

WHERE EVERYONE IS FAMILY

# *Kain's Tex Mex Family Restaurant*

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IMC555





# *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 shares and is now the sole owner.

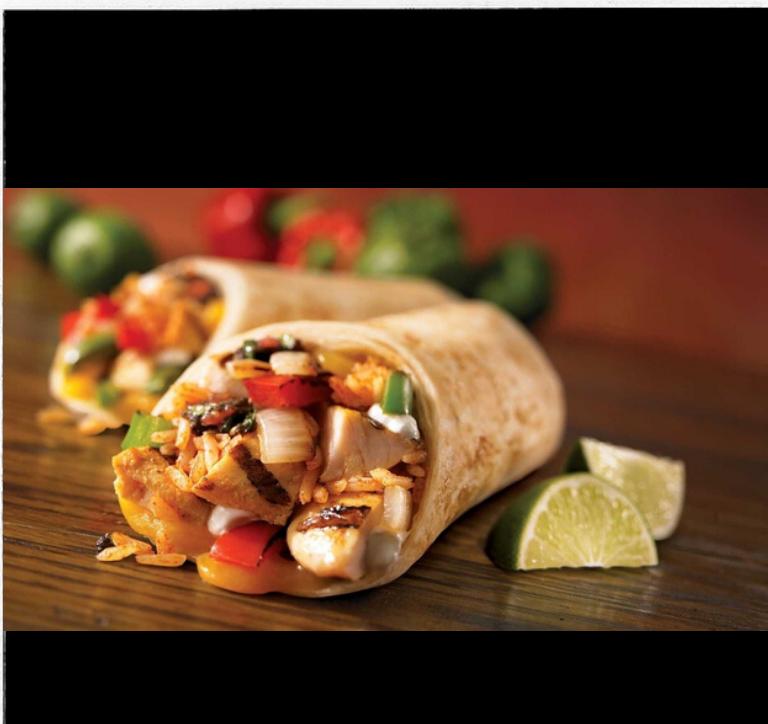
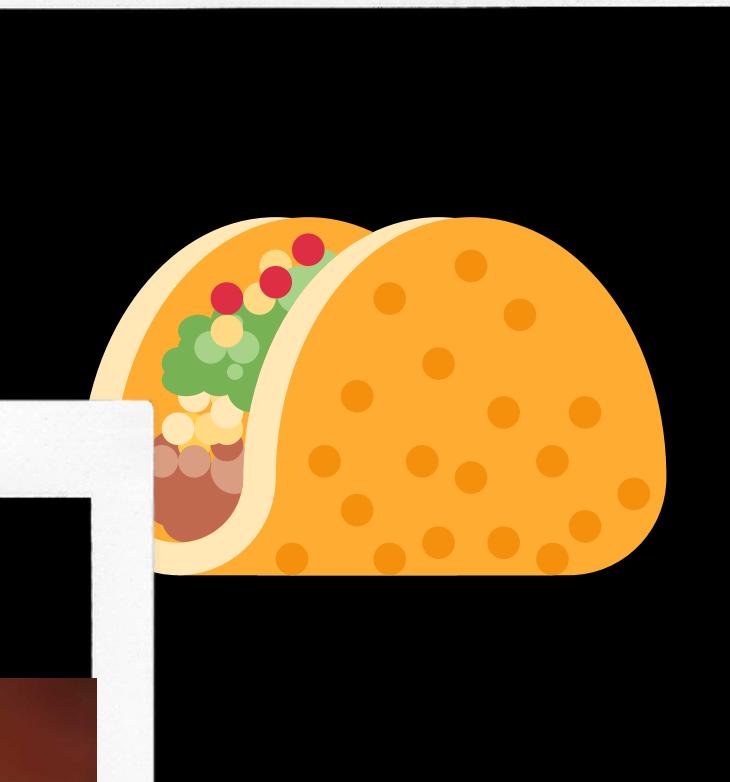


# Market Placement

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.

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.



