

FOUR Breakfast & More Recommendation Report

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INTRODUCTION

Within any college town, the competition for local restaurants is fierce, and it is no different in Champaign. Across Green Street, there can be found a plethora of food options, each one trying to become someone's go-to spot for food. One example of these businesses is *Four Breakfast and More* (Four) on the corner of 4th and Green. While situated next to two of the largest apartment buildings on campus, it is struggling to maintain a reliable customer base and be known amongst the student body of the university and town locals. Our team has conducted research on the current market position of *Four Breakfast and More*, identifying specific areas where they are losing market share and uncovering potential strategies for improvement. These strategies range from fostering collaborations with other businesses to the creation of new merchandise. This analysis will delve into our findings and propose actionable solutions to enhance our market presence and drive growth.

METHODS

- **Task 1:** Survey data collection
 - When collecting our data, we decided to use two methods to gather primary sources and feedback. The first method was to send out a survey via Google Forms to our network of friends within the university, which garnered 36 responses. Our form consisted of nine questions, which allowed survey participants to rate their overall satisfaction and experience with Four. We used a numerical system from 1-5 to gauge pricing, food quality, service, and involvement. Additionally, there were short-answer questions which gave us information not easily describable with numbers. This allowed us to get a deeper insight into what exactly is happening at Four.
 - The second method for data collection was done in the form of interviews. A member of our team did a site visit and conducted two interviews with a UIUC student and a visiting student from another school. Both of these interviews provided very useful information that will be analyzed later in this report. Both interviewees had differing opinions, which granted us the opportunity to make use of diverse perspectives and how everyone has a unique experience when dining in at Four Breakfast & More.
- **Task 2:** Site visits with interviews
 - Site visits were held on Friday, November 3rd at 7 pm and Wednesday, November 8th at 1 am. During the site visits, there were some notable observations. Walking into the establishment, there is an outdoor seating area with unlit and unkept seating options. "Maybe in the warmer season they can incorporate their outdoor area, no one ever sits there," Michael Poprocki observed. Entering the building, you find that Four is reminiscent of the bar and grill on campus, Joe's Brewery. The restaurant has a large kitchen exceeding the seating area, but I will say there are more seating options in the basement. The atmosphere wasn't that inviting, the staff was. Very personable and genuine. Four has a large variety of food options, but as night falls, the price escalates. Despite the wonderful staff and the wide range menu, the consensus from the interviews indicates that without the presence of bars on campus Four would have no shot. Lion Happies and weekly outings to Kam's heavily impact foot traffic and without it, people

wouldn't visit Four. Armani Diaz expressed, "Four is the perfect break between Happies and Close but if I wasn't drunk, I wouldn't be here". The majority of customers appreciate the variety of food, serving both breakfast and dinner options, however, with the competing food trucks on campus customers are more inclined to go somewhere else. "I always see food trucks around campus but not from here," Michael Poprocki stated. FOUR suggests many areas of improvement with very possible solutions. By creating an appealing atmosphere, using different marketing, and possibly lowering prices FOUR will gain campus interaction which will overall boost profits.

- **Task 3: Interpretation of All Data**

- Beginning with survey data, with N=34, participants who have never visited were cut from results, there are clear trends in both the sales and overall views of Four Breakfast that can be analyzed. In terms of the average number of visits by students who have previously visited, the median was four. Meaning, if people have visited the restaurant, they are likely to come back at least one or two more times giving us some insight on customer retention and satisfaction. In terms of pricing and food quality score, on a scale from 1-5, 1 being worst and 5 being outstanding, both averages fell just above 3 with food scoring slightly higher than prices in terms of fairness. Although these are not very high, the scores still reflect a trend that for the price, the food is decent quality. However, when talking about service quality and campus involvement, on a scale from 1-10, both scores came in shockingly low at just around 3.5. This shows that both the service and overall outreach of Four Breakfast need to be greatly improved if they want to maintain a steady business or potentially grow their market shares. Finally, in terms of recommendations, a majority of respondents argued they would recommend this restaurant to others, especially after being under the influence. Other higher-rated restaurants included Cracked and Cafe Bene which are higher priced and considered high-end dining here on campus.

RESULTS

- **Strengths & Weaknesses**

- Despite lower ratings on average, Four has some strengths that we can capitalize on to improve its market share on campus. Four is in a prime location at the heart of Campustown– they have the opportunity to have high foot traffic. Four is also a great late-night food option. As aforementioned, it is a favorable choice after a night out at the bars. As we saw in our research, it is also reasonably priced for the quality of food that is being served. Four has the same owners as Jurassic Grill, which is very well established among university students. They can use this to their advantage and use Jurassic Grill's assets to drive their growth.

Per our research, Four also has some things they need to fix and improve upon. Firstly, food quality could always be improved, but that can be said for just about any restaurant. However, Four also pairs that with subpar customer service. Poor customer service is never acceptable when it comes to running a restaurant. One major weakness that Four is facing is that there is plenty of competition in the surrounding area. That is to be expected when they are located right on Green Street. Another weakness is that there is a lack of outreach to students and the community. Restaurants like Mo's Burritos often give out merchandise to their regulars. Other restaurants also partner up with bars so that people can get some food while they drink.

