



**COMM 468 101  
Midterm Report  
Nikkei Ramen-Ya  
October 25th, 2024**

**18391, 49811, 52077, 43466, 96545, 34262**

## **A) Updated Project Action Plan**

### **Marketing Project Plan Scope**

Our strategic marketing plan is designed for Nikkei Ramen, a small yet growing restaurant chain from Vancouver Island, committed to offering high-quality ramen made with locally sourced ingredients and traditional preparation methods. The focus of our research will be on customers across the Lower Mainland, Greater Vancouver, and Vancouver Island regions. Over the course of 12 weeks, we will conduct a thorough situation analysis, utilizing both secondary and primary research. This analysis will help identify key target segments and craft a compelling brand positioning. Additionally, we will present strategic and creative tactical recommendations aimed at achieving Nikkei Ramen's overall marketing objectives. To gain a deeper understanding of the ramen industry, our team will analyze various online resources, including articles, reports, and industry studies, to identify critical factors that influence the market. Following this, we will perform a strategic assessment of Nikkei Ramen's current market position, primarily informed by data gathered through an online survey. This survey will be distributed to both existing and potential consumers via Nikkei's social media platforms and relevant product-focused forums. Through this comprehensive analysis, we intend to define Nikkei Ramen's core value proposition relative to its target audience and deliver actionable recommendations that align with the company's goals.

### **Goals and Key Deliverables**

Our team's final deliverable will be a comprehensive marketing plan that provides Nikkei Ramen with actionable recommendations to achieve growth across BC markets. With the launch of their new Frozen Ramen Pucks and other grocery offerings, their primary objectives are to scale and increase sales of these product lines by boosting brand awareness. During our discussions with Nikkei, we identified a key issue: a disconnect between consumers' understanding of the value behind their premium-priced grocery products. Our goal is to bridge this gap, helping educate consumers on the convenience and quality of enjoying a restaurant-caliber bowl of ramen at home, highlighting the craftsmanship and high-quality ingredients behind each product.

### **Deliverables Out of Scope**

Deliverables we have decided fall out of our scope for this project are:

- I. The execution of any recommendations made in our marketing plan.
- II. Contribution of any monetary support towards final recommendations.
- III. Anything not mentioned in the Marketing Project Plan Scope. These deliverables are set in place to avoid any risks, liabilities, and delays in the project. It is Nikkei Ramen's decision to go through and implement any of the recommendations outlined by the team.

As Of Date: Sept 23 , 2024			WEEK OF												Est. Task Start Date	Task Deadline	Status	Others Involved		
TASK LIST			WHO (LEAD + OTHERS)																	
			16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec				
<b>MARKETING PLAN REPORT - KEY CONTENT</b>																				
<b>Situation Analysis (SA) - 1st Section of the Report</b>																				
<b>Category / Industry Definition</b>																				
	Research	MF, AMG															30th Sept	Oct 6th	100%	
	Team discussion	MF, AMG															30th Sept	Oct 6th	100%	
	Write up & visuals	MF, AMG															30th Sept	Oct 6th	100%	
<b>Category / Industry / Market Analysis</b>																				
	Research	MF, AMG															30th Sept	Oct 6th	100%	
	Team discussion	MF, AMG															30th Sept	Oct 6th	100%	
	Write up	MF, AMG															30th Sept	Oct 6th	100%	
<b>Company Analysis</b>																				
	Research	FL															30th Sept	Oct 6th	100%	
	Team discussion	FL															30th Sept	Oct 6th	100%	
	Write up	FL															30th Sept	Oct 6th	100%	
<b>Competitor Analysis</b>																				
	Research	SK															30th Sept	Oct 6th	100%	
	Team discussion	SK															30th Sept	Oct 6th	100%	
	Write up & visuals	SK															30th Sept	Oct 6th	100%	
<b>Customer Analysis</b>																				
	Secondary Research	SS, DO															30th Sept	Oct 6th	100%	
	Team discussion	SS, DO															30th Sept	Oct 6th	100%	
	Write up secondary research , add any visuals	SS, DO															30th Sept	Oct 6th	100%	
<b>Primary Market Research</b>																				
	All students to complete TCPS2 research ethics tutorial	ALL															16th Sept	20th Sept	100%	
	Determine what info already exists from other sources + research options	MF, FL, SK															30th Sept	1st Oct	100%	
	Determine participant recruitment plan	ALL															23rd Sept	25th Sept	100%	
	Write Research Plan & get approval from instructor	ALL															23rd Sept	26th Sept	100%	INSTRUCTOR
	Share Research Plan with client; propose any incentives and get approval for any help with recruitment	FL															23rd Sept	26th Sept	100%	CLIENT
	Draft messages , survey (or other methodology) questions & scales; incorporate segmentation tips	ALL															1st Oct	3rd Oct	100%	
	Edit survey questions , scales , consent messages etc.	ALL															4th Oct	7th Oct	100%	
	Finalize messages / survey & receive instructor approval (plan for two separate meetings / office hours sessions)	ALL															8th Oct	9th Oct	100%	INSTRUCTOR
	Get approval for survey questions , scales & messages from client (after instructor approval)	FL															8th Oct	10th Oct	100%	CLIENT
	Distribute survey & collect survey data	ALL															19th Oct	25th Oct	50%	
	Analyze data; determine if any outstanding questions	SK, DO, SS															28th Oct	31st Oct	0%	
	Draw conclusions and hold group discussion	SK, DO, SS															28th Oct	31st Oct	0%	
	Write up & visuals	MF															28th Oct	31st Oct	0%	
<b>Segmentation (partially completed during the data analysis phase)</b>																				
	Identify variables to base segments on; segment the research sample using the segmentation approach taught in class; quantify the segments; ensure no overlap	FL, MF, DO															28th Oct	2nd Nov	0%	
	Clearly describe the segments; further analyze if needed	FL, MF, DO															28th Oct	2nd Nov	0%	
	Write up & visuals	FL, MF, DO															28th Oct	2nd Nov	0%	



