also incorporate targeted advertising and cross-promotional efforts, ensuring Nikkei's products reach a diverse and expansive audience of grocery and meal delivery customers. Proven strategies like HelloFresh's use of Instacart to boost visibility and Ramen Hero's direct-to-consumer delivery success highlight the potential of this approach. As sales volumes grow, Nikkei will benefit from economies of scale, reducing per-unit costs and enhancing profitability.

#### **Costing Details:**

##### **Promotional Offers:**

- Frozen Puck Production Cost: \$5 per unit (Estimated cost)
- Restaurant-Prepared Ramen Production Cost: \$7 per unit (Estimated Cost)
- Bundled Promotion Price: \$28 (down from \$35 — > \$17 average for restaurant-made ramen + \$18 average for frozen puck , offering a 20% discount)
- Multi-Pack Promotion (e.g., Buy 3): \$48 (down from \$54, offering a \$6 savings per bundle)

##### **Platform Commission Fees:**

- Uber Eats/DoorDash: Approximately 30% commission on delivery orders (Premium Package which includes benefits for both Nikkei and its customers)
- Walmart: Referral fees ranging from 8% (for items priced at \$15 or less) to 15% (for items over \$15) (Walmart MarketPlace)
- Instacart: 15%–20% commission per sale (Fiebert, 2024)

##### **Ad Spend on Delivery Platforms:**



- Uber Eats/DoorDash matched ad spending: \$50-100/month (Uber Eats for merchants) (DoorDash for merchants)
- Walmart/Instacart Sponsored Ads: Estimated \$150/month (each)
- Seasonal Campaign Costs: Estimated \$500-2,000 for each year's campaign for targeted promotions across platforms

Nikkei's decision to use the Premium Plan on Uber Eats and DoorDash is driven by the need to maximize visibility and reach a quality-focused audience. The plan provides prioritized placement in app searches and enhanced discoverability, making it easier for customers to find Nikkei's premium frozen ramen products. With structured fees of 30% for delivery and 10% for pickup, the plan justifies its cost through added exposure and access to advanced promotional tools, aligning with Nikkei's long-term strategy to expand its market presence.

The Premium Plan offers several benefits, including increased visibility by ensuring Nikkei appears more frequently in customer searches, giving it a competitive edge. It also includes access to Uber One members who enjoy perks like \$0 delivery fees and exclusive discounts, fostering loyalty among a premium customer base. Additionally, the plan provides ad spend matching of up to \$50 per month, effectively doubling promotional reach and enhancing marketing ROI. By integrating these perks, the plan positions Nikkei as an attractive option for customers seeking high-quality, convenient meal solutions, encouraging repeat purchases and building a strong brand presence in the delivery app ecosystem.

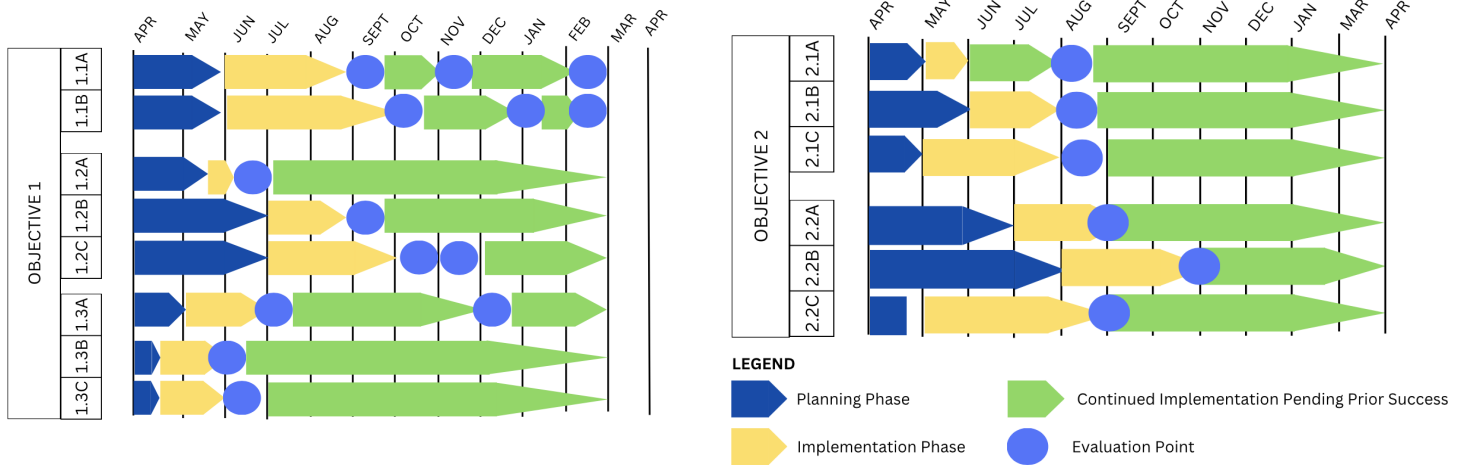
By combining increased visibility, strategic promotions, and streamlined access to delivery platforms, this partnership strategy positions Nikkei for long-term growth while strengthening its presence in both grocery and delivery markets. The established frozen food delivery capabilities of platforms like Walmart, Instacart, and Spud provide a reliable and scalable infrastructure to ensure seamless service to customers.



