

# *La Cantina*

Omni-channel Audit & Recommendations





*Goal*

“

Increase  
awareness and  
traffic to the  
restaurant from  
online and  
offline channels.





# Objectives (6 months)

## Business



Increase traffic to the store by 25% in 6 months



Increase average transaction ticket by 20% on Mondays-Thursday

## Omni-Channel



Increase awareness/discovery of La Cantina by 30%

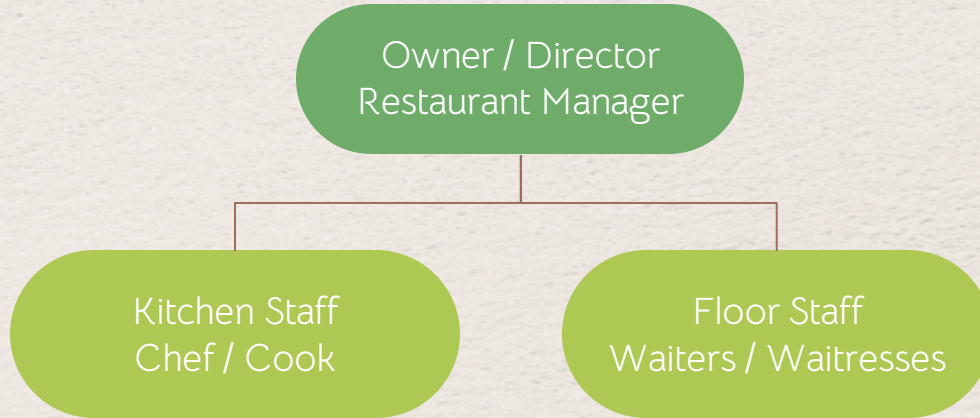


Improve customer satisfaction by 35%



Increase returning customers by 20%

# Organization structure





# Channels

Food Stand

+



@lacantinaosgoode



LaCantinaOsgoode



Mylocalmarkets.ca  
YP.ca  
& some business  
listings



www.lacantinastreatery.ca  
/home  
Google My Business,  
Google Maps



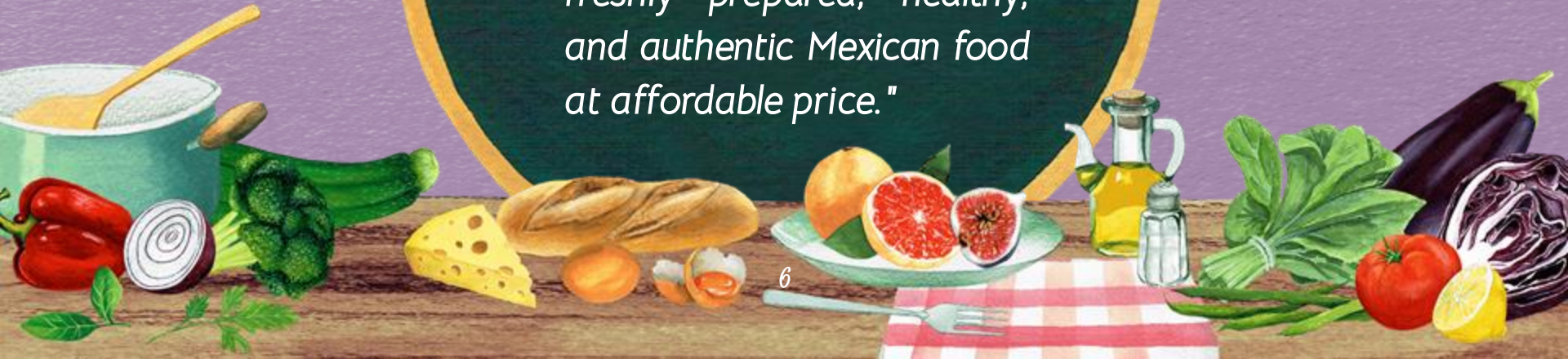
TripAdvisor



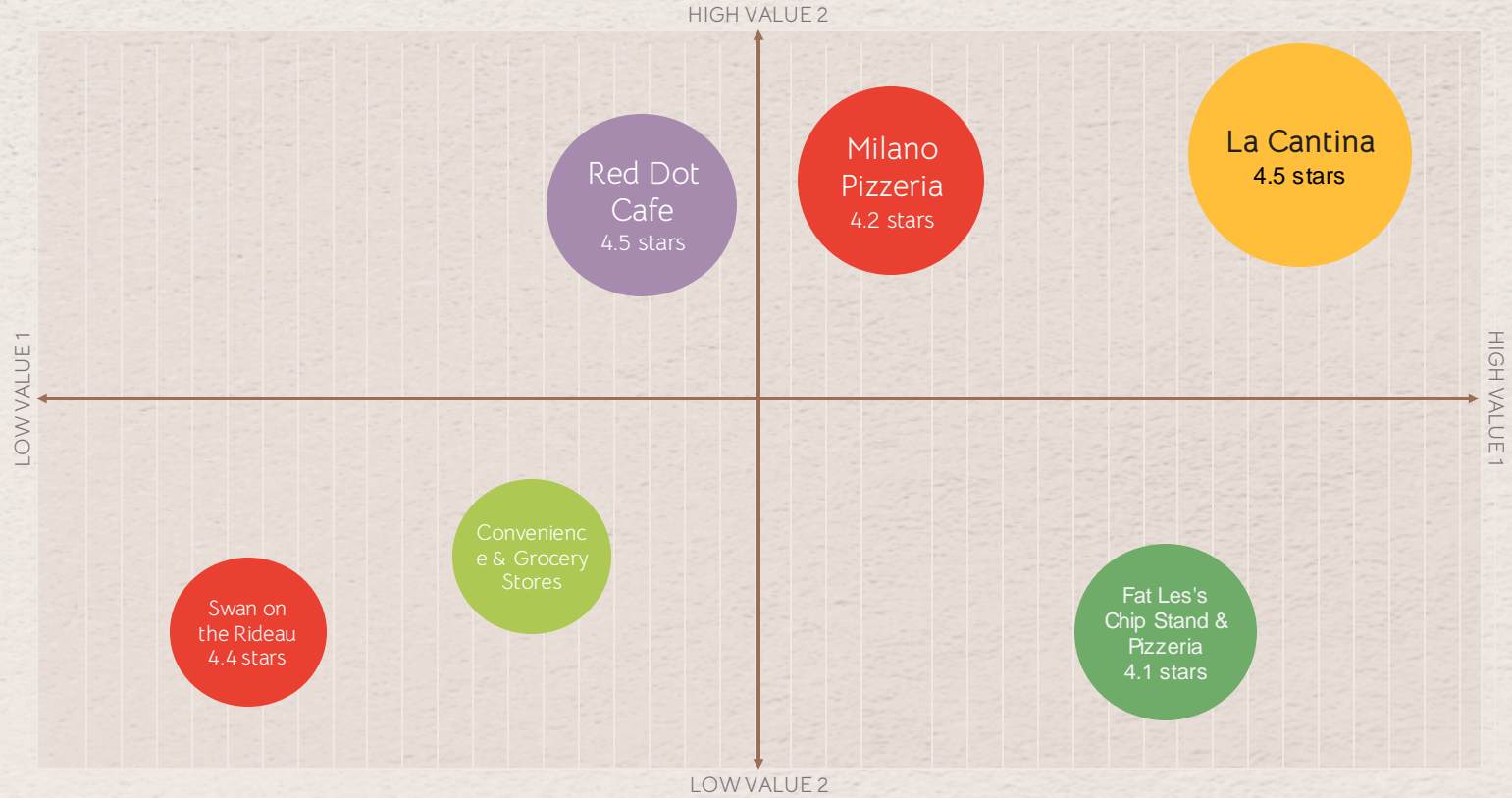
# Positioning

“

"For those looking for a local village gem nestled along the Osgoode bike trail, where the ambience transports you to a small taco hut in Mexico, serving freshly prepared, healthy, and authentic Mexican food at affordable price."



# Competitors





# Main Competitors: Analysis

## Competitor 1



### Milano Pizzeria

(4.2 rating, 75 reviews)

Pizzeria franchise with Canadian cuisine, located in 205 m from La Cantina.

### Highlights and Channels

Affordable price range, Daily specials, online ordering option on website and Facebook, completed social media and business profiles including **Facebook**, **Instagram**, YP.ca & TripAdvisor, larger online presence, takeout, delivery, re-order option, easy to locate on search

### Competing Products

Nachos

## Competitor 2



### Red Dot Cafe

(4.5, 386 Reviews)

Restaurant with a country vibe catering American/Canadian cuisine / Vegetarian options

