

# **MAD 3003 Advertising Design**

## **SITUATION ANALYSIS**

### **OF MARRYBROWN**

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# Chapter 01: Introduction

## 1.1 Introduction



Marrybrown is founded in 1981, as the Malaysia first fast food restaurant. It operates and franchises Marrybrown restaurants in 15 countries throughout Asia, Middle East and Africa. Today, Marrybrown offers a broad selection of distinctive, innovative products. Chicken represents the core of the menu, including the signature Lucky Plate, Chicken Porridge, Nasi Marrybrown the 100% Black Pepper Chicken A-Licious. They also offers value-priced products such as muffins and burgers.

Marrybrown is among the nation's leading fast-food chains, with more than 130 quick-serving in Malaysia and more than 350 international restaurant. As the first major fast-food chain develop and expand the concept of "Something Different" experiences. Marrybrown has always emphasized on Halal products serving millions of guest world-wide.

Marrybrown pioneered a number of firsts in the quick-serve industry. It was the first major fast-food chain that introduced menu items that are now staples on most fast-food menu boards, including Rice based products, Chicken Porridge, Sate burger and Curry Kari.

Marrybrown has extended the menu that offers local delights which is the only one of its kind in town. The halal menu features a wide variety of tasty meals including Crispy Chicken, Delicious Satay Burger, Nasi Marrybrown, Speciality Wrap, Fish 'n' Chips, Mi Kari, Chicken Porridge, finger foods, salads, fun fries and a range of hot and cold beverages and desserts.

## **1.2 Problem Statement and Issues**

Fast food restaurant is blooming rapidly in our country. For example, KFC, McDonald, Wendy's and Burger King. This scenario caused Marrybrown to lose customer loyalty as the consumer has broader choices to choose from.

Besides that, Marrybrown advertisement do not give any promotional impact towards its customer as the targeted group is too wide. Furthermore, Marrybrown has poor positioning. The special menu that offers local delights is not positioned in consumer's mind.

## **1.3 Objectives and Aims**

### **Objective**

- To rebrand Marrybrown to differentiate its products from its competitors.
- To regain customer loyalty.

### **Aims**

- To attract parents to bring their family to Marrybrown
- To change the perception of consumer towards Marrybrown in a proper manner.

# Chapter 02: Brands

## 2.1 The Brand

Marrybrown is a fast food restaurant that come to be synonymous with lip-smacking food and all round family entertainment. Marrybrown brand is founded in 1981 by a Malaysian couple Lawrence Liew and Nancy Liew. The brand is based in Malaysia and is on its way to becoming a world brand. Marrybrown now has 350 outlets throughout South East Asia. One of MarryBrown's core values is to constantly innovate and bring 'Something different' to the table. MarryBrown's Juicy Fried Chicken and sinfully delish burgers have kept families and children riveted throughout the years.

## 2.2 Brand Image and Implication



Marrybrown is a well-known successful franchises based in Malaysia. It has earned a lot of awards for its hard work to become a successful brand. Even F&B franchise Malaysia are encouraged to follow the successful footstep of Marrybrown. Now Marrybrown has over 350 outlets throughout Malaysia and South East Asia. However, Marrybrown is now in declining stage of its product life cycle. This is due to overwhelming growth of International Fast Food restaurant in Malaysia.

Marrybrown's slogan "something different" is a concept which holds the meaning that the company is offering a whole new experience to its consumer. The company offers a new menu which are "something different" from its competitor. It consists of local food twist that will savor the taste of its consumer.

## **2.3 Strength and Weakness**

### **Strength:**

- First fast food chain restaurant in Malaysia.
- Offers local food taste delight.
- High quality of food that is halal.
- Fresh concept and clean interior design

### **Weakness:**

- Strong competitor from International brand.

## **2.4 Unique Selling Proposition**

Marrybrown is people oriented and prioritized in serving the highest quality of Halal food to everyone.

## **2.5 Promotional History and Advertising Schedule**

- Marrybrown Great Malaysian Chicken
- MyMemory TVC
- Contest “M.M.M... Makan. Menang. Main”
- Marrybrown Branding TVC
- Contest Car ‘n’ Cash
- Marrybrown Bling Bling Cups give away
- Marrybrown TVC Oleraya
- Contest Marrybrown Eat for Cash
- Marrybrown ‘Balik Kampung’ TVC
- Marrybrown Jurassic World Teaser
- Marrybrown Peraduan Bonanza
- Marrybrown ‘Don’t Choose, Get Both’ - Batman vs Superman
- Celebrate @ Marrybrown

## **2.6 Positioning Statement**

Consumer can enjoy delicious local taste fast food with an affordable price. Enjoy the meals offered in Marrybrown with family members and stay comfy with the comfortable interior design.

## **2.7 Strength and Weakness**

### **Strength**

- Affordable price
- No. 1 QSR in Malaysia
- World Largest Halal fast food restaurant
- All Star Competition are held every year to train the staffs

### **Weakness**

- Strong Competitor from International fast food chain

## **2.8 Advantages and Disadvantages**

### **Advantage**

- Local food twist
- Collaboration with movie industry

### **Disadvantage**

- Local brand
- Hard to penetrate western countries which already have a lot fast food outlets.