[\(Refer to Appendix J for Flowchart for Implementation\)](#)



## Timeline for Implementation



## Budgets

The budget has been created to align with its strategic objectives, focusing on impactful tactics that drive customer engagement and sales growth. With an emphasis on efficiency and targeted outreach, the budget includes detailed steps for implementation. However, the budget does not consider the time it would take to conduct research and acquire independent agencies; for example obtaining an outside written content creator for tactic 2.1A. The total estimated budget of \$130,886 reflects a commitment to achieving measurable results through well-planned and cost-effective marketing activities. This budgeting plan will enable Nikkei Ramen to enhance brand visibility, promote customer loyalty, and expand its market reach.

Tactic	Cost Description	Estimated Monthly Cost	Estimated Yearly Cost
<b>1.1A Growth of the preexisting Instagram Account</b>	N/A	N/A	N/A
<b>1.1B Special Campaign to Encourage Customer Generated Content</b>	N/A	N/A	N/A
<b>1.2A Weekend Promotional Tasting Booths</b>	\$300-\$400 based on a quote from crafty ramen - this is for a 4 hour window, so for 8 hours it would be \$700, and for a weekend it could be \$1400. Additionally, the cost of the product may need to be considered for the free samples (so if 20 pucks were	\$2,800	\$5,600





	used, it would cost \$200 dollars more). For 2-3 weekends a month, estimated cost would be \$2800.		
<b>1.2B Improving In Store Displays and Signage</b>	Cost \$800-\$1500 per month Per store for a freezer cling ad (depends on amount of store these ads will be used in) - estimate based off in store shelf ads	\$1,150	\$13,800
<b>1.2C Simplify Packaging to Connect with Positioning</b>	1 time fee of around \$400 to hire a designer to redo the packaging design. (cost of making the design will be the same as their current puck packaging, so it does not need to be included)	N/A	\$400
<b>1.3A Paid Influencer Partnerships</b>	Nano influencer <b>@nanaimonoms</b> (8k followers) will deliver a recipe reel and a branded giveaway story for \$375, while micro influencer <b>@vicfoodguys</b> (22.7k followers) will create a static post titled “Frozen to Fabulous” and a story with an affiliate link and discount code for \$650. Mid-tier influencers <b>@sopheats</b> (106k followers) and <b>@laura.ullock</b> (71.6k followers) will each produce Instagram reels, with themes like “Day in the Life” and step-by-step ramen guides, costing \$3,000 and \$2,500, respectively. These partnerships total \$6,525, complemented by \$500 allocated for giveaways and product costs, bringing the overall estimated cost for this tactic to <b>\$7,025</b> .	\$585	\$7,025
<b>1.3B Google and Meta Ads</b>	Nikkei Ramen will invest in Google Display Ads, Meta (Facebook/Instagram) Ads, and TikTok Ads, allocating an equal budget across all three platforms to achieve 30,000 clicks (10,000 per platform). With an average cost-per-click (CPC) of \$2.00 for Google Ads, \$1.50 for Meta Ads, and \$0.75 for TikTok Ads, the estimated costs are \$20,000, \$15,000, and \$7,500 respectively. Additionally, \$2,000 is allocated for high-quality creative design, including ad visuals, video editing, and carousel posts. The total estimated budget for this tactic is <b>\$44,500</b> , ensuring a robust, multi-platform advertising strategy.	\$3,708	\$44,500