### Highlights and Channels

Moderately priced, Daily specials, fine indoor and outdoor dining, excellent service, takeout, completed social media profiles on **Facebook** and **Instagram**

### Competing Products

None

## Competitor 3



### Fat Les's Chip Stand & Pizzeria

(4.1, 116 reviews)

Fast food stand franchise

### Highlights and Channels

Affordable price range, no dine-in option, takeout, delivery, combos and family packs, website and mobile online ordering, completed Facebook profile, none Instagram presence

### Competing Products

None





# Main Competitors: Presence on Facebook

## Competitor 1

### Milano Pizzeria

(102 Followers, "Shop on Website" button)



**Milano Pizza Osgoode**  
@milanoosgoode - Interest

Shop on Website

Home Reviews Photos Community More

101 people like this  
102 people follow this

http://osgoode.milanopizzeria.ca/  
Send Message  
Interest

**Suggest Edits**  
Is this the right phone number for this page?  
+1 613-826-3333

**Create Post**  
Photo/Video Check in Tag Friends

**Milano Pizza Osgoode**  
February 9 · 🍕  
Happy National Pizza Day 🍕

**ABOUT** See All

5873 Osgoode Main St  
Ottawa, ON, Canada K2A 2W0

We are celebrating 29 years! Thank you for your ongoing support! 🍕

4,044 people like this  
4,214 people follow this  
3,626 people checked in here

http://www.reddotcafe.com  
(613) 826-0552  
Send Message  
info@reddotcafe.ca

Open Now  
11:30 AM - 9:00 PM

Cafe · Bar & Grill · Bar

## Competitor 2

### Red Dot Cafe

(4214 Followers, "Ask Questions" tab)

**RED DOT CAFE**  
@thereddotcafe - Cafe

Home About Photos Reviews More

Ask RED DOT CAFE

"Is anyone available to chat?"  
"I have a question. Can you help?"