## **Chapter 03: Company**

### **3.1 Company Overview**

Marrybrown, winner of numerous domestic and international franchise industry awards, is proudly Malaysian-owned. Founded in 1981, Marrybrown has a strong local and international presence with 35 years of franchise experience under its belt. With more than 350 outlets in 15 countries and territories, Marrybrown is operating countries throughout Malaysia, China, Indonesia, India, Maldives, Africa, Dubai, Sri Lanka, Kuwait, Bahrain, Tanzania, Syria, Iran, Maldives, Brunei Darussalam, Myanmar, Thailand and Singapore. They served fried chicken, snacks, desserts, beverages and burger.

Marrybrown also extended their menu that offers local delights, which has rice base products, noodles and porridge. Marrybrown is the only local fast food restaurant that offers local delights. This is due to the persistence of the founders to server his consumer with the savoring local delights. In the 1980s, Marrybrown became the first local fast food chain to franchise its business in Malaysia.

### **3.2 Business Description**

Marrybrown is world largest Halal fast food restaurant chain. Marrybrown International based in Malaysia, oversees operations and the ongoing development of the Marrybrown brand outside of the Malaysia. Marrybrown are currently 82% franchised, and yet they are offering exceptional acquisition and development opportunities, including entire areas of the Malaysia and international markets.

Marrybrown was the first major fast-food chain that introduced menu items that are now staples on most fast-food menu boards, including Rice based products, Chicken Porridge, Sate burger and Curry Kari. The halal menu features a wide variety of tasty meals including Crispy Chicken, Delicious Satay Burger, Nasi Marrybrown, Speciality Wrap, Fish 'n' Chips, Mi Kari, Chicken Porridge, finger foods, salads, fun fries and a range of hot and cold beverages and desserts.



### 3.3 Company History

Marrybrown was founded by a couple, Lawrence Liew and Nancy Liew. They began at a small shop lot in Wong Ah Fook Street, Johor Bahru in 1981. During that time, western fast food chain are already dominating the Malaysian fast food markets. This led the couple to invent their own menu which is based on Malaysian local delights. Over the years, Marrybrown has ventured into other countries especially Muslim country with the majority Muslim that always seeking for halal western fast food.

Years	Description
1981	First fast food brand opened in Johor Bahru.
1986	Launch franchise system itself. Owned local subsidiary in Malaysia.
1989	Introduced Marrybrown rice.
1992	Marrybrown opened first international branch in Malaysia.
1994	Introduced Chipmunk mascot.
1995	Started a community service project with Kiwanis Malaysia.
1996	Introduced swing seats.
1997	Being the first local franchise that was awarded the international franchise Malaysia, followed by other awards in the subsequent year.
1998	Recorded in the Malaysia Book Of Record as the first local fast food franchise.
1999	<ul style="list-style-type: none"><li>• Introduced Spicy Crisp Chicken Hotouch</li><li>• Penetrated the India market</li><li>• Opening the highest branch in Genting Highlands</li></ul>
2000	Penetrated the Middle East Market
2001	Introduced satay dish
2002	Open first Marrybrown restaurant in Hospital – Johor specialist hospital.
2003	Introduced chicken porridge.
2006	First Marrybrown restaurant in Airport – Senai Johor
2008	Penetrating the African continent.
2009	Introduced curry chicken noodle and satay burger.

2010	<ul style="list-style-type: none"> <li>• Prime Minister Datuk Seri Najib Tun Razak officiates the 10th anniversary of Marrybrown, UAE.</li> <li>• Opened the first marrybrown restaurant at petrol station; Esso Sendayan, Negeri Sembilan.</li> </ul>
2011	Celebrating 30 years of full-flavor & fun; towards excellence.
2012	Penetrated The Golden Land, Myanmar.
2013	Celebrating the 500th restaurant open in Coimbatore, India; MarrybrownRace Course Road.
2014	<ul style="list-style-type: none"> <li>• Opened Marrybrown in KLIA 2.</li> <li>• Opened Marrybrown in Brunei and Thailand.</li> </ul>

### 3.4 Key People

Founder: Lawrence Liew and Nancy Liew

Chairman: Dato Lawrence Liew

CEO: Dato Joshua Liew

Managing Director: Malcolm Lim



*Figure 1: Dato Joshua Liew*

### 3.5 Location and Subsidiary

Headquarter	Kuala Lumpur Office
<p>No.3 &amp; 5, Jalan Dewani 3 Kawasan Perindustrian Dewani 81100 Johor Bahru Johor, Malaysia.</p> <p> +607 331 6590</p> <p> +607 333 7899</p> <p> <a href="mailto:mbcare@marrybrown.com">mbcare@marrybrown.com</a></p>	<p>D-05-06 &amp; D-05-07 SKYPARK ONE CITY. Jalan USJ 25/1, 47650 Subang Jaya, Selangor, Malaysia</p> <p> +603 5115 1175/6</p> <p> +603 5115 1195</p> <p> <a href="mailto:mbcare@marrybrown.com">mbcare@marrybrown.com</a></p>

### Listing Restaurant

Johor		
MB Angsana	MB Batu Pahat	MB Bukit Gambir
MB Econsave Kluang	MB IOI Mall (Kulai)	MB Cafe @ JSH
Marrybrown @ JSH	MB Johor Jaya	MB Kelapa Sawit
MB Kip Mart Tampoi	MB Kip Mart Masai	MB Kip Mart Kota Tinggi
MB Kota Masai	MB Kota Tinggi Plaza	MB Kulai
MB Kulai Utama	MB Pontian	MB Segamat
Mb Senai Airport	MB Simpang Renggam	Mb Southern City
MB The Store (Pandan)	MB Todays Market	MB Bandar Penawar
MB Tangkak	MB Plaza Tasek	MB Esso Kluang
MB Air Biru	MB Mersing	MB Pekan Nenas
MB Pekan Francais	MB Pengerang	MB Ayer Hitam
MB Aeon Kulaijaya	MB Taman Pelangi Indah	MB Pelangi Leisure Mall
MB Perling Mall		
Kedah		
MB Alor Star -Kompleks Bas Shahab Perdana	MB Alor Star – Souq Al-Bukhary Commercial Centre	MB Changlun
MB Langkawi Airport	Langkawi Parade	MB Amanjaya Mall, Sg Petani