<p><b>1.3C Public Relations</b></p>	<p>To enhance brand visibility and reach, Nikkei plans to create and distribute four press releases highlighting key initiatives and milestones. Professional PR writers will craft each release at an estimated rate of \$500, totaling \$2,000 for four releases. For regional distribution, services like Canada Newswire will be used, with an average cost of \$400 per press release, adding up to \$1,600 for all four. The total investment for press release creation and distribution is estimated at <b>\$3,600</b>, ensuring a professional and wide-reaching communication strategy.</p>	<p>N/A</p>	<p>\$3,600</p>
<p><b>2.1A Newsletter</b></p>	<p>Platforms like Flodesk, with a flat rate of \$38/month, result in a first-year cost of \$456. A custom-designed template is estimated to cost \$300–\$700, providing a professional and engaging layout (Ijidola, 2022). Content creation will involve written and visual materials. Outsourced written content costs \$150–\$300 per newsletter, totaling \$1,800–\$3,600 annually, while visual content ranges from \$360 for stock images to \$6,000 for professional photoshoots over 12 issues (Kabir, 2023).</p> <p>To build and grow the subscriber list, Nikkei Ramen will offer incentives such as discounts or free samples, estimated at \$1–\$5 per new subscriber, with a target of 500 sign-ups costing \$500–\$2,500. Additional promotions through social media or in-store campaigns will cost \$500–\$1,000 over three months. Distribution costs are covered by the email platform, with optional advanced analytics tools adding \$0–\$240 annually. The total estimated first-year investment for the newsletter includes \$456–\$1,156 in setup costs, \$2,160–\$9,600 for recurring content creation, and \$1,000–\$3,500 for list-building efforts, resulting in an annual budget of \$3,616–\$14,256.</p>	<p>N/A</p>	<p>\$8,936</p>



<p><b>2.1B Multi Pack Bundles</b></p>	<p>Packaging design and production, estimated at \$4,000–\$8,000, include custom designs for five bundle options and bulk printing for 1,000 units per bundle. Social media marketing campaigns, email promotions, and in-store materials like posters and flyers, are projected to cost \$2,000–\$7,000, ensuring wide visibility and customer reach.</p> <p>To enhance value, bundles will offer 10–20% discounts, with revenue impacts estimated at \$7,000–\$10,000 for 1,000 units sold. Operational costs, such as labor for assembling bundles (\$1,000–\$2,000) and inventory management (\$1,000–\$3,000), are accounted for to streamline distribution. Combined, setup costs range from \$5,500 to \$15,000, with ongoing costs of \$9,000 to \$18,000,</p>	<p>N/A</p>	<p>\$23,500</p>
<p><b>2.1C Farmers’ Market Popups and Co-Branded Gift Packs</b></p>	<p>To build community engagement, Nikkei Ramen will host “Taste of Nikkei” pop-up events at popular Vancouver Island farmers’ markets, fostering direct connections with customers. Hosting three pop-up events is estimated to cost \$6,750, which includes vendor fees (\$1,050), staffing (\$900 for local chefs or staff), ingredients and sampling supplies (\$1,500 for 300 servings of ramen pucks), and booth setup and branding (\$2,500 for branded tents and signage as a one-time cost). Additional expenses, such as discount coupon printing (\$300) and transportation (\$500), ensure a seamless and professional presence at each event.</p> <p>In collaboration with local Vancouver Island artisans, Nikkei Ramen will create 200 co-branded gift packs to showcase complementary products alongside their frozen ramen. These gift packs, estimated at \$5,500, include artisan goods (\$2,000), frozen pucks (\$1,000), packaging and design (\$1,000), and marketing efforts (\$1,000 for social media and photography). Distribution costs of \$500 will ensure smooth delivery to stores or events. Together, these initiatives combine for a total cost of \$12,250, effectively enhancing community ties and increasing brand visibility.</p>	<p>\$1020</p>	<p>\$12,250</p>
<p><b>2.2A Enhance Nikkei’s Website</b></p>	<p>Integrating Square into Nikkei’s website to enable the "Order Now" functionality for pickup orders involves several key costs. Square's transactional model charges a fee of 2.9% + \$0.30 per transaction, which translates to approximately \$0.74 for a \$15 ramen kit. Additionally, the basic tools for Square</p>	<p>\$250.00</p>	<p>\$3000.00</p>