**ABOUT** See All

5873 Osgoode Main St  
Ottawa, ON, Canada K2A 2W0

We are celebrating 29 years! Thank you for your ongoing support! 🍕

4,044 people like this  
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Open Now  
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Cafe · Bar & Grill · Bar

**RED DOT CAFE**  
July 31 at 8:47 AM  
Happiness is a three day weekend & a slice of our Natch's Cheesecake. We are Open for Indoor Dining, Patio

## Competitor 3

### Fat Les's Chip Stand & Pizzeria

(1.1K Followers on Facebook)

**Fat Les's Chip Stand & Pizzeria Osgoode**

Posts About Mentions Followers Photos More

Follow Message

**Intro**

1.1K Followers

Page - Pizza Place

5857 Osgoode Main Street, Ottawa, ON, Canada, Ontario

(613) 826-0000

Open Now

Price Range - \$\$

**Posts** Filters

**Fat Les's Chip Stand & Pizzeria Osgoode**  
July 22 at 11:43 AM  
Fat Les Osgoode's Thursday Special: Club on a Bun!! - turkey ... See More

**PHOTOS** See All Photos



# Main Competitors Presence on Instagram

## Competitor 1

### Milano Pizzeria

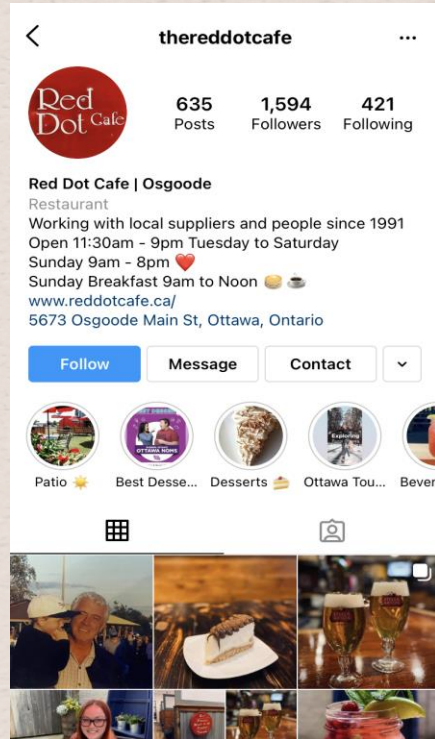
(5464 Followers, a personal blog page with an order link)



## Competitor 2

### Red Dot Cafe

(1594 Followers, a restaurant business category with a website link)



## Competitor 3

### Fat Les's Chip Stand & Pizzeria

Fat Les's Chip Stand & Pizzeria does not have an Instagram presence.



# SWOT Analysis

## STRENGTHS

- Authenticity and unique product offerings
- Vibe - outdoor/patio dining, own garden
- Freshly made & affordable food
- Options for delivery and takeout
- Owner is an experienced chef



## WEAKNESSES

- One-man show. Staff shortage
- Inconsistency (service, food portions, brand presence).
- Irregular marketing activities because of the need to outsource.

## OPPORTUNITIES

- Only place serving Mexican food in the area.
- High traffic location / close to trail
- Increased number of Mexican or Latin-American immigrants in Osgoode.

## THREATS

- Covid-19 Lockdowns
- Mexican food options in competitor's menus.
- Communities getting more urbanized and looking for more sophisticated restaurants
- Aging community

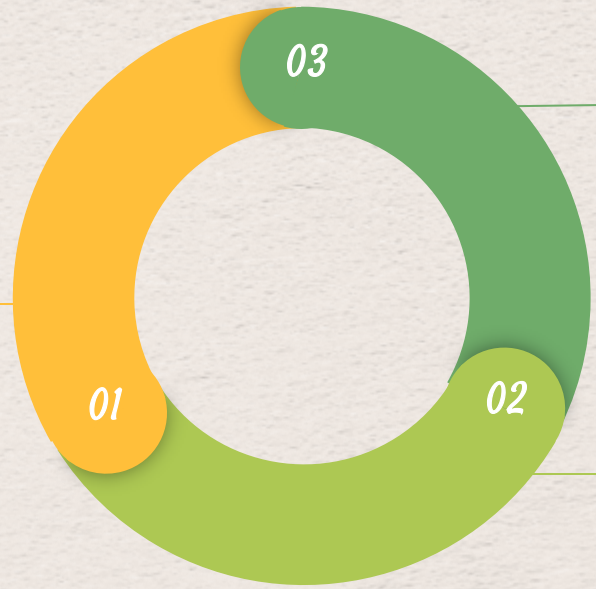




# Channel Gaps

## WEBSITE

- Substandard UX experience on the website, with lack of online ordering, location information may discourage visitors from exploring the restaurant.
- Contact information missing.
- Website is not easily found on Search.
- Link redirection issues.



