

THE CONDUCTORS

BRADLEY TRAMER - ALEX DOODY



STEPHEN PIORO - AINSLEY GIALAMAS

RESEARCH



Overview

Researched Online

- Fast Casual Basics

Investigated Competition

- Chipotle
- Piada

Programs

- Buxton demographic information

Books

- Contagious by Jonah Berger
- Blue Ocean Strategy by W Chan Kim
- David and Goliath by Malcolm Gladwell
- Back of the Napkin by Dan Roam

Interviews

- Various locations



Where We Interviewed...

- Conducted in
 - University Circle
 - Case Western Reserve Campus
 - Eton Plaza
 - La Place
 - Legacy
 - Gates Mills Hawken Upper Campus



CONSISTENCY

GROWN

LOCALLY

TRUSTWORTHY

UNIQUE

HEALTHY

RECOMMENDATIONS

RATINGS

PROMOTIONS

VARIETY

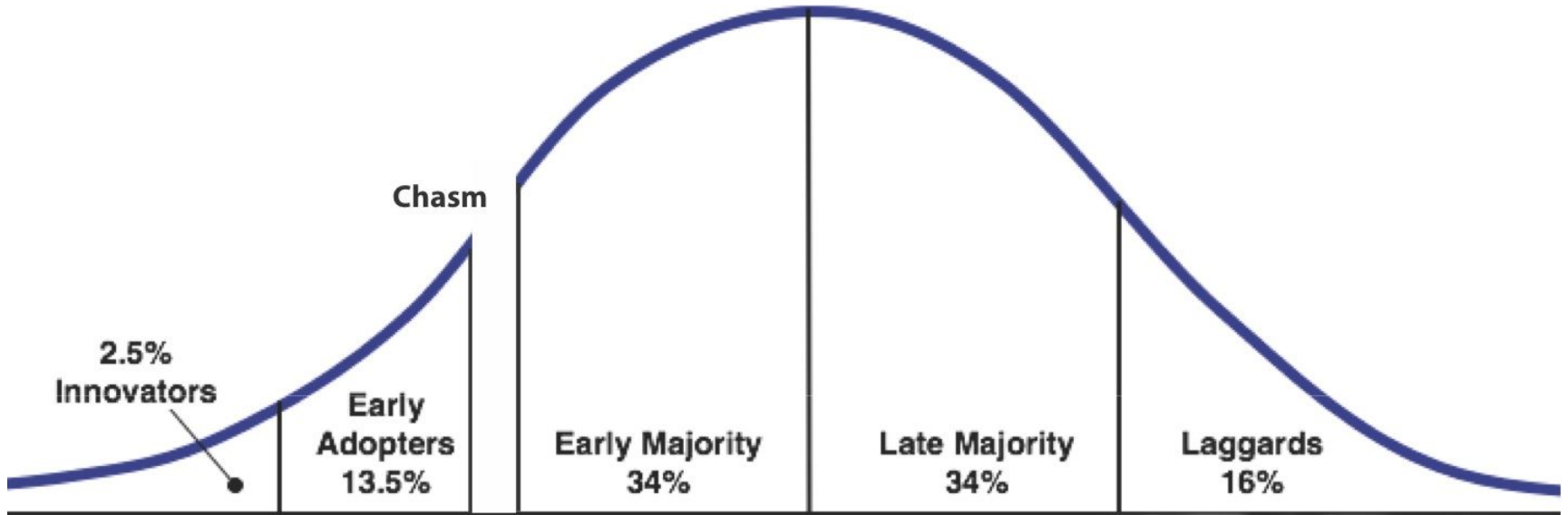
FAST

FRIENDS