	<p>are free, but optional premium features to enhance functionality, such as advanced analytics or customer engagement tools, cost \$60 per month (\$720 annually). Implementing the integration will require a one-time setup cost estimated at \$500–\$1,000 for a developer or freelancer to build and customize the platform. For in-restaurant pickup, a compatible Square POS hardware setup, including a tablet, stand, and card reader, is expected to cost \$400–\$600.</p> <p>Integrating Mailchimp into Nikkei's website for enhanced customer engagement involves several cost considerations. Mailchimp offers a <b>Free Plan</b> suitable for up to 500 contacts, allowing 1,000 email sends per month. However, to access advanced features like customizable email templates, A/B testing, and multi-step automations, upgrading to the <b>Essentials Plan</b> is advisable. This plan starts at <b>\$13 per month</b> for 500 contacts, with costs increasing as the contact list grows. (<a href="#">Mailchimp</a>). For instance, managing 1,500 contacts would cost approximately <b>\$26.50 per month</b> under the Essentials Plan. (<a href="#">Brevo</a>)</p> <p>Additionally, implementing a pop-up feature for email capture may require a one-time design and development investment estimated between <b>\$200 and \$500</b>, depending on the complexity and the developer's rates. Overall, the total cost for integrating Mailchimp, considering both subscription fees and initial setup expenses, would range from <b>\$356 to \$656</b> for the first year, with subsequent annual costs primarily consisting of the monthly subscription fees.</p> <p>Embedding clickable links to third-party grocery websites that feature Nikkei Ramen products is a simple but effective enhancement. The development cost for this integration is estimated at <b>\$200–\$500</b>, depending on complexity and developer rates. This one-time investment ensures customers can easily transition from the Nikkei website to partner platforms like Thrifty Foods, streamlining the purchasing process and strengthening relationships with retail partners.</p>		
<p><b>2.2B Pilot Restaurant Pickup for Frozen Pucks</b></p>	<p>The Pilot Restaurant Pickup Program includes key costs to ensure seamless implementation. Square integration for in-restaurant pickup involves a subscription cost of <b>\$720 per year</b> and one-time hardware expenses of <b>\$400–\$600</b>.</p>	<p>\$110.00</p>	<p>\$1275.00</p>



<b>2.2C Establish Partnerships with Local and Major Delivery Apps</b>	Nikkei’s partnerships with platforms like Uber Eats, DoorDash, Walmart, Instacart, and Spud involve costs associated with platform commission fees, advertising, and seasonal campaigns. Uber Eats and DoorDash charge a 30% commission for delivery and 10% for pickup, amounting to approximately. Walmart and Instacart commissions range from 8%–20%. Advertising expenses include \$100 monthly for matched ad spending on Uber Eats and DoorDash and \$150 for Walmart and Instacart sponsored ads.	N/A	\$7,000 + Commission On sales (10-30%)
	<b>TOTALS</b>	<b>\$9,623</b>	<b>\$130,886</b>

## Monitors & Controls

### S.M.A.R.T Objective 1

To monitor the progress toward achieving the goal of having 25% of the target segments recognize and associate Nikkei Ramen-ya with “Nikkei Ramen-ya pucks taste great, are authentic, and made with high-quality ingredients” from March 2025 to March 2026, tracking and analysis of engagement through social media, surveys, and promotional campaigns will be conducted.

- **Social Media Tracking:** Regularly monitor the growth of followers, likes, comments, and shares on Instagram posts, especially those related to campaigns such as #MyNikkeiAdventure and on influencer posts. Success will be measured by achieving a consistent increase in post engagement and follower count monthly, and by monitoring the total audience reached through influencer campaigns.
- **Customer Engagement Metrics:** Analyze UGC contributions from the #MyNikkeiAdventure campaign and interactive social media polls. Metrics like participation rates, unique submissions, and overall campaign reach will be compared to baseline engagement levels.
- **Website Traffic:** Track referral traffic from articles and measure how often users click on the ad leading to Nikkei’s website. At the same time, measure increases in website visits driven by influencer affiliate links.
- **In-store Visibility Metrics:** Track customer feedback from sampling booth events and assess sales uplift in stores hosting these activations. Pre- and post-event sales will be analyzed to measure impact.
- **Survey Analysis:** Conduct annual surveys to gauge changes in customer perceptions of Nikkei’s brand attributes. Benchmarking against the initial survey will measure the association with quality, taste, and authenticity.