MB Under Water World	MB Guar Cempedak	
<b>Kelantan</b>		
MB Kota Bahru	MB Gua Musang	MB Kuala Krai
<b>Kuala Lumpur</b>		
MB Kepong Brem Mall	MB Kenanga wholesale City	MB NSK
MB Market Hall Pudu	MB Bandar Tun Hussein Onn	MB Parkson Maju Junction
MB Putrajaya		
<b>Melaka</b>		
MB Giant Melaka Cheng	MB Melaka Mall	MB Mydin Mall Jasin
MB Kip Mart Melaka	MB Freeport A'Famosa	MB Dataran Pahlawan
Negeri Sembilan		
MB Bahau	MB Nilai 3	MB Sendayan
MB Terminal 2	MB Kuala Pilah	MB Seremban 2
<b>Pahang</b>		
MB Cameron Highlands	MB First World	MB Jerantut
MB Raub	MB Bandar Pusat Jengka	MB Temerloh
MB Bentong	MB Grand Genting Hotel	MB Triang
<b>Penang</b>		
MB Bukit Jambul	MB Penang Times Square	MB Carrefour Bukit Minyak Penang
MB Mount Erskine	MB Mydin Bukit Mertajam	
<b>Perak</b>		
MB Bagan Serai	MB Batu Gajah	MB Giant Tambun
MB Greentown	MB Ipoh Parade	MB Sungai Siput
MB Teluk Intan Perak	MB Ipoh Mydin Meru	MB Taiping Mall
MB Mydin Parit Buntar	MB Billion Mall@Salibin	MB Pasaraya Pernama Lumut
MB Aeon Big Falim Ipoh		
<b>Sabah</b>		
MB 1 Boreno	MB Bandaran Berjaya	MB KKIA
MB Megalong Mall	MB Labuan	
<b>Sarawak</b>		
MB Batu Niah	MB Bau (Kuching)	MB Bintulu
MB Kuching, Airport	MB Miri	MB Miri Airport
MB Mors Jaya	MB Satok Kuching	MB Star Mega Mall
MB Bintulu Central	MB Sarikei	
<b>Selangor</b>		
MB Batang Kali	MB Kepong	MB KLIA





MB Sunway Lagoon	MB GM Plaza Klang	MB Giant USJ, Subang
MB Kepong BremMall	MB Gateway -KLIA2	MB Terminal -KLIA2
<b>Terengganu</b>		
MB Paka	MB Mydin Mall Gong Badak	MB Dungun
<b>Brunei</b>		
MB Gadong		
<b>Indonesia</b>		
MB Palembang	MB Jakabaring	MB Pekan Baru
MB Batam		
<b>Myanmar</b>		
MB Barr Street, Yangon	MB Shwe Gon Daing Road	MB Junction Square, Yangon
MB Ruby Mart, Mandalay	MB Mandalay	MB GMP, Yangon
MB Superone, Yangon		
<b>Singapore</b>		
MB I-Fly Singapore		
<b>Thailand</b>		
MB Yala		


### 3.6 Brands, Major Products and Services

#### Brands

Marrybrown Sdn. Bhd. Marrybrown is a success story built on great tasting recipes that original and truly Malaysian. They are always working on ways to make our food, services, and franchise operations better to deliver the highest standard of quality across all levels of the business.

## Major Products – Fast Food

 A plate of Nasi Marrybrown featuring a large white rice ball, a portion of fried chicken, a side of sambal, and a small salad.	<p><b>Nasi Marrybrown</b></p> <p>The ever popular Nasi Marrybrown, served with rice cooked in coconut milk, with pandan leaves, ginger and stalk of lemon grass. Comes with crunchy peanuts, anchovies and freshly hand cut “acar”. Finish with Marrybrown authentic sambal and a piece of juicy chicken. They are mouthwatering and generously portioned.</p>
 A plate of Nasi Ayam MB featuring a large white rice ball, a portion of fried chicken, a side of sambal, and a small salad.	<p><b>Nasi Ayam MB</b></p> <p>The famous chicken rice cooked in cloves garlic, crushed ginger and sesame oil. Comes with slices of boneless breast of chicken seasoned to perfection, freshly hand-cut acar, crispy papadam and topped with delicious Marrybrown chicken rice sauce. Comes with a bowl of tasty chicken soup.</p>
 A Tower Burger featuring a large chicken patty, melted cheese, and fresh lettuce on a sesame seeded bun.	<p><b>Tower Burger</b></p> <p>Juicy marinated whole chunk of boneless chicken thigh meat with a delicious slice of chicken patty topped with melted cheese, tasty Tower Burger sauce, fresh hand cut iceberg lettuce and served on a warm toasted sesame seeded bun.</p>
 A plate of Lucky Plate featuring two pieces of fried chicken, a side of coleslaw, and a small salad.	<p><b>Lucky Plate</b></p> <p>Hand-breaded 2 pieces of chicken, mashed potato, fresh cut coleslaw and corn dusted bun. Comes with original recipe and Hotouch.</p>

	<p><b>Chick-A-Licious</b></p> <p>Hand-breaded 2 pieces of original recipe chicken, fresh cut coleslaw and fries. Complete with perfection black pepper sauce or mushroom sauce.</p>
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### 3.7 Corporate Vision

To be a national restaurant company of most admired brand – through the power of our people and our culture”.