As Of Date: Sept 23, 2024		WEEK OF	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	Est. Task Start Date	Task Deadline	Status	Others Involved
	Brainstorm strategic & creative ideas to address strategies	ALL															7th Nov	26th Nov	0%	
	Refinement of tactics to make actionable & creative	ALL															7th Nov	26th Nov	0%	
	Team discussion	ALL															7th Nov	26th Nov	0%	
	Further brainstorming; add in detail (5Ws)	ALL															7th Nov	26th Nov	0%	
	Evaluate strength of tactics against criteria; prioritize	ALL															7th Nov	26th Nov	0%	
<b>Review , Write-up &amp; Mock-ups</b>																				
	Review strategies & tactics with instructor	SS , SK															14th Nov	14th Nov	0%	INSTRUCTOR
	Refinement of strategies and tactics	SS , SK															14th Nov	26th Nov	0%	
	Develop mock-ups of tactics to bring your ideas to life	SS , SK															18th Nov	26th Nov	0%	
<b>Timeline</b>																				
	Determine timeline , including the frequency of each idea	SS , SK															21st Nov	26th Nov	0%	
	Write up	SS , SK															21st Nov	26th Nov	0%	
<b>Budgets</b>																				
	Cost out each tactic , including detailed assumptions	FL , DO															18th Nov	26th Nov	0%	
	Calculate an overall annual budget	FL , DO															18th Nov	26th Nov	0%	
	Team discussion	FL , DO															18th Nov	26th Nov	0%	
	Write up	FL , DO															18th Nov	26th Nov	0%	
<b>Monitors &amp; Controls</b>																				
	Determine existing metrics for evaluation	MF															18th Nov	26th Nov	0%	
	Determine new metrics needed	MF															18th Nov	26th Nov	0%	
	Write up	MF															18th Nov	26th Nov	0%	

<b>Executive Summary &amp; Appendices</b>																				
	Plan content for each of these sections	AMG															24th Nov	26th Nov	0%	
	Write up appendice content	AMG															24th Nov	26th Nov	0%	
	Write the Executive Summary	AMG															24th Nov	26th Nov	0%	

<b>ASSIGNMENTS</b>																				
<b>Project Action Plan</b>																				
	Meet with client	ALL															24th Sept	24th Sept	100%	CLIENT
	Re-confirm project scope , goal and deliverables	ALL															23rd Sept	26th Sept	100%	
	Group discussion to determine detailed tasks and work allocation	ALL															23rd Sept	24rd Sept	100%	
	GANTT chart creation and calibration amongst team	ALL															23rd Sept	28th Sept	100%	
	Write up	ALL															23rd Sept	28th Sept	100%	
	Editing & proofing	ALL															26th Sept	28th Sept	100%	
	<b>Submission</b>	AMG															23rd Sept	28th Sept	100%	
	Modifications if needed; submission to client (after incorporating instructor feedback)	FL															29th Sept	4th Oct	100%	CLIENT , INSTRUCTOR
<b>Midterm Report</b>																				
	Allocate sections	ALL															14th Oct	15th Oct	100%	
	Update Project Action Plan; explain all variances	N, DO, SS, AMG															14th Oct	18th Oct	100%	
	Tailor Marketing Plan Outline template	MF, SK															14th Oct	20th Oct	100%	
	Compile Secondary Research Sources to date	ALL															14th Oct	21st Oct	100%	
	Individually write about most valuable source	ALL															21st Oct	23rd Oct	100%	