CHOO LAAH'S MARKET



Roger's Curve





Social Sophia



Filling Phil



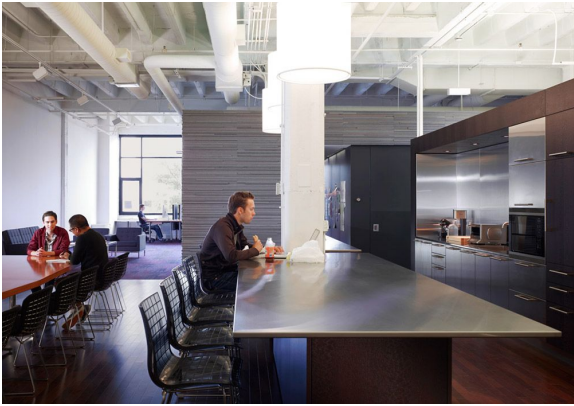
Mother Marge



Athletic Andrea

TARGET MARKET





Hipsters



Adventurous High-Schoolers/ College Students

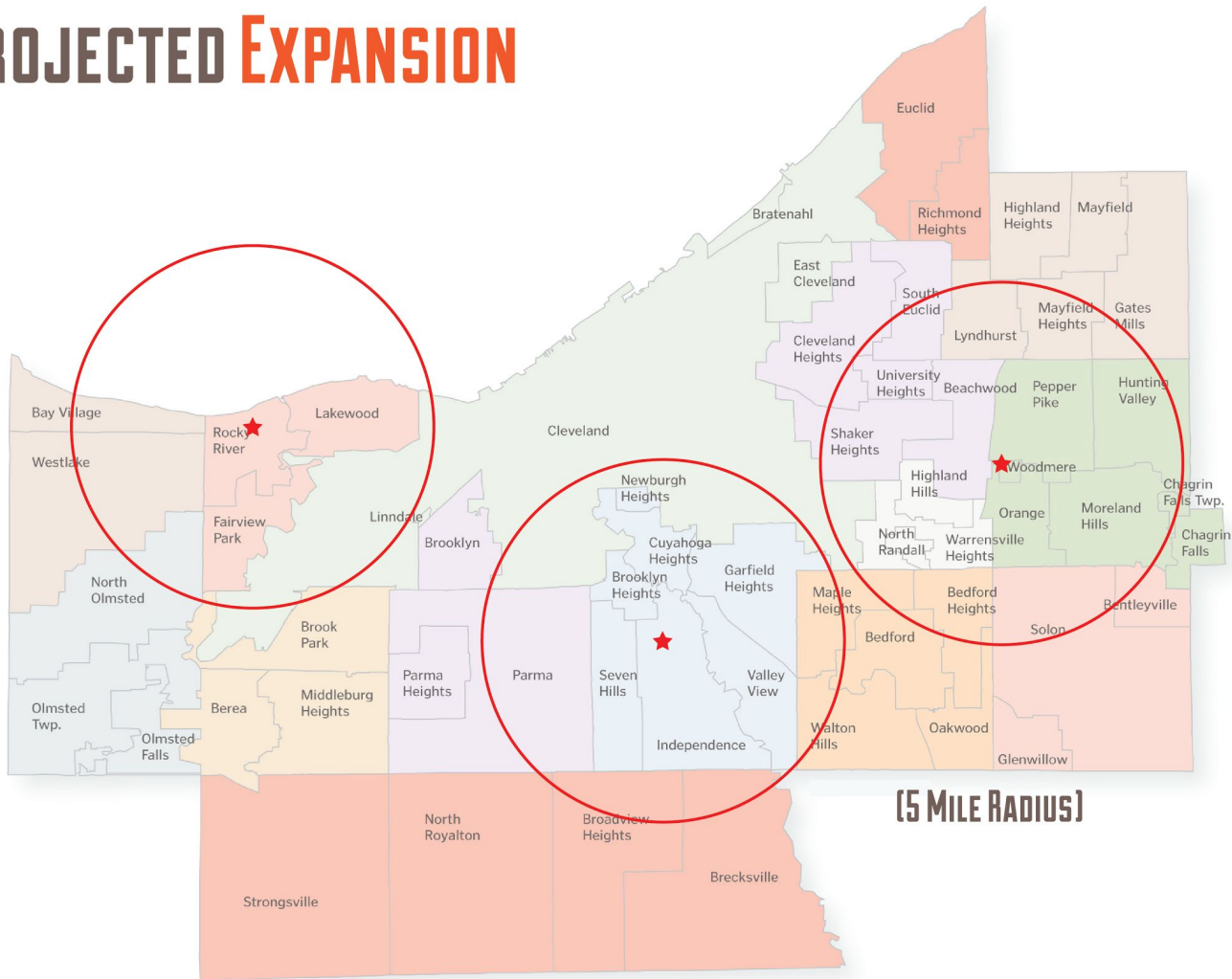


Indian-Americans

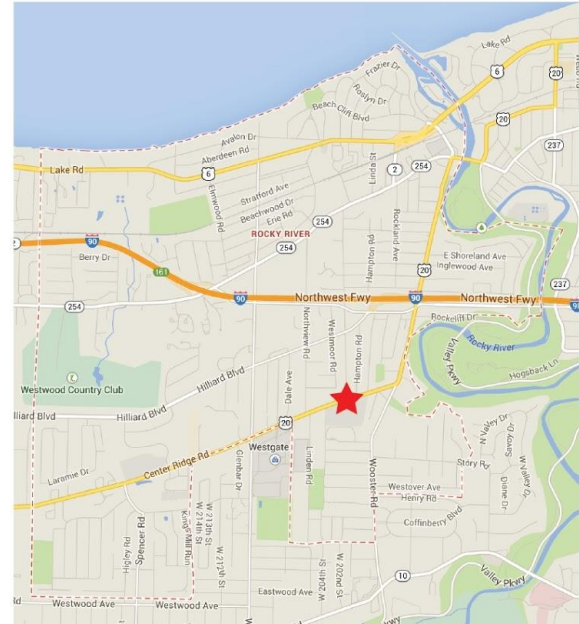
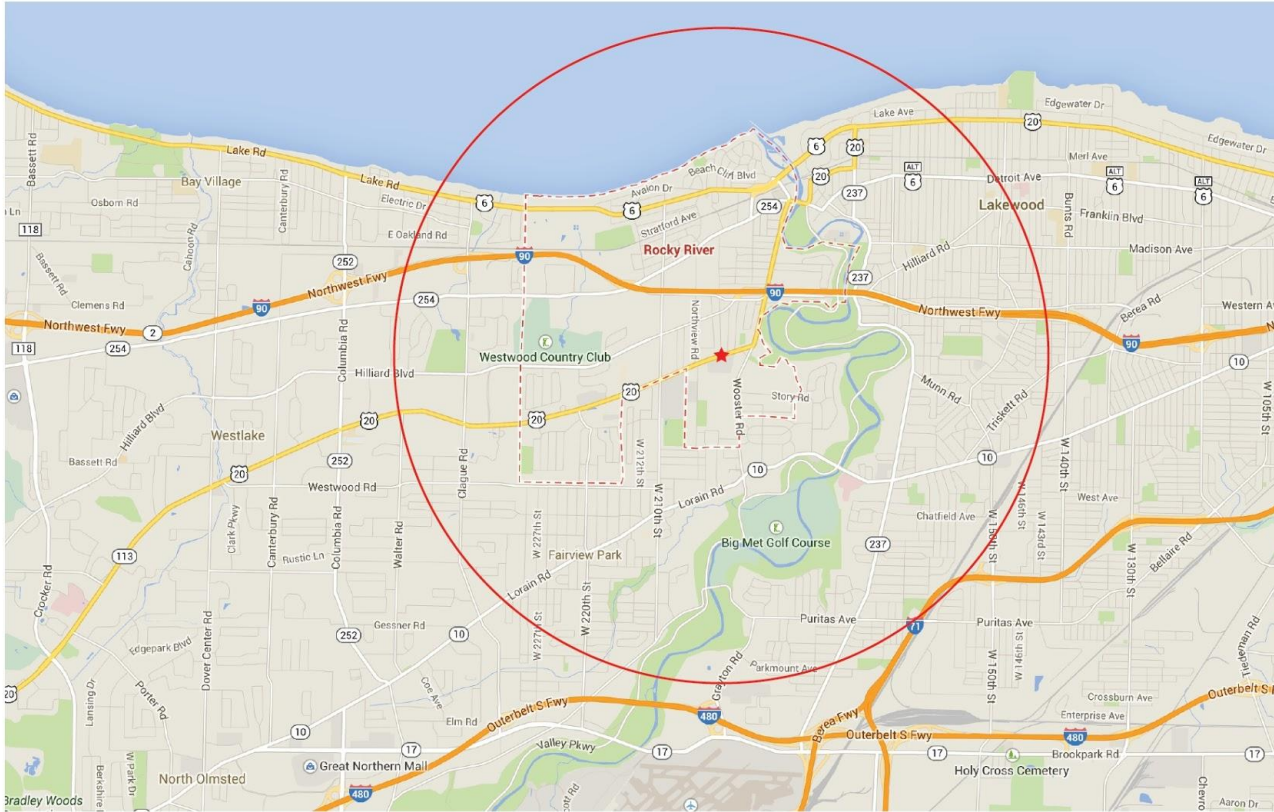
EXPANSION