### 3.8 Corporate Mission

- Passion for our brand
- Food Quality and Safety
- Continuous Improvement and Innovation
- Care & Respect and Personal Accountability
- Excellence in Customer Service
- High Standards in Personnel Growth and Development through Consistent Training
- Excellence through High Q.S.C.V

### 3.9 Company's Current Promotional Strategy

- Marrybrown Peraduan Bonanza.
- Collaboration with film industry to sell limited edition collectibles.
- Online coupon, Hebat!Jimat!Lazat!
- Kiddy Meals I Like Toys!

### 3.10 Product Sale's History

Not available due to privacy.

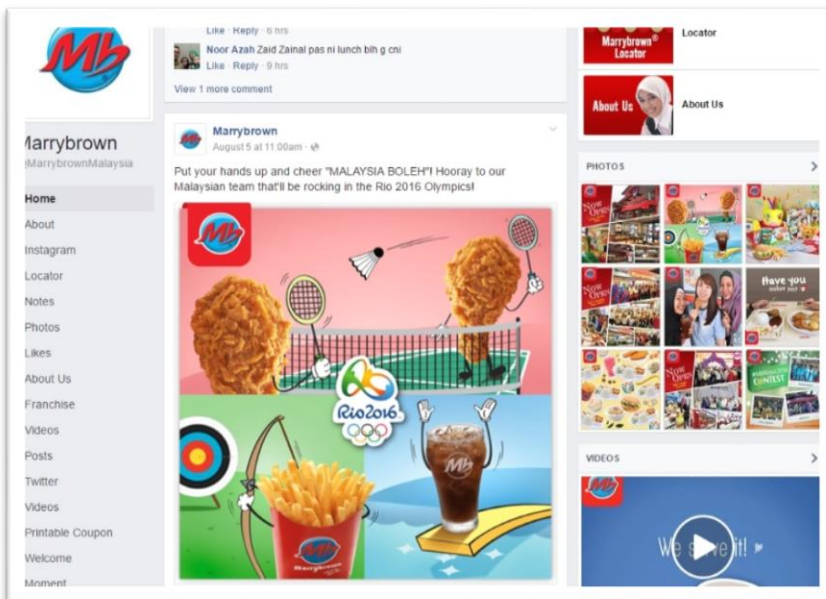
### 3.11 Current Marketing Objective

#### Long Term

- Reaching to all layer of people
- Apply affordable price to all people

### 3.12 Media Expenditure

1. Facebook – Update any promotion and event to consumers.





2. Instagram – Promotion and event are shared here.

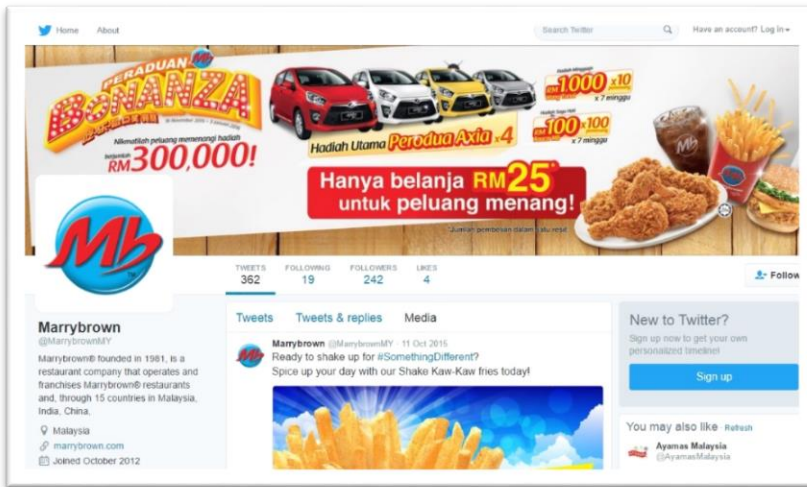
#MarrybrownMY #SomethingDifferent



3. Youtube – Advertise Marrybrown new product, latest event and promotion.



#### 4. Twitter – Promote latest promotion and event.



## Chapter 04: Consumers and Stakeholders

### 4.1 Consumers' Characteristic

#### 4.1.1 Current Consumers' Characteristic

Age	5 – 55 years old
Gender	Male and Female
Occupation	<ul style="list-style-type: none"><li>• Student</li><li>• Employed</li><li>• Unemployed</li></ul>
Income/allowance Range	RM 500 – RM5000
Race and Ethnicity	All
Geographic Location	Urban Area, Sub-Urban area

#### 4.1.2 Psychographics

Perception	Consumers who enjoy eating outdoors with family.
Learning	Consumer that are able to get the information from: <ul style="list-style-type: none"><li>• Newspapers</li><li>• Social website</li><li>• Youtube</li></ul>
Motivation	Unique local food twist to savor the taste of local people.
Attitude and Personality	Outgoing
Lifestyle	Love hanging out with friends, families