## RESTAURANT

- Customers reviews mentioned lack of consistency in food portions and poor inconsistent customer service.

## MARKETING

- Inhouse marketing tasks like website support, social media support, content creation, etc. are very time-consuming, so has to BE outsourced. As a result, all the marketing activities are irregular and non-consistent.



# Audience





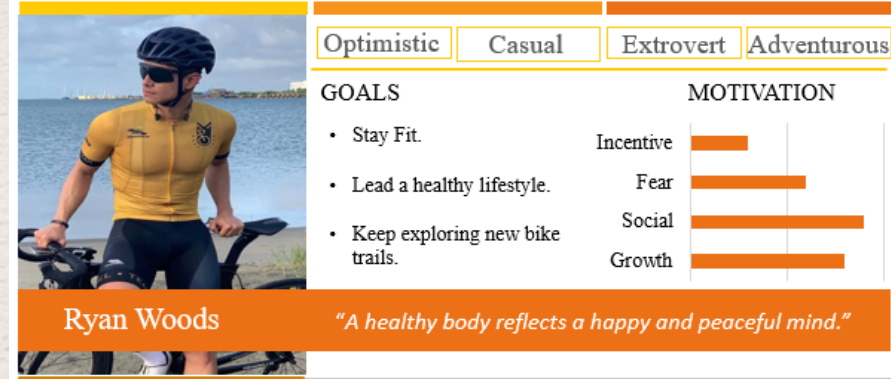
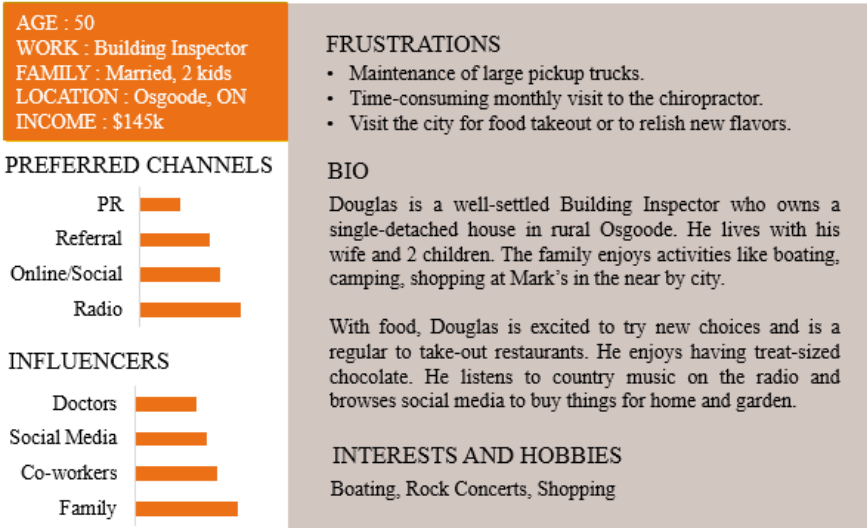
# Target Market

Criteria	Primary Target – Local Population	Secondary Target – Bikers
Demographic	Men/Women 45-64yrs Blue Collar Jobs	Men/Women 30-40yrs Business Professionals
Geographic	Osgoode, Ontario	Ottawa, Ontario
Psychographic	Loves and adores country life. Novelty in food, products, and places excite them.	Passionate bikers, who give importance to a healthy lifestyle in spite of busy work hours.
Behavioral	Listens to country radio, visits take-out restaurants. Buys beyond basic consumer goods.	Strives to locate new trails and good refreshments along them.