## S.M.A.R.T Objective 2

To achieve monthly sales of \$8,000 (~450 pucks) in the target segments from March 2025 to March 2026, tracking of sales data and the effectiveness of loyalty and promotional initiatives will be conducted.

- **Sales Tracking:** Utilize sales data from retail partners, website orders, and delivery apps to monitor monthly revenue. A consistent upward trend in sales volumes will indicate progress.
- **Customer Retention Metrics:** Track repeat purchases and newsletter sign-ups through analytics platforms. Metrics like newsletter open rates and click-through rates on promotions will provide insights into customer retention efforts.
- **Bundle Performance Tracking:** Evaluate the sales performance of multi-pack bundles and compare them to single-pack sales. Metrics like average order value and unit sales will determine the popularity of bundled promotions.
- **Delivery App Monitoring:** Assess the impact of partnerships with Uber Eats, DoorDash, and Instacart by tracking order volume and bundle purchases through these platforms. Seasonal campaign performance will also be evaluated based on conversion rates and sales.

## Conclusion

Nikkei Ramen's marketing plan is designed to strengthen its position as a premium, authentic ramen provider that offers restaurant quality style ramen while expanding its reach beyond Vancouver island. By focusing on impactful tactics such as multi-pack bundles, engaging newsletters, digital advertising, and community-driven initiatives, the plan aims to drive customer loyalty, increase sales, and enhance brand visibility. These efforts, coupled with the company's commitment to quality, sustainability, and cultural authenticity, position Nikkei Ramen for sustained growth in a competitive market. With a clear roadmap and measurable objectives, this plan provides the foundation for Nikkei Ramen to continue delighting customers and achieving its business goals.



# Appendices

## Appendix A - Segmentation Chart

Sample Size / Count:	Criteria 1	Criteria 2	Criteria 3			
<b>174</b>	How often do you purchase frozen ramen?	Have you ever heard of the brand Nikkei Ramen?	How likely are you to purchase a frozen puck for \$18 in the next three months?			
	Never 99	Never heard of Nikkei before 60	Likely, Somewhat likely 11 Undecided, Unlikely, Very Unlikely 49	1 Curious Experimenters 2 Uninterested Skeptics		
		Have heard of Nikkei but never tried 21	Likely, Somewhat likely 3 Undecided, Unlikely, Very Unlikely 18	3 Open Explorers 5 Routine Loyalists		
		Have tried Nikkei Ramen 18	Likely, Somewhat likely 7 Undecided, Unlikely, Very Unlikely 11	3 Open Explorers 4 Occasional Bystanders		
		Less than once per month 51	Never heard of Nikkei before 12	Likely, Somewhat likely 0 Undecided, Unlikely, Very Unlikely 12	1 Curious Experimenters 2 Uninterested Skeptics	
			Have heard of Nikkei but never tried 3	Likely, Somewhat likely 0 Undecided, Unlikely, Very Unlikely 3	3 Open Explorers 5 Routine Loyalists	
			Have tried Nikkei Ramen 36	Likely, Somewhat likely 19 Undecided, Unlikely, Very Unlikely 17	3 Open Explorers 4 Occasional Bystanders	
	Once per month 18	Never heard of Nikkei before 3	Likely, Somewhat likely 0 Undecided, Unlikely, Very Unlikely 3	1 Curious Experimenters 2 Uninterested Skeptics		
		Have heard of Nikkei but never tried 0	Likely, Somewhat likely 0 Undecided, Unlikely, Very Unlikely 0	6 Ramen Enthusiasts 5 Routine Loyalists		
		Have tried Nikkei Ramen 15	Likely, Somewhat likely 6 Undecided, Unlikely, Very Unlikely 9	6 Ramen Enthusiasts 4 Occasional Bystanders		
	More than once per month 6	Never heard of Nikkei before 0	Likely, Somewhat likely 0 Undecided, Unlikely, Very Unlikely 0	1 Curious Experimenters 2 Uninterested Skeptics		
		Have heard of Nikkei but never tried 0	Likely, Somewhat likely 0 Unlikely 0	6 Ramen Enthusiasts 5 Routine Loyalists		
		Have tried Nikkei Ramen 6	Likely, Somewhat likely 6 Undecided, Unlikely, Very Unlikely 0	6 Ramen Enthusiasts 4 Occasional Bystanders		
<b>TOTAL (should match the number of participants included in your research findings)</b>				<b>174</b>		



