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IMC 555

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Kain's Tex Mex Family Restaurant

## Company History

Kain's Tex Mex Family Restaurant opened in April of 2016 in Butler, AL by Valentin Uriostegui. Valentin named this restaurant after his only son, Kain. As time went on, Rigo Narvaez bought Valentin and his brother out of their parts and is now the sole owner.

## Market Placement

Kain's Tex Mex Family Restaurant offers their customers a wonderful variety of Mexican and American food. It also offers a bar and games such as billiards. On select nights, Kain's will bring in a mariachi band or general band for their customers to enjoy. Kain's also offers daily specials and is the only true restaurant to be open on Sunday, in the city of Butler. Kain's offers exceptional service and makes all customers feel like they are right at home.

## Competitive Analysis

Kain's Tex Mex Family Restaurant has several direct competitors. The biggest direct competitor is Don Rafa Mexican Restaurant. Don Rafa's is less than a block away and offers the same type of dishes, American and Mexican. Don Rafa is a competitor for this reason and also because Valentin worked at this restaurant before establishing his own.

Other competitors include, Subway, Church's, Piggly Wiggly deli, Hardees/ Red Burrito, McDonalds, Doug's, Goco's Hot and Ready, Bama Crawfish and The Choctaw General Hospital's cafeteria. These are all food options in Butler, AL. Some of these competitors serve some of the same food, even though it is very different. The Piggly Wiggly deli serves "home" food such as fried chicken, greens, potato logs, meatloaf, dressing etc. Doug's serves hamburgers, club sandwiches, philly cheesesteaks etc. Goco's hot and ready serves pizza, hamburgers, BBQ sandwiches etc. Lastly, the General's cafeteria serves a variety of things from salads and soups to hamburgers and casseroles.

## SWOT Analysis

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|--|--|
| <b>Strengths</b> <ul style="list-style-type: none"><li>- Family atmosphere</li><li>- Customer service</li><li>- Variety of foods</li><li>- Hours and days of operation</li><li>- Daily specials</li><li>- Great response/ adaptation to COVID-19</li></ul> | <b>Weaknesses</b> <ul style="list-style-type: none"><li>- Little to no advertisements and business promotion</li><li>- Brand strength</li><li>- Turnover in staff</li><li>- Needs updating</li><li>- More segregation from bar area to eating area</li></ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>- Updating menu with new items</li><li>- More use of entertainment</li><li>- More parking</li></ul>   | <b>Threats</b> <ul style="list-style-type: none"><li>- Don Rafa Mexican Restaurant</li><li>- No delivery options/ drive through</li></ul>  |

## Media Mix

Kain's Tex Mex Family Restaurant currently only promotes itself via Facebook. Kain's does not do a good job of promoting its business online. Kain's will post roughly 2-4 times a month with content such as specials, closings and entertainment coming in. These posts come out the day of, instead of promoting the special events and food in advance. Kain's does a great job however of posting their birthday celebrations with people of all gender, race and ages. There is roughly 1K followers, but there is low interaction with posts. I personally feel like Rigo just does not understand the importance of communicating with customers, outside of when they come in. He does a great job when they are in the restaurant, just after that there is no connect. Below I have added some examples to support these statements.



## Visual Identity

Kain's Tex Mex Family Restaurant has a really neat logo. You can see it attached in the pictures above. Kain's branding is there but at a minimum. There is a big need for branding and advertising for Kain's. Kain's should do this by using multiple digital platforms, co-sponsoring certain events for the town of Butler. Kain's is visible from Highway 17, but not until you get right up on it or have to stop at the red light. I think there could be some traditional advertisements too such as athletic program advertisements at the local schools and small radio advertisements, since Butler gets a lot of traffic from Georgia Pacific.

## What are the challenges that Kain's Tex Mex Family Restaurant faces?

Two of Kain's Tex Mex Family Restaurant's biggest challenges is its marketing and competitor. These are the main reasons I chose my client, so I will elaborate more on that below. With this case study, I hope to find a solution to these problem(s).

## Why did you choose your client? What ideas did you bring to the table?

I chose Kain's Tex Mex Family Restaurant because it is a locally owned business that struggles with marketing and promotion as well as having a solid brand. Butler is "split" in a sense. You have half of the population that is loyal to the competitor, Don Rafa, while the other half is loyal only to Kain's. The first owner as well as the current owner are my friends and I would love to help the current owner in any way possible. The owner is like my extended family and he always

ensures my family and I have a great experience every time we visit his restaurant. He produces great food and his company is even better. From graduating with a BBA in Marketing, to now pursuing my MA in IMC, I hope that I could bring better content for him to put out on social media as well as community outreach. First, I would suggest putting aside time to manage social media and creating content for social media. Whether the owner does this himself or hires someone specifically, I believe he needs to make this a priority and make time for it. I would suggest keeping up the current Facebook page as well as making an Instagram page. I would develop graphics for specials of the week and also post pictures of the food offered to engage more with customers. This will help make his brand strong and create traffic to his restaurant vs. the competitor. Second, I would suggest any type of community involvement. Butler loves to have parades for any event or holiday. I think that if he put a float/ vehicle with something just as simple as a logo on it in any of the town's parades, that it would increase brand awareness, restaurant traffic and also show the community that he is there not just as a business, but a person who wants to be involved in the community. This is only one of many ways that he could reach out in the community. I would develop some long- term signage to have for these events. When they are not being used, we would hang these inside the building. Lastly, we would have an advertisement in the local newspaper, The Choctaw Sun- Advocate. It would consist of the logo with the sub headline. I think this would be just a general advertisement. If we were to have a special event coming up, we could change the advertisement up and promote the event. While making a stronger brand name as well as making social platforms more active does not happen overnight, it is something that would only benefit the restaurant. I think that if the owner gave this a shot at least for a few months, he would see results which would only encourage him to continue these efforts.