# ANALYSIS

## Strengths

- Family atmosphere
- Customer service
- Variety of foods
- Hours and days of operation
- Daily specials
- Great response/ adaptation to COVID-19

## Opportunities

- Updating menu with new items
- More use of entertainment
- More parking
- Community outreach



## ***IF KAIN'S WAS A PERSON, WHO WOULD IT BE?***

Her name is Kristie. Kristie is a 37-year-old mom living in West Alabama. Kristie's daughter is 13 and plays softball for her school as well as summer ball. Kristie and her husband are middle- class working parents who value memories with their child and having fun together.

## ***WHAT MAKES THIS PERSON UNIQUE?***

Kristie and her family spend lots of afternoons at Zach Rodgers Park and the PA softball field. Kristie relies on good quality food with a welcoming atmosphere after a long, hot practice or game for her family.



## **WHAT IS KAIN'S SAYING THAT NO ONE ELSE IS?**

Kain's Tex Mex Family Restaurant is saying that we value your family as our own. We want our locals to share their lives with us unlike competitors who are just in it for the business. Kain's wants to leave visitors with a good taste in others mouth wanting them to come back.

### **BRAND VOICE**

Good-quality, fun, caring

### **BRAND TRAITS**

Family- oriented, affordable, fun atmosphere, adequately equipped for any size group of people

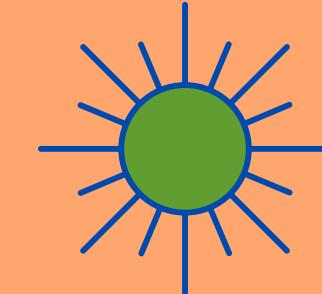
## **WHAT DOES KAIN'S WANT TO SHARE WITH THE WORLD?**

Kain's Tex Mex Family Restaurant is a locally owned restaurant. We want everyone that walks through the door to feel welcome and right at home in the restaurant. We love our locals but we also love to engage in conversations with our visitors and show them southern hospitality. Kain's is located in the town limits on Highway 17, which makes it convenient and an easy stop. We want to celebrate athletic victories, birthdays and any other memories with you. Our menu offers Mexican food as well as American food which makes something for everyone on the menu. Kain's hopes to see you soon!

# VISUAL PERSONALITY



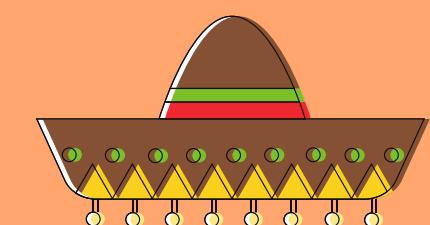
Main Colors:  
Red, Orange



Secondary  
Colors:  
Yellow, Blue,  
Green, Brown

*Viva  
Mexico*

General Font  
Style:  
Rockwell + Skia



Imagery:  
Bright, bold  
colors



Graphics:  
Peppers,  
Sombreros,  
Desert, Cactus

# ***Building the Brand***

## **GOALS FOR 2020**

Kitchen talk... or behind the scenes

### **SOCIAL**

— Kain's is putting aside 1 hour a day to create content and market to our customers. Kain's also created an Instagram account to reach more potential customers. We hope to see a 10% increase in our target following on both accounts respectively. While following isn't everything, we hope to become more interactive with our Kain's family.

### **ADVERTISEMENTS IN LOCAL NEWS**

— Kain's is increasing awareness about Kain's in The Choctaw Sun- Advocate! The total circulation is roughly 5,100 people. We hope to see a 10% increase in sales over 6 months with these print advertisements.

# ***Building the Brand***

## **GOALS FOR 2020**

Kitchen talk... or behind the scenes

### COMMUNITY OUTREACH

— Kain's wants to let the community know that we care. That's why we are taking our restaurant family to the streets! We are planning on participating in local prades, sponsoring little league teams and helping out wherever we are needed!