## Appendix B - Competitive Matrix Grading Criteria

Factor	Rating	Definition
Good Taste	<i>High</i>	Products deliver exceptional flavor profiles that are well-balanced, authentic, and widely praised by consumers.
	<i>Medium</i>	Products offer satisfying flavor but may lack complexity or distinctiveness compared to top competitors.
	<i>Low</i>	Products are criticized for inconsistent or subpar flavor, failing to meet consumer expectations for quality.
Familiarity	<i>High</i>	Products align with flavors and styles that are recognizable and favored by a broad target audience, enhancing comfort and trust in the brand.
	<i>Medium</i>	Products strike a balance between familiar and experimental, appealing to some but not all segments of the target market.
	<i>Low</i>	Products are unfamiliar or perceived as niche, making them less appealing to the majority of the target audience.
Low Price	<i>High</i>	Products are priced competitively and provide excellent value relative to their quality and market standards.
	<i>Medium</i>	Products are moderately priced, offering reasonable value but not a standout price advantage in the market.
	<i>Low</i>	Products are priced significantly above comparable offerings or fail to provide sufficient value for their cost.





Ease of Preparation	<i>High</i>	Products are simple and quick to prepare, requiring minimal effort and tools, making them ideal for busy or novice consumers.
	<i>Medium</i>	Products require moderate effort or time to prepare, which may limit appeal for convenience-seeking consumers.
	<i>Low</i>	Products are complex or time-intensive to prepare, creating barriers for consumers who prioritize convenience.
Nutrient Density	<i>High</i>	Products are rich in essential nutrients, promoting health benefits and aligning with consumer demand for wholesome, balanced meals.
	<i>Medium</i>	Products offer some nutritional benefits but do not stand out as a health-focused choice in the category.
	<i>Low</i>	Products lack significant nutritional value, relying more on taste or convenience than health-conscious qualities.

### Appendix C - Competitor Analysis SWOT Analysis


<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Fresh, preservative-free ingredients from local sources.</li> <li>● Authentic ramen, combining traditional Japanese techniques with local flavors.</li> <li>● Unique ramen kits and pucks, standing out from frozen and mass-produced alternatives.</li> </ul>	<ul style="list-style-type: none"> <li>● Limited distribution compared to national brands like Crafty Ramen.</li> <li>● Higher pricing than Franklin Food Lab's more convenience-focused frozen options.</li> <li>● Lower brand recognition outside of Vancouver Island.</li> </ul>



Opportunities	Threats
<ul style="list-style-type: none"><li>● Expanding distribution to national retail grocery chains like Crafty Ramen to increase visibility across Canada.</li><li>● Leveraging health trends for clean-label, preservative-free products.</li><li>● Collaborations with local influencers to enhance brand recognition.</li><li>● Potential for a dedicated e-commerce platform to offer direct-to-consumer sales nationwide.</li></ul>	<ul style="list-style-type: none"><li>● Intensified competition in the premium frozen ramen market.</li><li>● Seasonal fluctuations in ramen demand, with higher sales in colder months.</li><li>● Competitors with strong e-commerce and online presence capturing market share.</li><li>● Established brands like Crafty Ramen and Franklin Food Lab rapidly expanded into the convenience market.</li></ul>

## Appendix D - Primary Research (Online Survey Questions)

Q1

 [Skip to](#)

End of Survey if Under 18 Is Selected

Which of the following age ranges apply to you?

- Under 18
- 18 - 22
- 23 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- 60+



Q2

Which municipality best represents where you currently reside?

- Fraser Valley (Abbotsford, Chilliwack)
- Central Vancouver Island (Port Alberni, Cumberland, Comox Valley)
- Southern Vancouver Island (Victoria, Nanaimo, Sooke)
- Metro Vancouver (Vancouver, Richmond, Burnaby, Maple Ridge, etc.)
- Other (please specify)

Q3



▼ Skip to

End of Survey if Never Is Equal to 5

How often do you eat the following categories of ramen?