As Of Date: Sept 23, 2024		WEEK OF	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	Est. Task Start Date	Task Deadline	Status	Others Involved
	Write up , including compiling the individual sections	ALL															21st Oct	24th Oct	100%	
	Editing & proofing	ALL															21st Oct	25th Oct	100%	
	Submission	SK															21st Oct	25th Oct	100%	
<b>Class Presentation</b>																				
	Allocate tasks	ALL															18th Nov	21st Nov	0%	
	Create slides & visuals	ALL															20th Nov	22nd Nov	0%	
	Practice presentation	ALL															23rd Nov	25th Nov	0%	
	Refine and edit slides	AMG															23rd Nov	25th Nov	0%	
	Present	ALL															26th Nov	26th Nov	0%	INSTRUCTOR
	Receive feedback and determine next steps	ALL															26th nov	3rd Dec	0%	INSTRUCTOR
<b>Marketing Plan Report Submission</b>																				
	Compile content and citations	ALL															6th Nov	26th Nov	0%	
	Ensure all required sections are complete	ALL															11th Nov	3rd Dec	0%	
	Edit & proof; adjust writing for flow; proof again!	ALL															1st Dec	4th Dec	0%	
	Add visuals and mock-ups throughout the body of the rep	ALL															1st Dec	3rd Dec	0%	
	Add hyperlinks to appendices	ALL															3rd Dec	3rd Dec	0%	
	Continue editing & proofing	ALL															3rd Dec	5th Dec	0%	
	Format; double-check citations	DO															4th Dec	4th Dec	0%	
	Prepare file for submission to dropbox and for client	MF															5th Dec	5th Dec	0%	
	Submission	MF															5th Dec	5th Dec	0%	
<b>Client Presentation</b>																				
	Book meeting date & location	FL															18th Nov	21st Nov	0%	CLIENT
	Add additional details (longer than class presentation)	ALL															5th Dec	6th Dec	0%	
	Refine and edit slides	ALL															5th Dec	6th Dec	0%	
	Practice presentation	ALL															7th Dec	8th Dec	0%	
	Present	ALL															9th Dec	13th Dec	0%	CLIENT
	Provide copies of presentation & marketing plan report	MF															9th Dec	13th Dec	0%	

## Update/Variations from Plan

<b>Task</b>	<b>Original Plan</b>	<b>Updated Plan</b>	<b>Reasoning</b>
<b>Scope</b>	Focused only on promotional tactics	Expanded to cover all 4 Ps	Expanded to provide a more holistic marketing approach considering feedback about the importance of the full marketing mix.
<b>Survey Development and Approval</b>	3 weeks allocated 1st Oct- 21st Oct	Shortened to 10-14 days 1st Oct- 10th Oct	Changed based on feedback about proper sequencing of tasks to ensure data integrity and accurate analysis.
<b>Data Analysis and Start Date</b>	Concurrent with data collection 19th Oct- 25th Oct	Post data collection completion 19th Oct-31st Oct	Changed based on feedback about proper sequencing of tasks to ensure data integrity and accurate analysis.
<b>SWOT Analysis Duration</b>	1 week allocated 28th Oct- 3rd Nov	Shortened to 1 day 2nd Nov- 3rd Nov	Reduced based on advice to focus more time on recommendations and other crucial sections.
<b>Target Segment and Positioning</b>	Planned for mid-november start 11th Nov- 17th Nov	Moved up to early november 3rd Nov- 6th Nov	Adjusted to align with earlier completion of the SWOT, giving the team more time for strategy development.
<b>Goals &amp; Objectives/ Strategies/ Tactics</b>	Was allocated only 2 weeks 18th Nov- 28th Nov	Needed at least 3 weeks to complete these tasks. 6th Nov- 26th Nov	Updated to ensure sufficient focus on strategy and tactics, following feedback about its importance.