## **4.2 Stakeholders' Characteristic**

### **4.2.1 Primary**

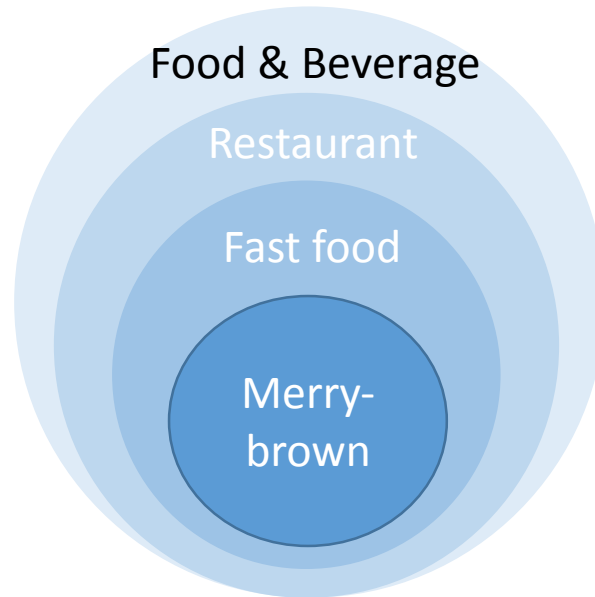
- Chairman - The highest position in Marrybrown such as a CEO.
- Board of Directors - A group of people that are elected to ensure the availability of adequate financial resources, approving annual budgets and an accounting to the stakeholders for the organization's performance.
- Employees – Workers that are employed to work at the firm for salary at non-executive levels. They helps to keep the business going.

### **4.2.2 Secondary**

- Media – Media such as newspaper, social network and video channel. They carry messages and promotions to the targeted consumers to keep the consumers up to date and to advertise the brand.
- Consumers – A group of people that keep the business running by buying the products. Consumers is also one of the main channel to advertise the brand mouth to mouth.
- Supplier – Provide the raw ingredients supply to the restaurant.

# Chapter 05: Industry and the Market Place

## 5.1 The Industry



### 5.1.1 Definition of the Industry

The food and beverages industry included companies that are involved in processing food and drink, packaging and distributing them. Any product meant for human consumption passed through this industry, except for pharmaceuticals.

The food and beverage industry is divided into two major segments, which are production and distribution of edible goods. Production includes the processing of food. Distribution involves companies that transport the finished food product directly to the consumers, retail outlets or restaurants.

### 5.1.2 Shape of the Industry

Malaysia's food and beverage sector is influenced by the lifestyle shift and global markets influence. Consumer awareness in nutrition value has created a market that gravitate toward products that promote health and sustainability. According to Mintel's Global Food and Drink Analyst Jenny Zegler said: "Veggie burgers and non-dairy milks have escaped the realm of substitutes, primarily for people with dietary concerns, in which what was formerly 'alternative' could take over the mainstream."

Consumer demands for natural and less processed food and drink are forcing companies to remove artificial ingredients. As the adage concerning beauty goes, “it is what’s on the inside that counts.” Consumers are recognising that diets can connect with the way they look and feel. This places new emphasis on packaged products that are formulated to help people’s physical appearance as well as their personal wellness, creating a market for products enhanced with everything from collagen to probiotics.

Besides that, the food and beverage industry is going online. Apps and delivery services are transforming consumers’ access to deals, niche offerings and even full meals. Most of the fast food industry now offers delivery services. Consumer just need a few clicks and all they need to do is to wait the services arrive to their door.

### **5.1.3 Development of the Industry**

The Malaysian food and beverage market is supplied by both local and imported products. The strong economic growth in the late 80's and early 90's contributed to major changes in consumer purchases and consumption patterns. Consumer living in urban areas are more brand conscious, they prefer to dine in well-known restaurants. With a Muslim population of over 60%, the demand for halal foods by Malaysian consumers has increased over the year. Halal is fast becoming recognized as a new benchmark for quality, hygiene and safety. Food products and ingredients that have halal certificates have added marketing value in Malaysia. Hence, most retailers, food service operators and food manufacturers are inclined to ask for halal certificates for non-meat based food products and ingredient.

## **5.2 The Market Place**

### **5.2.1 Current Condition of Market Place**

Consumer are getting more concerned about health issues than ever before. This has caused the market to shift towards the organic products. "The organic produce market is growing and strong, and it is driving trends in produce innovation across the board," noted Laura Batcha, executive director and CEO of the Washington, D.C.-based Organic Trade Association (OTA), at the inaugural Organic Produce Summit, held July 13-14 in Monterey, Calif., during her State of the Organic Produce presentation. However, a busier lifestyle lead the consumer to dine in fast food services restaurant. This is due to the quick serving and cool condition of the air conditional room.

### **5.2.1 Current Condition of Market Place Needs**

Marrybrown is providing its consumer with a wide selection of menu. It offered fried chicken, local taste food delights, burger, snacks and many more. Marrybrown usually located in urban area, it served its customer fast and can choose the option of dine in and dine out. Marrybrown staff have undergone training and will served you politely. Due to the strong competitor such as KFC, Marrybrown products are competitively priced compared to some other fast food restaurant.

### **5.2.2 Changes in Market Place**

Due to busier lifestyle, the market place itself is favoring fast food restaurant chain. This is because of the quick serving and cool room offered by the fast food restaurant. Consumer can choose to dine in or out and can have their meals prepared fast. Besides that, the fast food restaurant chain is increasing rapidly. This increased the ease to access to the fast food restaurant.

However, due to the raising of health awareness, more and more consumer are going into organic products. Hence, consumer are more likely to eat healthy food than eating high calorie fast food.