	Never	Less than once a month	Once a month	2-3 times a month	Once a week	2-3 times a week	4+ times a week
Shelf packaged ramen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ramen from restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frozen ramen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homemade ramen (from scratch)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deli made fresh ramen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4



Which seasons of the year are you most likely to consume ramen? (select all that apply)

- Winter (January to March)
- Spring (April to June)
- Summer (July to September)
- Fall (October to December)



Q5



How likely are the following to influence your decision to purchase a new frozen ramen brand?

	Very unlikely	Unlikely	Undecided	Somewhat likely	Extremely likely
Recommendations from friends or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Package Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations from social media accounts (e.g influencers, celebrities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store discount (e.g. products on sale, coupons)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6



How important are each of the following attributes in your decision to purchase ramen?

	Not at all important	Slightly important	Neither important or unimportant	Somewhat important	Very important
Low price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long shelf life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrient dense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7

How much would you be willing to pay for a frozen ramen puck?

- \$12 - \$14.99
- \$15 - \$17.99
- \$18 - \$20.99
- \$21 - \$23.99
- \$24 - \$26.99
- \$27 or more



Q8



How likely are you to purchase the following ramen frozen puck options in the next three months?

	Very unlikely	Unlikely	Undecided	Somewhat likely	Extremely likely
Purchase a single frozen ramen puck for the price of \$18.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase a frozen ramen puck 4-Pack for the price of \$60.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9



Please select the best representation of your knowledge of the following brands

	Never heard of it	I've heard, but never tried	I've tried it once but wouldn't try it again	I've tried it once and am interested in trying it again	I've used it multiple times	I love the brand/am a loyal customer
Crafty Ramen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Franklin Food Lab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Koroko Ramen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nikkei Ramen-Ya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10



How do you make your product choices when purchasing frozen meals at the grocery store?

	Never	Rarely	Sometimes	Frequently	Always
I look for specific brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compare prices between products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seek out discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer fresh over frozen products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try new products based on recommendations or social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I actively look for local or artisan products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I check ingredient quality or sourcing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look for convenience or ease of preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11



How often do you shop at the following grocery stores?

	Never	Rarely	Sometimes	Frequently	Always
Safeway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thrifty Foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Barn Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberty Foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T&T Supermarket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Country Grocer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pomme Natural Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthway Natural Foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discovery Foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q12



[Skip to](#)

End of Survey if Please select strongly disa... Is Not Selected

How strongly do you agree with the following statements?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
I prefer to buy local products that are BC made	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to avoid buying products with GMOs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more for high-quality, food made in small batches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please select strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to where the food I buy is sourced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer businesses that include vegan options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prioritize nutrient-dense products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13



Where are you most likely to become aware of new brands?

	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencer Endorsements/Partnerships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word-of-Mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14



[Display this question](#)

If Please select the best representation of your knowledge of the following brands Nikkei Ramen-Ya - I've tried it once but wouldn't try it again Is Selected

Or Please select the best representation of your knowledge of the following brands Nikkei Ramen-Ya - I've tried it once and am interested in trying it again Is Selected

Or Please select the best representation of your knowledge of the following brands Nikkei Ramen-Ya - I've used it multiple times Is Selected

Or Please select the best representation of your knowledge of the following brands Nikkei Ramen-Ya - I love the brand/am a loyal customer Is Selected

Please indicate your satisfaction level with Nikkei Ramen frozen ramen puck

	Highly Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Highly Satisfied
Low price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally sourced ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short and simple ingredient list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long shelf life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient purchase location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease to eat (e.g. prep time)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q15

What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

Q16

Which of the following best describes you?

- Student
- Employed
- Unemployed
- Parent/Family member
- Other (Please Specify)



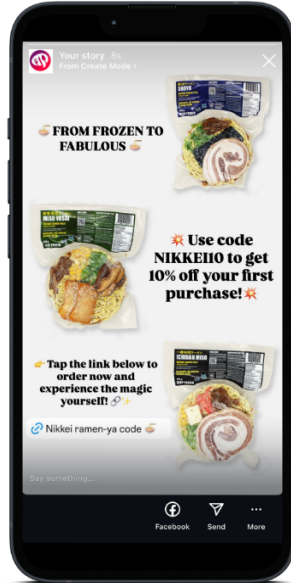
## Appendix E - @nanaimonoms: Instagram Story with a branded giveaway







**Appendix F - @vicfoodguys: Story with an affiliate link with a discount code like NIKKEI10 to track sales**





## Appendix G - Google and Meta Ads

 **Nikkei Ramen-ya**  
Sponsored · 🌐


Authentic Ramen at Home in Minutes! Discover premium Japanese-Canadian ramen pucks.