# Personas





# Customer Journey Map - Local Man

PHASE OF JOURNEY	AWARENESS	CONSIDERATION	CONVERSION
<p><b>Actions</b> <i>What does the customer do?</i></p>	<ul style="list-style-type: none"> <li>Looks online for a restaurant to try new food.</li> <li>Asks for recommendation from family and friends.</li> </ul>	<ul style="list-style-type: none"> <li>Checks the opening and closing time of restaurant</li> <li>Makes a phone call to double check.</li> </ul>	<ul style="list-style-type: none"> <li>Visits the eatery alone and with family.</li> <li>Shares info with co-workers and family.</li> </ul>
<p><b>Touchpoint</b> <i>What part of the service do they interact with?</i></p>	<ul style="list-style-type: none"> <li>Google My Business reviews</li> <li>Facebook</li> <li>La Cantina website</li> </ul>	<ul style="list-style-type: none"> <li>Google My Business reviews</li> <li>Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Facebook page</li> <li>Instagram page</li> <li>Google My Business reviews</li> </ul>
<p><b>Customer thoughts</b> <i>What is the customer thinking?</i></p>	<ul style="list-style-type: none"> <li>How far will I have to travel from home?</li> <li>Is the food novel or of the traditional kind?</li> </ul>	<ul style="list-style-type: none"> <li>How long will I have to spend there?</li> <li>Does the restaurant provide bite-sized portions?</li> <li>Does La Cantina have a takeout?</li> </ul>	<ul style="list-style-type: none"> <li>How many times can I visit in a month?</li> <li>Is the food locally sourced?</li> <li>Will I get to try a different food next time?</li> </ul>
<p><b>Customer Feeling</b></p>			
<p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>Request to submit review on social media pages of La Cantina.</li> </ul>	<ul style="list-style-type: none"> <li>Keep the menu updated with online ordering option.</li> <li>Optimize the website.</li> </ul>	<ul style="list-style-type: none"> <li>Include new food items and flavors to intrigue local population.</li> </ul>

# Customer Journey Map - Biker

PHASE OF JOURNEY	AWARENESS	CONSIDERATION	CONVERSION
<p><b>Actions</b> <i>What does the customer do?</i></p>	<ul style="list-style-type: none"> <li>Look for an easy bike trail from Ottawa</li> <li>Locates Osgoode Link Pathway</li> <li>Tries to locate eateries on the 20.5km trail</li> </ul>	<ul style="list-style-type: none"> <li>Checks the opening and closing time of restaurant</li> <li>Makes a phone call to double check</li> <li>Checks if other bikers have visited</li> </ul>	<ul style="list-style-type: none"> <li>Visits the eatery after bike ride</li> <li>Shares review online</li> <li>Shares info with biker friends</li> </ul>
<p><b>Touchpoint</b> <i>What part of the service do they interact with?</i></p>	<ul style="list-style-type: none"> <li>Google My Business reviews</li> <li>Facebook</li> <li>La Cantina website</li> </ul>	<ul style="list-style-type: none"> <li>Google My Business reviews</li> <li>Facebook</li> <li>Trip Advisor website</li> </ul>	<ul style="list-style-type: none"> <li>Facebook page</li> <li>Instagram page</li> <li>Google My Business reviews</li> </ul>
<p><b>Customer thoughts</b> <i>What is the customer thinking?</i></p>	<ul style="list-style-type: none"> <li>At what point is it located on the trail</li> <li>Does it have good reviews?</li> <li>What is the type of food served and the cost?</li> </ul>	<ul style="list-style-type: none"> <li>How long will I have to spend there?</li> <li>Will I have to wait to get a table?</li> <li>Should I consider making a reservation?</li> </ul>	<ul style="list-style-type: none"> <li>How many times can I visit in a month?</li> <li>Where does the restaurant source the produce from?</li> <li>Will I get the same experience every time I visit?</li> </ul>
<p><b>Customer Feeling</b></p>			
<p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>Request bikers to mention La Cantina when they write a review on websites like altrails.com</li> </ul>	<ul style="list-style-type: none"> <li>Request patrons to review restaurant on TripAdvisor</li> <li>Optimize the website</li> </ul>	<ul style="list-style-type: none"> <li>Ask bikers to share information within their community</li> <li>Include healthy food that energizes bikers for their ride back home</li> </ul>



# Pain Points

- ◆ Inability to quickly locate the restaurant website online.
- ◆ Difficulty with online ordering system using website.
- ◆ Long wait time over the phone on busy days.
- ◆ No record of customer database. Customer emails are not collected.
- ◆ No loyalty program for repeat customers.
- ◆ Inconsistency in food portions and presentation.
- ◆ Inconsistent customer service.