- Increased awareness towards healthier lifestyle
- Increased demand on organic food
- Busier lifestyle
- Ease to access the fast food restaurant

## **Chapter 06: Competitive Situation**

### **6.1 Direct Competitors**

#### **6.1.1 KFC**



The first KFC restaurant was opened in 1973 on Jalan Tunku Abdul Rahman. Today there are more than 500 KFC Restaurants nationwide and still counting. Great tasting chicken has become synonymous with KFC and has been enjoyed by Malaysians ever since. In fact, KFC Malaysia has developed a distinctive Malaysian personality of its own.

**Products** – Fried Chicken, French Fries, Beverages and Desserts

**Price Range** – RM 6.90 – RM 54.10



### 6.1.2 The Chicken Rice Shop



The Chicken Rice Shop serves traditionally prepared steamed, roasted, honey barbecued and soy sauce chicken as its signature products. These signature dishes are served with fluffy chicken flavoured rice cooked to perfection from a recipe passed down through the generations, originating from Hainan Island.

**Products** – Chicken rice, porridge, noodles, side dish, beverages and desserts.

**Price range** – RM2.10 – RM55.65

## **6.2 Indirect Competitors**

### **6.1.1 McDonald**



McDonald first hit the shores of Malaysia in December 1980 when the United States McDonalds Corporation awarded Golden Arches Restaurants Sdn Bhd, a license to operate McDonald's restaurant chain in Malaysia. Jalan Bukit Bintang, Kuala Lumpur was chosen as the most strategic locations. On 29 April 1982, the first McDonalds restaurant in Malaysia has been opened. With the opening of this restaurant, McDonalds Malaysia was crowned as the first restaurant in the country which operates a majority Muslim population.

To date, McDonald is now available in every state in Malaysia with the opening of its first restaurant in Perlis. There are about 260 McDonald outlets in Malaysia and is still growing.

**Products** - Burgers, Chicken, French Fries, Beverages and Desserts

**Price Range** – RM 5.95 – RM 24.90

# Chapter 07: Research

## 7.1 Marketplace Research

**Location:** Merrybrown Putrajaya

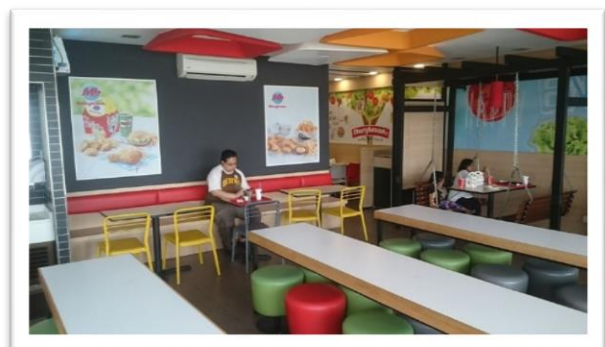
**Time:** Saturday 10.30 a.m. – 3.00 p.m.

Lot B2-G-1, Ayer 8,

Presint 8,

62250 Putrajaya,

Wilayah Persekutuan Malaysia,



The Merrybrown located in Putrajaya is clean and tidy. The outlets is comfortable and cool. The customer services is heart-warming. The outlets is quite big and the walls is full of colourful wallpapers and poster of the food available. The outlets surrounding is quiet and beautiful as it is just beside the Putrajaya Lake.

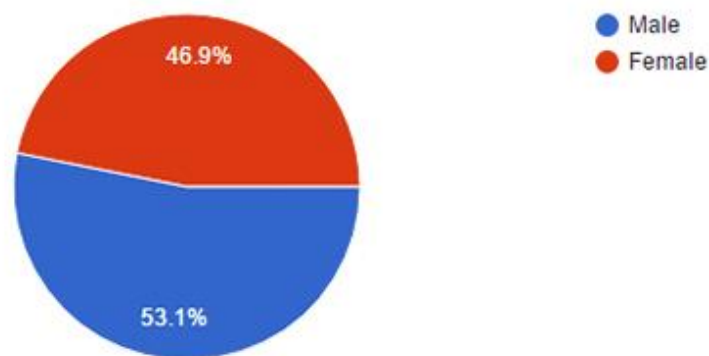
## 7.2 Market Observation

From the observation of the market place, the customer who came to the outlets are mostly local Malay with their family members. Only 1 Indian couple dine in the outlets and 2 Chinese adults. The outlets is crowded with customer at 10.50 a.m until 11.30 a.m. At 12.45 p.m, the outlets is crowded by customer again until 1.30 p.m.

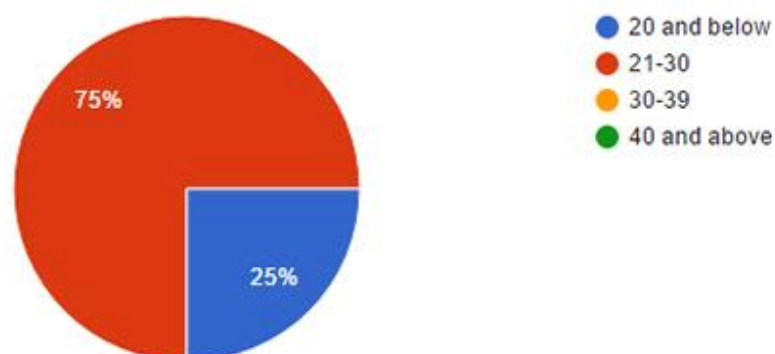
## 7.3 Online Survey

An online survey has been conducted to get a general idea of how consumer perceived the Merrybrown. Results are tabulated as following:

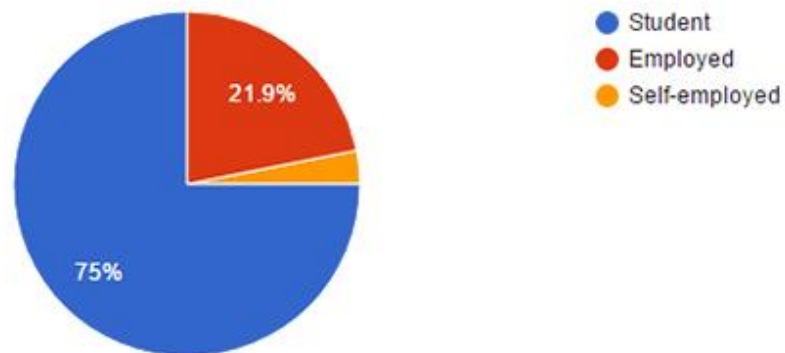
What is your gender? (32 responses)



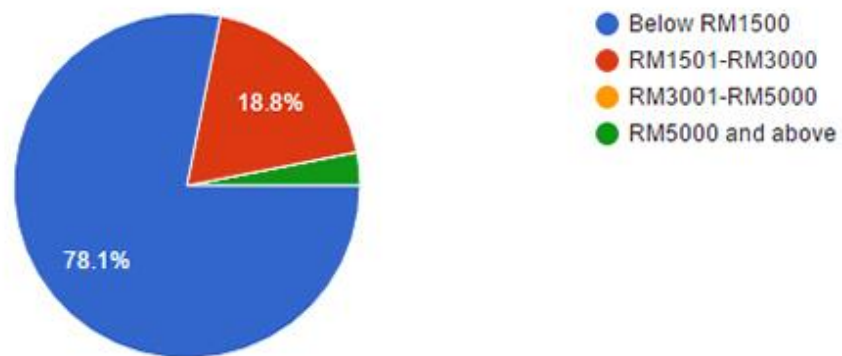
How old are you? (32 responses)



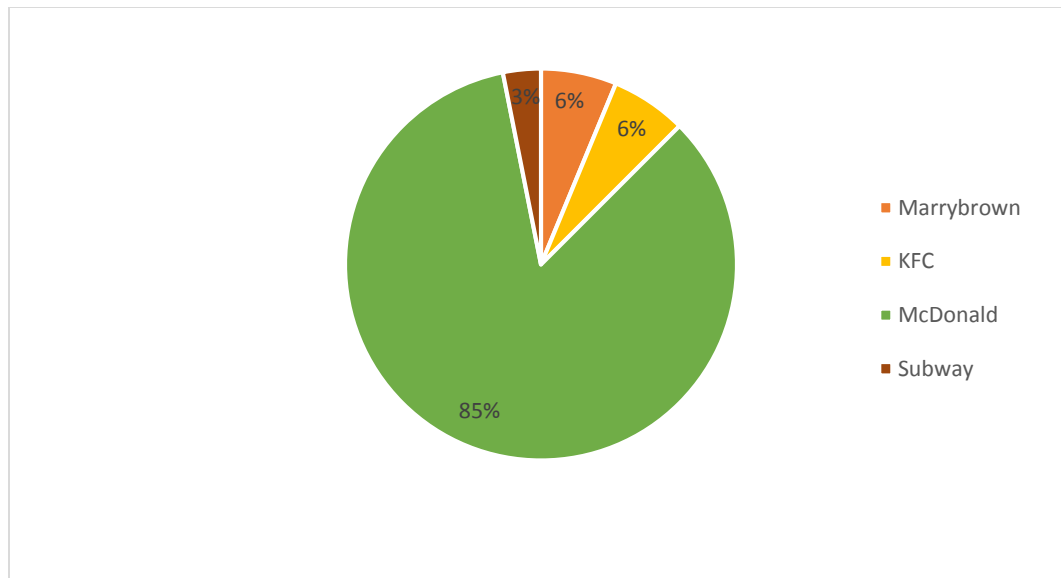
What is your current occupation? (32 responses)



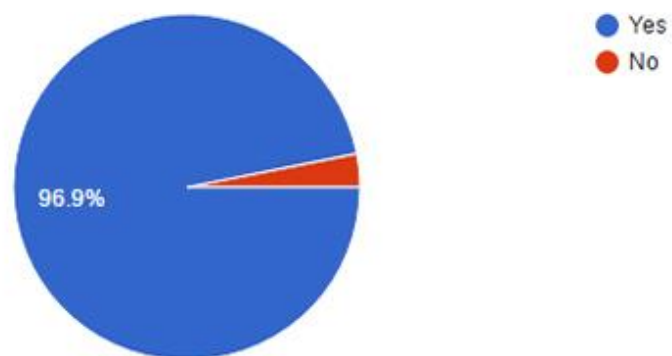
How much is your monthly income/allowance? (32 responses)



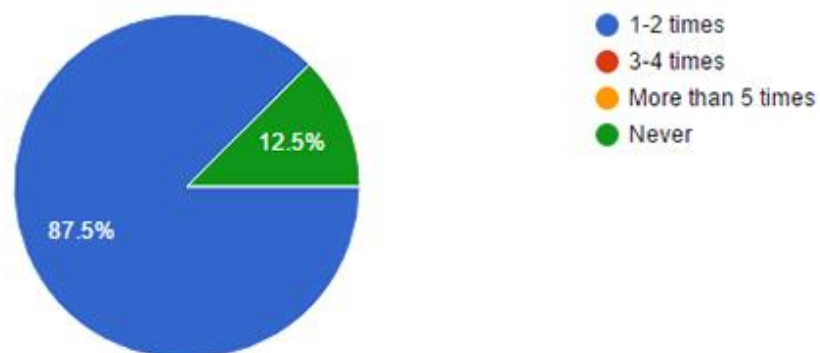
What brand come to your mind first when you heard of fast food?