<b>Budget/ Monitors &amp; Controls</b>	18th Nov- 2nd Dec	18th Nov- 26th Nov	Adjusted the dates according to the completion of the previous tasks
<b>Executive Summary &amp; Appendices</b>	25th Nov- 5th Dec	24th Nov- 26th Nov	Rescheduled dates to follow up based on previous tasks completion and the updated presentation dates.
<b>Class Presentation</b>	26th Nov- 28th Nov	26th- 3rd Dec	Aligned with the confirmed presentation date as per the updated schedule.
<b>Client Presentation</b>	5th Dec- 13th Dec	18th Nov- 13th Dec	Adjusted the deadline to book client presentation date and time for presentation.



## **B) Marketing Plan Outline**

### **I. Executive Summary**

### **II. Situation Analysis (copy more word for word with example)**

- A. Category/Industry definition
- B. Category/Industry/Market analysis
  - 1. Aggregate market factors
    - a) Industry size & growth rate
    - b) Stage in product life cycle
    - c) Seasonality
    - d) Distribution channels
  - 2. Environmental factors:
    - a) Sociocultural
      - i) Cultural Heritage
      - ii) Health and Wellness Trends
      - iii) Post-COVID Shift in Consumer Behaviour
    - b) Technological
      - i) Freezing and Packaging Technology
      - i) Social Media and Digital Marketing
      - i) In-Store Visibility and Distribution
- C. Company analysis
  - 1. Current Objectives - including corporate and divisional
    - a) Sales Growth
    - b) Brand Awareness
    - c) Expansion and Distribution Channels
  - 2. Analysis of Current position and Marketing Strategies
    - a) Product
    - b) Price
    - c) Place
    - d) Promotion
  - 3. Analysis of Current Company Mission
  - 4. Key Success Factors
- D. Competitor analysis
  - 1. Biggest Competitors
  - 2. Direct Competitors
  - 3. Biggest Competitor Analysis
    - a) Target Segment
    - b) Marketing Mix
    - c) Positioning
    - d) Key Product Features

- e) Differentiation
  - 4. Competition Matrix
  - 5. Benchmark based on the matrix
- E. Customer analysis
  - 1. Secondary Research
    - a) Target Audience
    - b) Customer Preferences
    - c) Customer Awareness and Brand Perception
    - d) Purchasing Behaviour
    - e) Customer Segments
  - 2. Primary research
    - a) Summary of purpose of research, methodology, sample size and research limitations
    - b) Results of primary research within the Customer Description
  - 3. Customer description and behavior
    - a) Where do they buy? When and how often do they buy?
    - b) How do they use the product or service?
    - c) What factors do they consider in choosing between options? Why do they prefer a particular product?
    - d) How do they respond to various marketing programs?
    - e) Will they buy a product again? Why?
    - f) Long-term value of the average customer
  - 4. Consumer Segmentation:
    - a) Clearly communicate the segmentation approach by identifying the variables used
    - b) Identify and describe in detail all segments for this product category (including segments that the brand is currently targeting as well as segments that others in the category are targeting or segments that are being ignored). Ensure it's clear how the segments differ.
    - c) Quantify the segments
- F. Planning assumptions
  - 1. Total market potential; category/industry and product sales forecast
  - 2. Other relevant assumptions made
- G. SWOT

### **III. Target Segments & Brand Position**

- A. Recommended Target Market
- B. Recommended Positioning

### **IV. Goal and Objectives**

- A. Overall Goal for the plan
- B. SMART Objectives

## **V. Marketing Strategies and Supporting Tactics**

- A. SMART Objective 1
  - 1. Strategy 1.1
    - a) Tactic 1.1.A
    - b) Tactic 1.1.B
  - 2. Strategy 1.2
    - a) Tactic 1.2.A
    - b) Tactic 1.2.B
- B. SMART Objective 2
  - 1. Strategy 2.1
    - a) Tactic 2.1.A
    - b) Tactic 2.1.B
  - 2. Strategy 2.2
    - a) Tactic 2.2.A
    - b) Tactic 2.2.B
    - c) Tactic 2.2.C
- C. SMART Objective 3
  - 1. Strategy 2.1
    - a) Tactic 2.1.A
    - b) Tactic 2.1.B
  - 2. Strategy 2.2
    - a) Tactic 2.2.A
    - b) Tactic 2.2.B
  - 3. Strategy 2.3
    - a) Tactic 2.3.A
    - b) Tactic 2.3.B
- D. Timeline for implementation
  - 1. SMART Objective 1 Timeline
  - 2. SMART Objective 2 Timeline
  - 3. SMART Objective 3 Timeline