# ***Kain's Media***

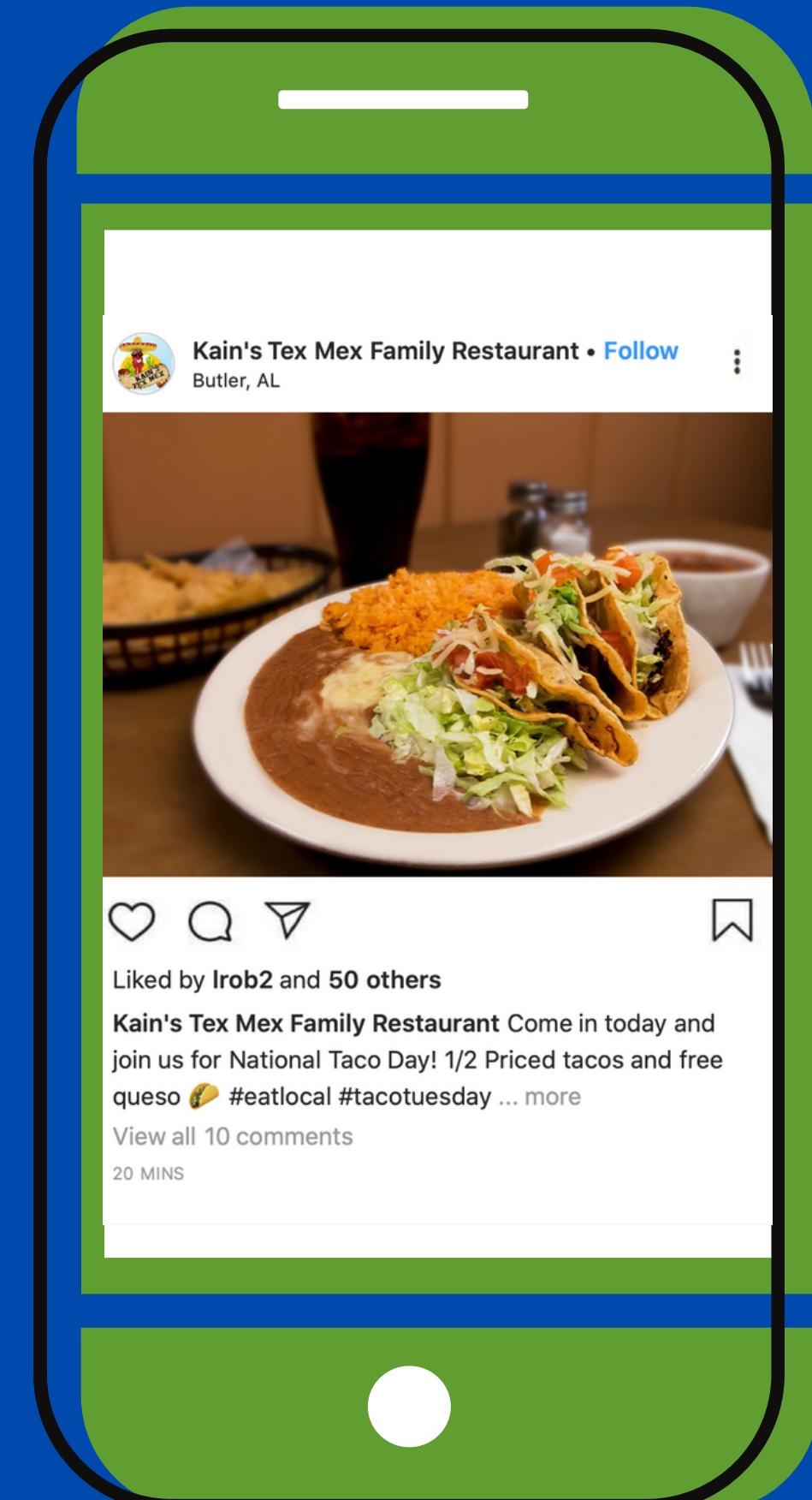
## **BUILDING THE BRAND**

Find us on Instagram @KainsTexMex

Find us on Facebook @KainsTexMex

Kain's also is running advertisements in the local newspaper,

The Choctaw Sun- Advocate! Bring in the newsclipping for \$5 off your meal.





Kain's Tex Mex  
Family Restaurant

Rigo Narvaez, Owner

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Butler, AL 36904  
205.459.2275

WE  
HOPE  
TO SEE  
YOU  
SOON