REALRAMEN.COM  
**Frozen Ramen Pucks**  
Experience restaurant-quality ramen at home!

[Learn more](#)

👍 Like    💬 Comment    ➦ Share

 **Nikkei Ramen-Ya**  
Sponsored



[Order Now](#)

❤️ 💬 🗑️    📌

89 views  
**nikkeiramenya** Taste the difference with authentic, scratch-made frozen ramen pucks 🍜 .  
[View all 14 comments](#)

### Sponsored



**Nikkei Ramen-Ya**  
<https://realramen.ca/> ⋮

### [Nikkei Ramen-Ya | Frozen Ramen Pucks | Order Now 10%](#)

Bring the taste of Japan to your kitchen with Nikkei Frozen Ramen. Handmade noodles, rich authentic broths, and premium ingredients deliver the only true restaurant-quality ramen experience at home.



## Appendix H - Multi Pack Bundles





# Appendix I - Newsletter Mockup

## OCTOBER Edition

The quality you crave, in the convenience of your own home!

### Try Our New Pickup Program

We're thrilled to announce the launch of our pilot pickup program! You can now pre-order your favorite Nikkei Ramen kits online and pick them up at our Courtenay location. Skip the wait and enjoy convenience without compromise.

THIS MONTH'S FEATURED BOWL RECIPE

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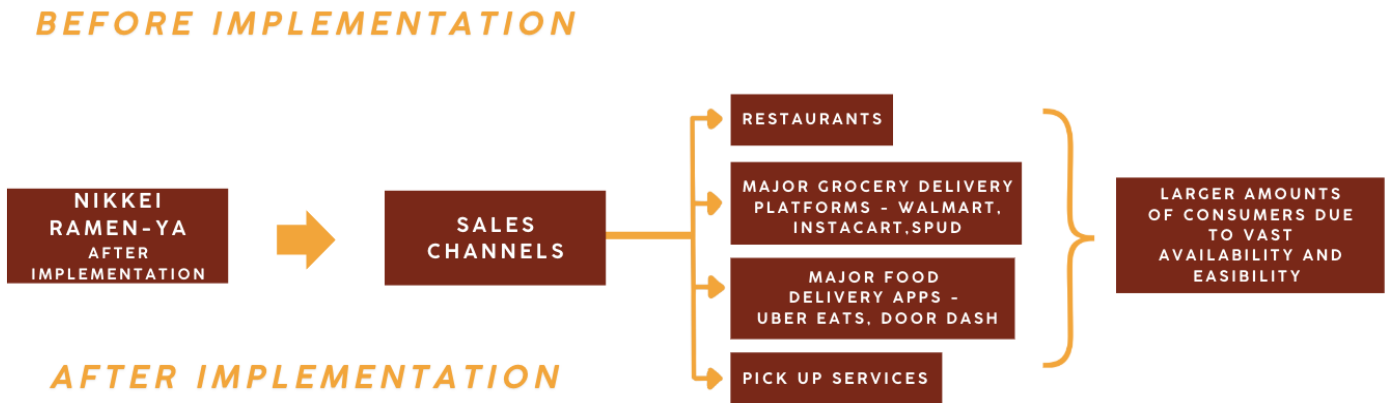
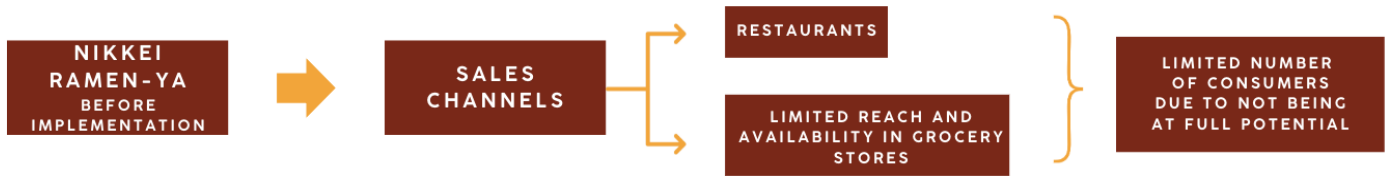
COMMUNITY FOOD TRUCK EVENT

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## Appendix J - Flowchart of Implementation







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