# Recommendations





# Org Structure & Processes

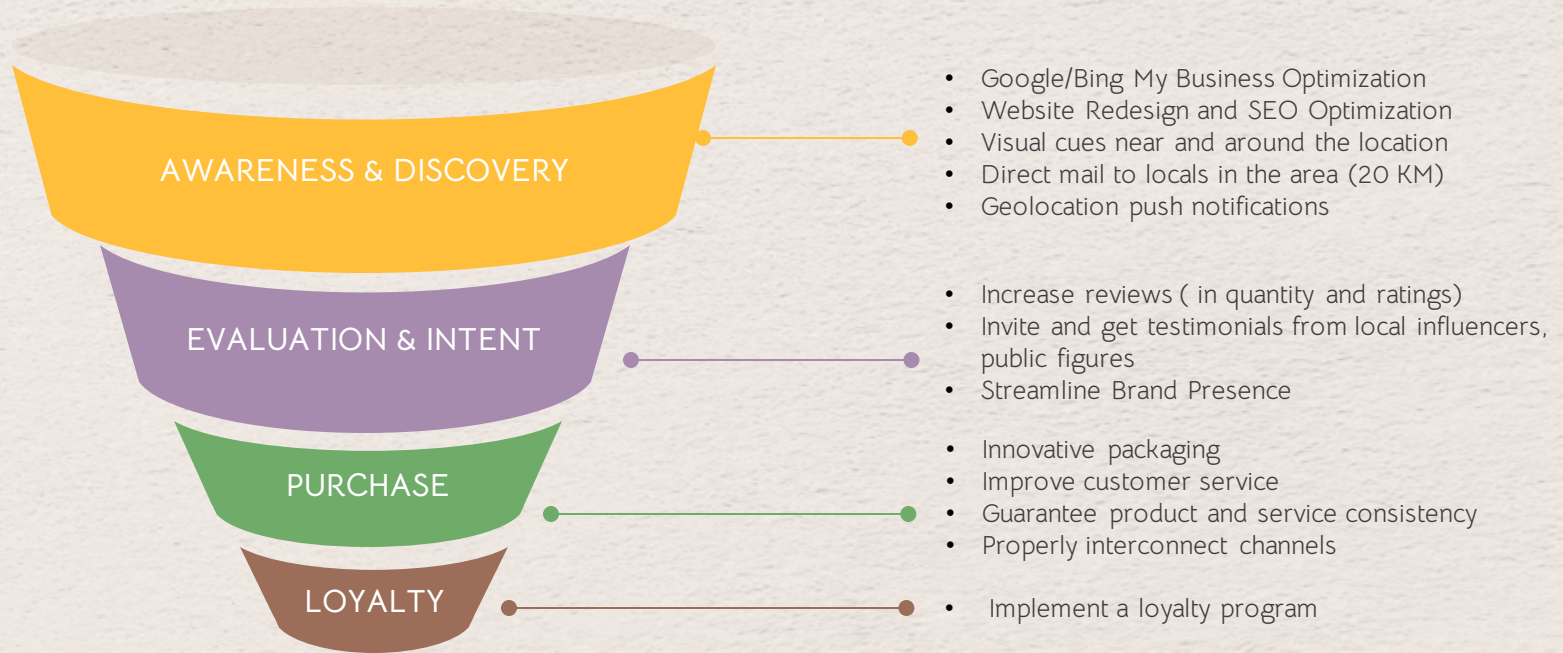


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## Recommendations:

- Staff properly based on store demand and projects needed (marketing activities).
  - Recruit front-line servers with customer service experience and proven customer service orientation. Include a dedicated marketing resource (staffed, outsourced or volunteer)
  - Provide customer service training to current staff
  - Document recipes step by step with pictures of how the final product should look like – to guarantee consistency in the portions and presentation
  - Incentivize staff and customers for online customer reviews
-

# Funnel





# Ideas: In-Store



**Beautiful QR Code Digital Menus**

**No app to download.  
No hardware to install.**

- ✔ Great for food and beverage menus
- ✔ Optimized for smartphones and tablets
- ✔ Unlimited menu items, unlimited scans!

**See in Action**



## Recommendations:

- Improve consistency of product portion.
- Improve customer service.
- Innovative packaging and decorations.
- Provide memorable experiences.
- Optimize selling of promotional items (T-shirts).
- Implement a loyalty program.
- Have designated in-store, pick-up, and delivery areas.
- Use in-store TV as a marketing tool/communication channel.
- Create store signage.
- Implement order management system.
- Use QR codes on the doors or tables for check-ins and menus while waiting

# Ideas: Product

## Recommendations:

- ◆ Merchandise: La Cantina logo bottles, bottle holders
- ◆ Professional packaging - on the go packs
- ◆ Menu combos and ready to go meals
- ◆ Partner with local and popular delivery services, such as UberEats or SkiptheDishes





# Loyalty Program Ideas

- Develop a physical or digital card with La Cantina branding.
- Give points for every visit to the restaurant. With specific items on the menu (the most profitable or the seasonal), customers can avail additional rewards.

## How to entice customers to join the loyalty program?

- Introduce the loyalty program on-site by getting customer details (Name, address, phone number, email address, birthday).
- Promote the loyalty program through La Cantina emails.
- Provide an exclusive offer/ free meal on the customer's birthday and other special days to retain customer loyalty.

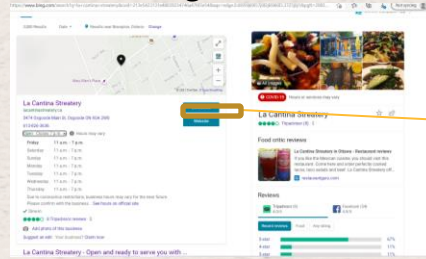
# Website

Pain point: The “website” button on the Google and Bing search results, take potential customer to a landing page that redirects to a Facebook page.