PROJECTED EXPANSION

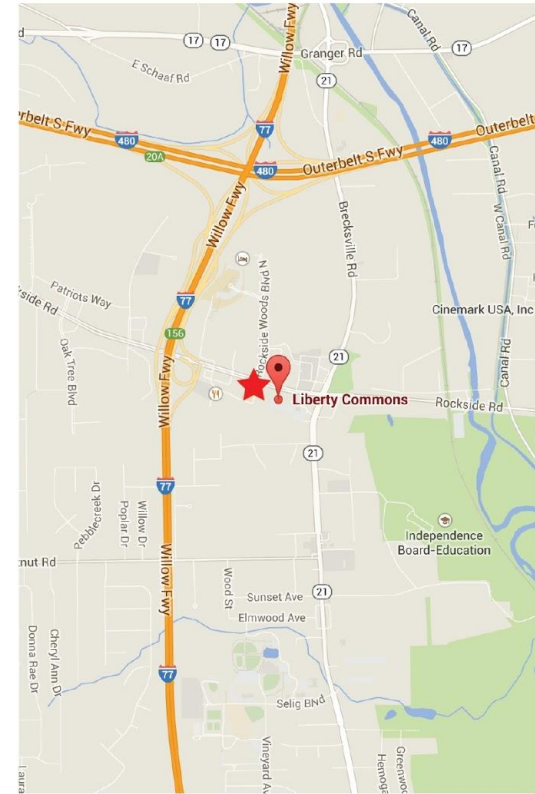
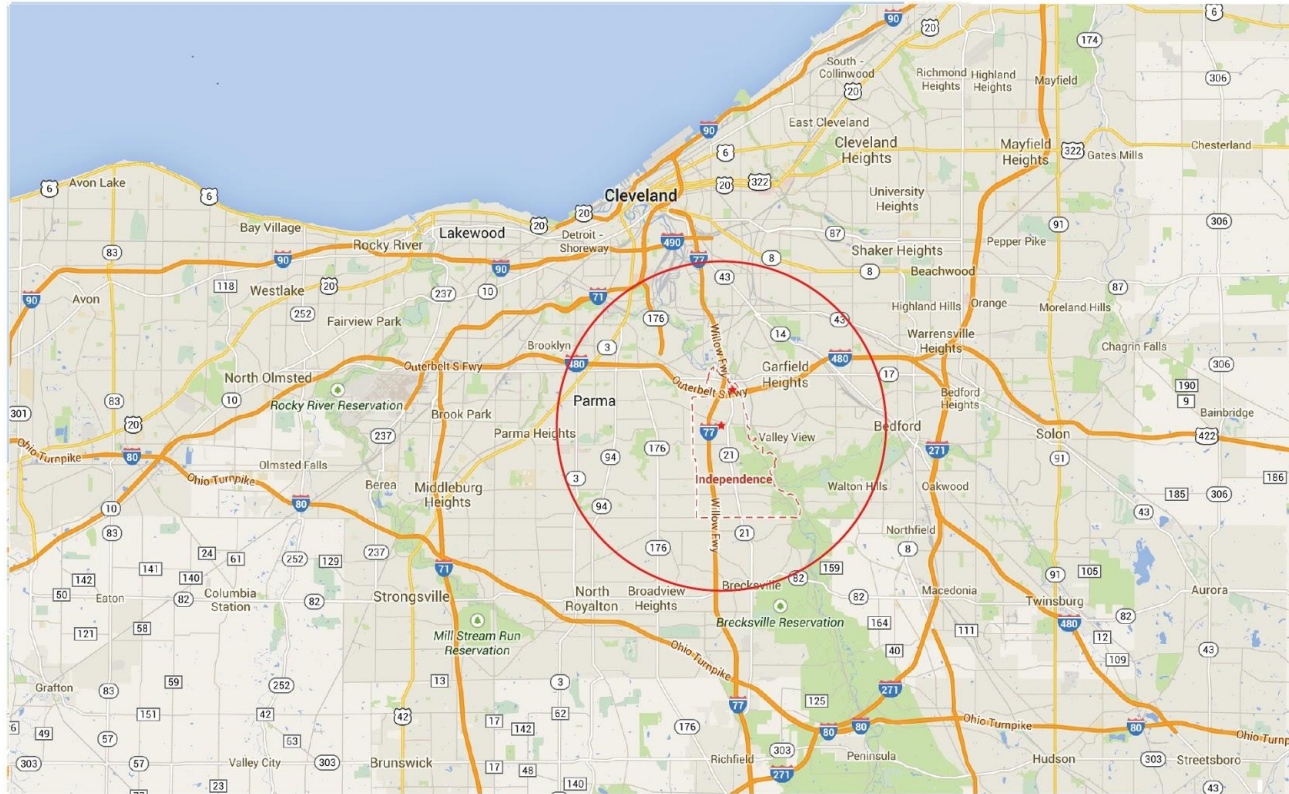