## **Results**

For social media, I would spend at minimum 1 hour a day to manage all pages and create postings. I would hope to see a 10% increase in likes and comments on Instagram as well as Facebook in two months. The audience on Facebook is late 30s+ moms. The audience on Instagram is 20-30 year old single people. For the newspaper advertisement, The Choctaw Sun- Advocate circulates 5,100 people roughly. We hope to have a 10% increase in sales which divides down to 510 extra people in 6 months.

## **Conclusion**

While this marketing plan features different outlets to connect with customers and potential business, it is good to also reevaluate. After six months of these marketing efforts, we would need to sit down and look at numbers to determine what is working best and what efforts should be changed or pushed out harder. Also, at this time we should establish different contests, specials, entertainment and campaigns for the upcoming months.





# BRAND PERSONALITY TEMPLATE

Provided By:  CAPTEVR

## 1) WHO AM I?

**Brand Name:**

**If your brand was a person, who would it be?**

**What makes this particular person unique?**

**Brand Traits**

*List 5-7 traits that best describe your brand:*

*List 1-2 traits that your brand is NOT:*

**Personality Description**

*What does your brand look like? Act like? Do for fun?*

*Describe your brand person in a little more depth here.*

*Continued >*



# BRAND PERSONALITY TEMPLATE

Provided By:  CAPTEVR

## 2) WHAT DO I WANT TO SAY?

**What does your brand want to share with the world?**

**What is your brand saying that no one else is saying?**

### **Brand Voice**

*How does your brand speak? Describe its voice in 2-4 words*

### **Situational Voice**

*Brainstorm 2-4 different situations or contexts in which your brand will speak. How does its voice change in each context?*

*Continued >*



# BRAND PERSONALITY TEMPLATE

Provided By:  CAPTEVR

## 3) VISUAL PERSONALITY

In this section, apply the personality traits you brainstormed directly to your brand's visual language. Under each heading, write out ideas and draw sketches to make your personality thrive through your visual design elements.

### Colors

*Main Colors:*

*Secondary Colors:*

### Typography

*General Font Style:*

*Headlines:*

*Sub-Headlines:*

*Other Notes:*

### Visual Style

*Imagery:*

*Graphics:*

*Other Notes:*

*Continued >*



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Butler, AL



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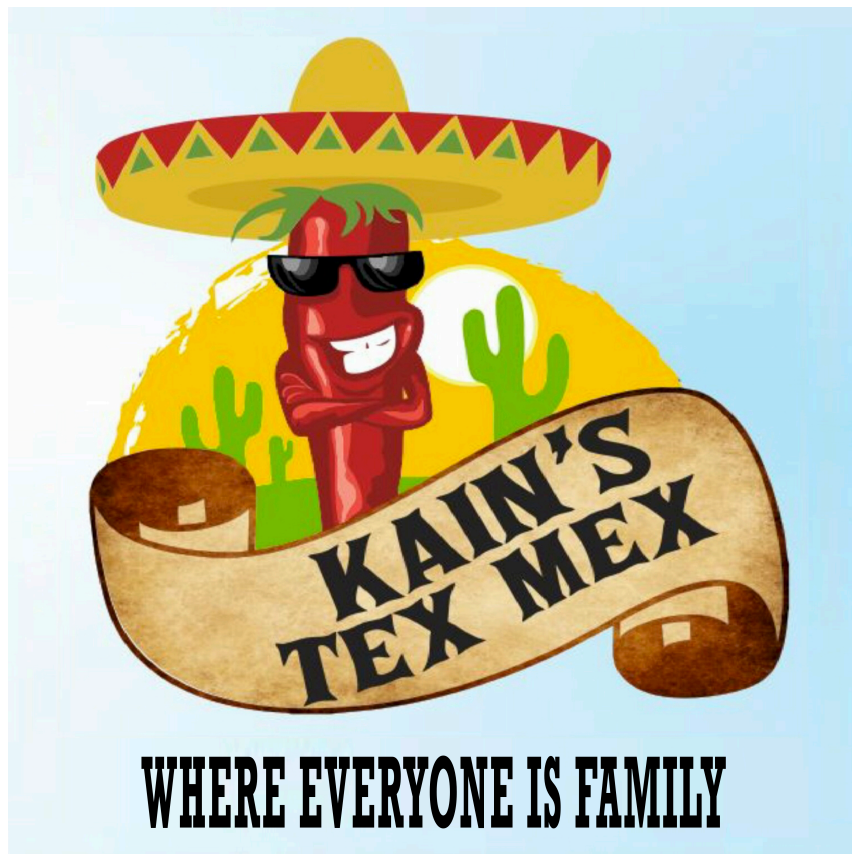
20 MINS



**Kain's Tex Mex  
Family Restaurant**

Rigo Narvaez, Owner

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**WHERE EVERYONE IS FAMILY**



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