- Opportunities & Threats

- Since Four is in the middle of Green Street, the business has many opportunities to grow. One way is through their outside seating. They can first revamp the outdoor seating to make it more attractive to customers. Another opportunity for Four to grow is through campus engagement. They can do this by doing a pop-up on a quad, giveaways, and merchandise. Another way for Four to grow is by partnering with other businesses, like the bars on campus. The bar scene is very important at the University of Illinois. That's why partnering with Kams, Joe's, or Lion would significantly benefit Four. By doing these strategies, Four has the opportunity to become the premier breakfast place at the University of Illinois.
- Although Four can grow its business significantly, they also have some threats that can affect its business. One threat is the competition. Cracked, Caffè Bene, Mis Zes, McDonald's, Dunkin Donuts, and Mary Annes are all breakfast places that surveyors would prefer over Four. Another threat against Four is past reviews. On Yelp, the overall review is 3 out of 5 stars. According to Yelp reviewers, most of the downfalls are related to customer service and food quality. Runzer W. stated that "the experience just frustrated me." Likewise, Leyang Z. stated, "extremely disappointing food." Another threat is customer turnover. According to our survey, a majority of the participants have only gone to Four 1-3 times. None of the participants in the survey have been to Four more than eight times. Another threat that Four has is its large menu. Four offers many different options for different foods and drinks. By simplifying the menu, the food price can be reduced significantly.

CONCLUSION

Four has a great location, situated on the corner of 4th and Green right next to the two largest apartments on campus, HERE and 309 E Green St, and could take advantage of the location by providing outside seating to attract the attention of potential customers who pass by. Furthermore, they are a breakfast restaurant and there is only one other major breakfast restaurant on campus, so they can focus on that and reduce their menu's size and hone in on the breakfast menu. Two of the main weaknesses of Four is their service and less-than-stellar food quality, which can be addressed by reducing their menu, revamping the layout of the restaurant to decrease service times and give a better overall flow inside. However, the largest weakness of the restaurant is its publicity and community outreach, particularly to the student body. By offering special deals for students or reduced prices during certain times, Four bolsters its reputation. After evaluating Four's strengths, weaknesses, opportunities, and threats in our TOWS matrix, it becomes evident that their primary challenge lies in their publicity and outreach to the student population, as can be seen from the repeated instances of students simply not knowing of Four's existence.

RECOMMENDATIONS

- Partnership with the bars for block or happiness

- **Bars and blocks:** As discussed in our TOWS Matrix in multiple sections, there are many solutions to some of the problems faced by Four Breakfast that could be easily and economically implemented in order to increase customer retention and expand their name on campus. One of the easiest solutions that touches not only on weaknesses and threats listed in the TOWS Matrix is partnering up with bars on campus to provide food to students during block, big visiting weekends, or even happy hours on game days. Due to the fact that Jurassic Grill, also owners of Four Breakfast, already own a food truck, the

- transportation costs and fixed costs in these scenarios would be extremely low for the restaurant and would allow for huge outreach and an increase in customers on the weekends specifically. Not only would the restaurant be making a profit in this scenario, but students would be more inclined to return to Four and share stories about the restaurant with their friends and peers.
- This idea has been done before on campus by places like Maize and Senores Tacos with bars all the time to boost site visits and increase revenue in a fun and low-cost way, showing this idea is very feasible and would have a positive impact on market share prices. In addition to this, Four could host raffles or giveaways to previous student customers in order to create an incentive to return or create an incentive to try at least once. Other restaurants on campus have done this idea with raffles that come with a purchase of a food item. This not only boosts sales on net, but to create incentive, there should only be a few prizes that have big-time effects on winners. This could be as simple as free food or a coupon for the next visit and therefore will not cost Four anything up front. By making these changes, not only would Four Breakfast greatly increase their market shares and outreach on campus, but they would also be able to make lasting connections with other businesses on campus that could one day turn into a full partnership or sponsorship for student campus dining, making them an extremely integrated part of the dining scene here at UIUC for years to come.

- **Merchandise**

- To address the dire need for campus recognition and engagement, one of our recommendations is to introduce merchandise at Four. We propose merchandise available at Four for purchase and distributing free merch strategically. Holding giveaways FOUR has the potential to create such engagement by leveraging off competitors' successes and giving away merch at food trucks and outside bars. "Moe's gave me a shirt last year, and it's my prized possession, so adding to my collection would be cool," Armani Diaz reveals. Additionally, introducing pop-ups on the quad to enhance visibility on campus. Possibly implementing a loyalty program through text or email, offering free merch for signups, can create a larger network to increase engagement. In our conducted interviews, a customer expressed interest in free merchandise. By creating merchandise, we are creating a great opportunity for more campus engagement. Our recommendation to Four to create merchandise is very feasible. We have taken a look at other local food businesses that have taken the same opportunity and have found success, one of which students had dressed as employees for Halloween. We've found you can create merch on an array of sites that also include cheaper options; they range from Custom Ink and Amazon to even Temu. Our strategy aims to create a positive association with the brand Four, creating a larger network of customers throughout campus, ultimately aiming to increase profitability.

REFERENCES & APPENDIX

<https://dailyillini.com/buzz-stories/2023/07/14/hungry-check-out-these-must-eat-restaurants-on-green-street/>

 Four Breakfast Survey (Responses)

Interviews

https://uillinoisedu-my.sharepoint.com/:w:/g/personal/kulesza3_illinois_edu/Ed17Ph4ACWVLtXccKEaZGfYBEep7hrovr1OVOWK1s63tVQ?e=vfsQwz