-INTERSECTION OF CENTER RIDGE & LAKEVIEW -2.5 MILE RADIUS





-INTERSECTION ROCKSIDE & I-271
-2.5 MILE RADIUS



CUSTOMER ACQUISITION



CHOO LAAH HEAD AMBASSADORS CONCEPT

THE CONDUCTORS

FRONT



 **BRADLEY TRAMER**

CHOO LAAH HEAD

REDEEMABLE FOR FREE SMOOTHIE + DESSERT

BACK



EXPIRES 12/12/14
SEE TERMS AT CHOO LAAH.COM

CHOO LAAH HEAD

INTERESTED IN BECOMING A CHOO LAAH HEAD AMBASSADOR?
VISIT CHOO LAAH.COM/AMBASSADOR



CHODLAWEEN THE CONDUCTORS



by JStyle
on November 5, 2013
under Cleveland, Dining,
Entertainment, In the News
tagged Cleveland, Cleveland
Independents, Cleveland
Originals, Cleveland
Restaurant Week, Food,
restaurants
∞ Permalink

CHoolaah

For the eighth year in a row, Cleveland Restaurant Week is taking Cleveland by storm. The event kicked off yesterday and will run through Saturday, Nov. 16.

Cleveland Independents, a group whose main goal is to get you to eat local or, in better terms, dine at independently-owned restaurants, hosts this event each year. Diners can purchase a three-course meal for just \$33 at a handful of restaurants. The group represents more than 80 independently-owned restaurants in the area, but not all choose to participate or offer a three-course-menu. However, most still offer a promotion of some sort.

With 2013 marking the 10th anniversary of Cleveland Independents, which was formerly named Cleveland Originals, the excitement is full force this week. For a complete schedule of events and listing of restaurants, visit www.clevelandindependents.com.

Cleveland Restaurant Week pleases palates



CHOO LAAH OPENING DAY GIVEAWAY

 THE CONDUCTORS

 CHOO LAAH

\$50.00

CUSTOMER RETENTION



CHOLAAH FOR DUMMIES CONCEPT

 THE CONDUCTORS

COVER OF PAMPHLET




EXAMPLE PAGE


CHICKEN TIKKA

TRANSLATES TO


↓

“BITS” OR “PIECES”
-OF-
TANDOOR MADE
DELICIOUSNESS






SPICE-O METER

LOW → 

GOES BEST WITH

MASALA SAUCE → 

CHoolaAH HOLE PUNCH REWARDS CONCEPT

 THE CONDUCTORS

 CHoolaAH

BUY 10 CHoolaAH MEALS = 1 FREE MEAL





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[q=independence+ohio&rlz=1C1CHFX_enUS603US603&espv=2&biw=1280&bih=699&source=lnms&tbm=isch&sa=X&ei=aqghVL72NIOOyATGkoDwDQ&ved=0CAgQ_AUoAw](https://www.google.com/search?q=independence+ohio&rlz=1C1CHFX_enUS603US603&espv=2&biw=1280&bih=699&source=lnms&tbm=isch&sa=X&ei=aqghVL72NIOOyATGkoDwDQ&ved=0CAgQ_AUoAw)

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