## **VI. Budgets**

- A. SMART Objective 1 Budget
- B. SMART Objective 1 Budget
- C. SMART Objective 1 Budget
- D. Estimated Returns

## **VII. Monitors & Controls**

- A. SMART Objective 1
- B. SMART Objective 1
- C. SMART Objective 1

**VIII. Conclusion**

**IX. Appendices**

**IX. References**

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## D) Secondary Research Source Reflection

Student name	Finn Longhurst
Source name	Nikkei Ramen Official Website
Source website URL	<a href="https://realramen.ca/">https://realramen.ca/</a>
Section of the Report Used for	Company Analysis
Reflection and identification of why you found the source valuable	The official website for Nikkei Ramen Co. was the most valuable resource for my company analysis because it provided comprehensive, first-hand information directly from the company itself. This includes detailed insights into their mission, product offerings (such as their ramen kits and frozen ramen pucks), and their use of locally sourced ingredients.

Student name	Alma Mirani Gulrajani
Source name	Discover Nikkei (Article: What does Nikkei mean?)
Source website URL	<a href="https://discovernikkei.org/en/about/what-is-nikkei">https://discovernikkei.org/en/about/what-is-nikkei</a>
Section of the Report Used for	Industry/ Market Analysis
Reflection and identification of why you found the source valuable	This source was particularly valuable because it provided a clear and comprehensive explanation of what "Nikkei" means—descendants of Japanese emigrants living outside Japan. Since the ramen company incorporates this term in its name, it was essential to understand its cultural significance. This understanding helped shape the SocioCultural aspect of the company, as I was able to highlight the blend of Japanese traditions with local Canadian influences.

Student name	Siya Singla
Source name	Discover Nikkei (Article: Nikkei Ramen-ya: Fresh-made Noodles and Living Wages in the Heart of the Comox Valley)
Source website URL	<a href="https://discovernikkei.org/en/journal/2020/7/8/nikkei-ramen-ya/">https://discovernikkei.org/en/journal/2020/7/8/nikkei-ramen-ya/</a>
Section of the Report Used for	Customer Analysis



Reflection and identification of why you found the source valuable	I found the Discover Nikkei article to be the most valuable source for my customer analysis because it provided detailed insights into Nikkei Ramen-ya's cultural heritage and focus on sustainability. This source helped me understand how the company appeals to health-conscious and authenticity-seeking consumers.
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Student name	Micah Funk
Source name	Frozen Food Market in Canada
Source website URL	<a href="https://www-statista-com.eu1.proxy.openathens.net/study/63119/frozen-food-market-in-canada/">https://www-statista-com.eu1.proxy.openathens.net/study/63119/frozen-food-market-in-canada/</a>
Section of the Report Used for	Aggregate market factors - Industry size & growth rate
Reflection and identification of why you found the source valuable	This source is a PDF of a statista market research document that goes over a variety of research topics pertaining to the frozen food industry in Canada. The main products Nikkei Ramen-ya are trying to sell fit under this category. Therefore, it is important to know consumer and market trends to be best equipped to give strong recommendations that align with those trends.

Student name	Shauryah Kalra
Source name	Crafty Ramen Website
Source website URL	<a href="https://craftyramen.com/?srsltid=AfmBOor5bDotemVWOBajvWCrymcsSdaZELTVcQQo1lyr2V6trh2ZTdmA">https://craftyramen.com/?srsltid=AfmBOor5bDotemVWOBajvWCrymcsSdaZELTVcQQo1lyr2V6trh2ZTdmA</a>
Section of the Report Used for	Competitor Analysis
Reflection and identification of why you found the source valuable	The Crafty Ramen website was an essential source for competitor analysis because it provided a comprehensive understanding of their offerings, brand positioning, and customer engagement strategies. It helped us analyze their market presence, product variety, and pricing tactics. Their approach allowed us to identify unique opportunities for differentiation and potential gaps in the market.

Student name	Daniel Okumagba
Source name	Country Grocer
Source website URL	<a href="https://www.countrygrocer.com/supplier/nikkei-ramen-ya/">https://www.countrygrocer.com/supplier/nikkei-ramen-ya/</a>

Section of the Report Used for	Customer Analysis
Reflection and identification of why you found the source valuable	<p>This source was highly valuable in identifying Nikkei Ramen’s target segment—health-conscious individuals who prioritize supporting local businesses. It effectively highlighted the company’s strengths, such as sourcing ingredients locally and collaborating with pork and poultry producers from the southern part of the island which allowed us to include this information in the consumer preferences within the customer analysis.</p>