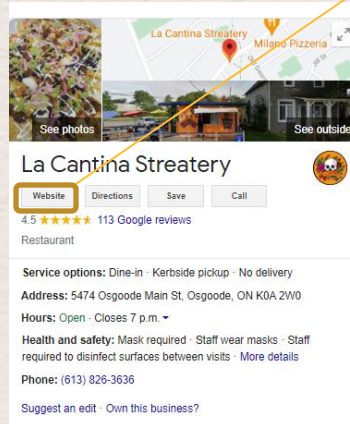
The correct website is almost impossible to find through “Search”

Recommendation: Eliminate the landing page (A) and hyperlink Google and Bing search with main website (B) (optimized)

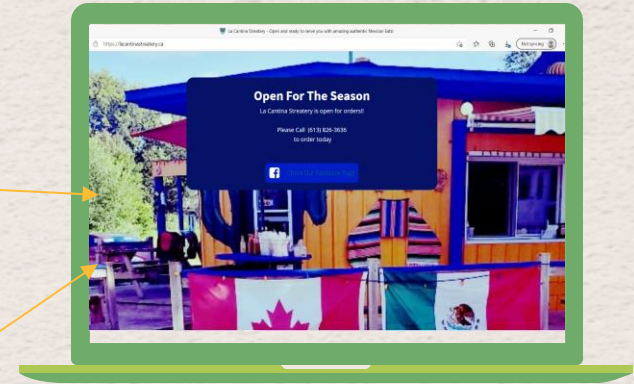
## Bing Search



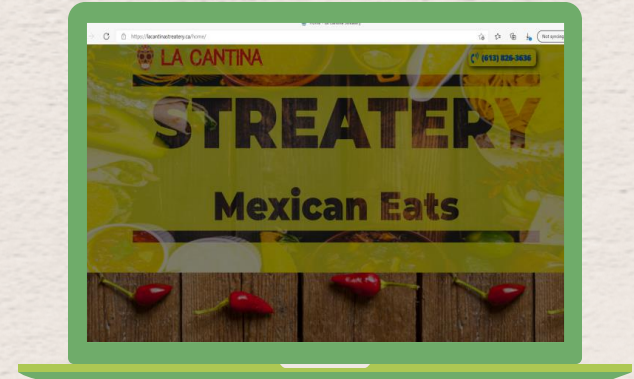
## Google Search



(A) [www.lacantinastreatery.ca](http://www.lacantinastreatery.ca)



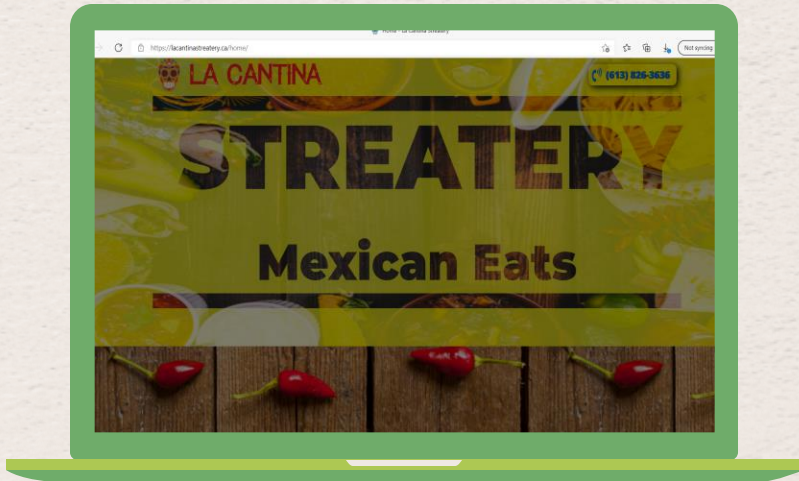
(B) [www.lacantinastreatery.ca/home](http://www.lacantinastreatery.ca/home)





# Website-Current

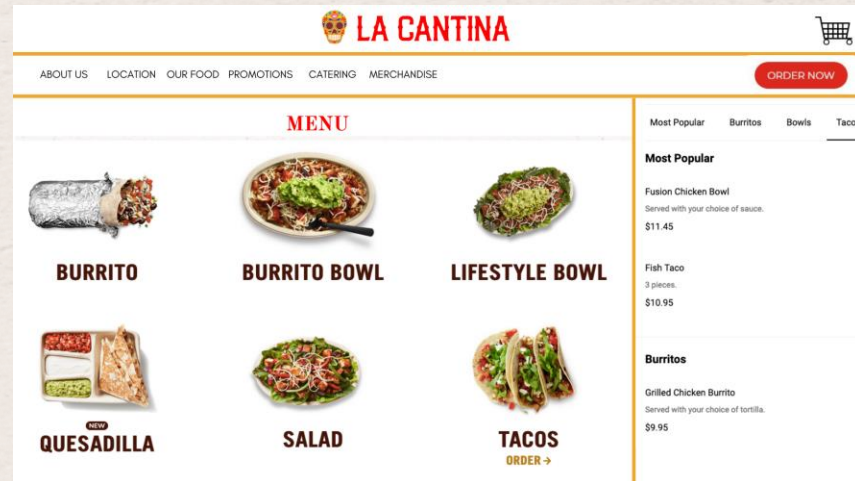
(B) [www.lacantinastreatery.ca/home](https://www.lacantinastreatery.ca/home)



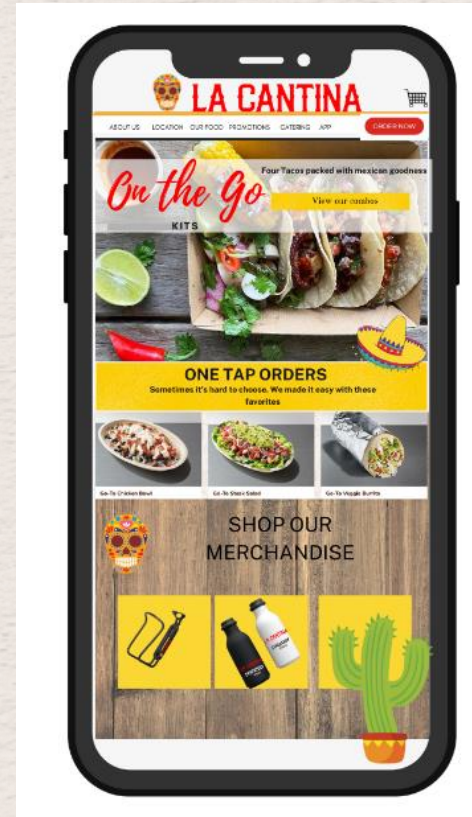
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## Recommendations:

- Improve quality of images (food porn)
  - Improve loading time
  - Fix broken links (order your gift card, online order)
  - Provide online order option
  - Include content that helps to show up in search results
  - Correct “memu” for “menu”
  - Create separate landing page for menu with ‘add to order’ option.
  - Include “about us” information
  - Create a section about the history, value proposition of La Cantina
  - Cooking philosophy
  - Founders/ employees
  - Key ingredients and sourcing
  - Build a Brand story
  - Highlight testimonials and reviews
  - Optimize your website for search engines
-



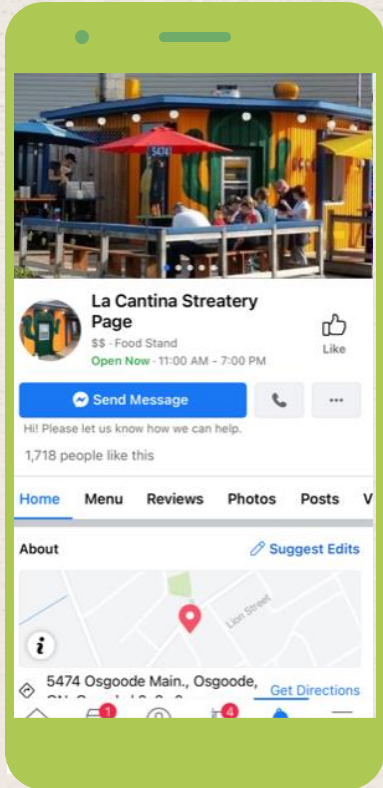
Website- Proposed





# Social Media Channels

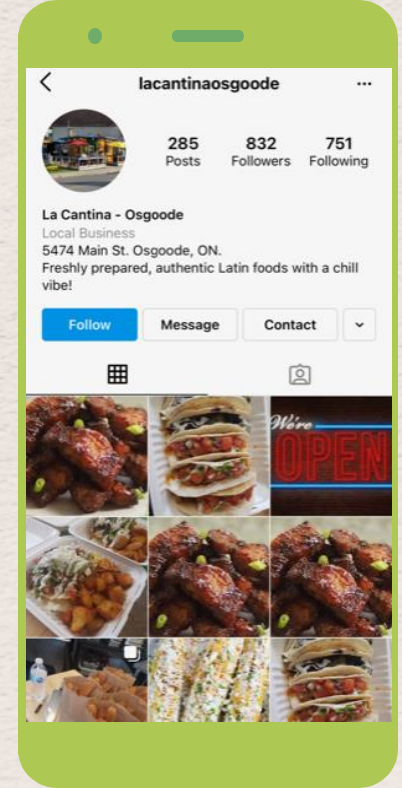
## Facebook



### Recommendations:

- Make handles consistent: Facebook: @LaCantinaStratery and Instagram: @LaCantinaOsgoode
- Link to proper website and not to the landing page
- Add "Shop Now" button, "Ask Questions" tab on FB
- Include customer testimonials
- Create contests, polls, etc. to increase followers and engagement
- Include better pictures – some food porn
- Tell more stories about the ingredients, the dishes, who La Cantina is, what you stand for.
- Highlight your employees, your dishes, your drinks, celebrate your customers

## Instagram



# Future State Journey Map







Adi Montas  
101349098



Anusha Subramanian  
101342812



Ikram Nagdawala  
101299238



Olga Dambit  
101326843



Sharon Thomas  
101345561

*Thank You!*