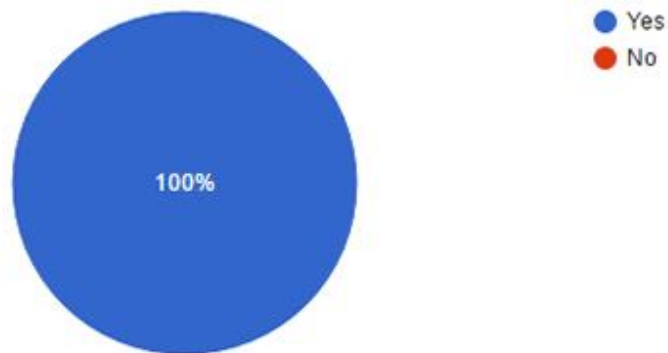
Do you eat fast food? (32 responses)



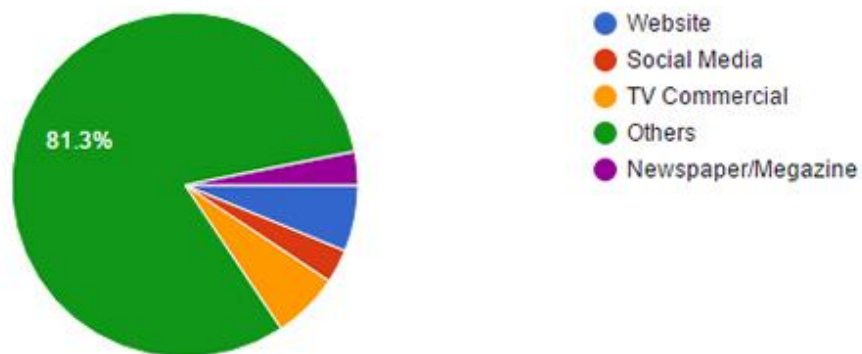
If yes, how many times do you eat fast food in a week? (32 responses)



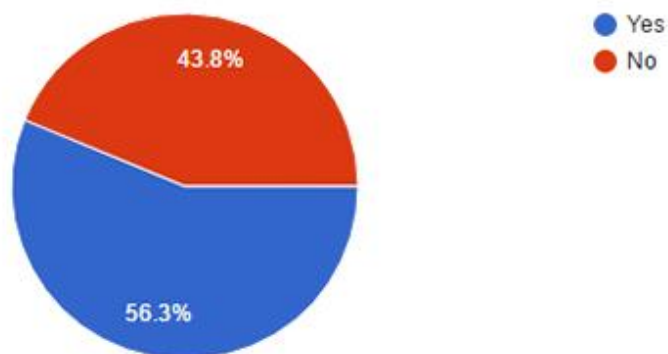
Do you know Marrybrown? (32 responses)



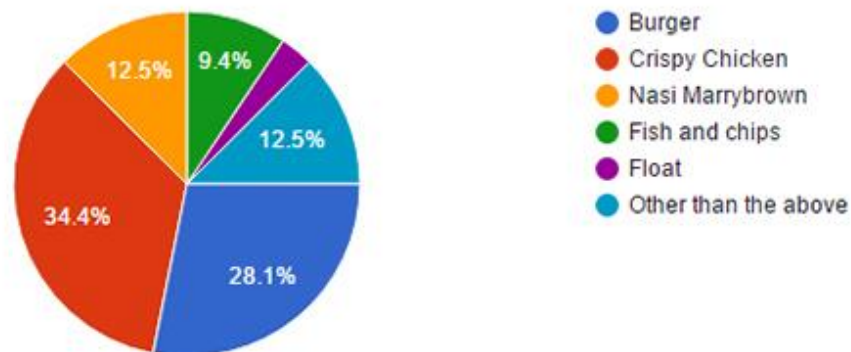
If yes, from where do you know Marrybrown? (32 responses)



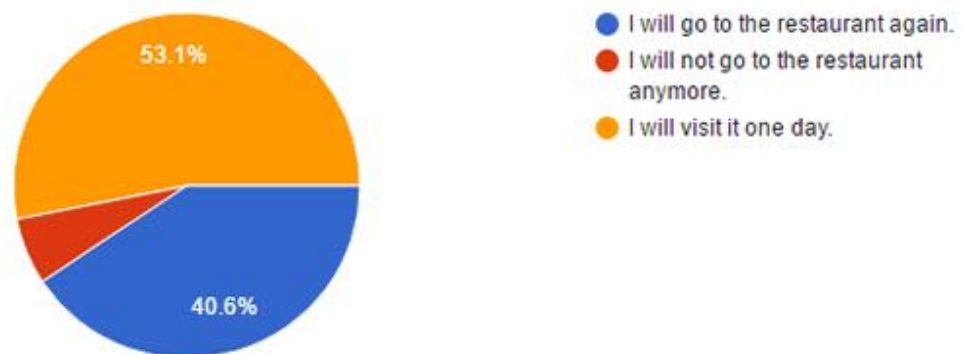
Do you know where the nearest Marrybrown restaurant in your area?  
(32 responses)



What do you usually order in Marrybrown? (32 responses)

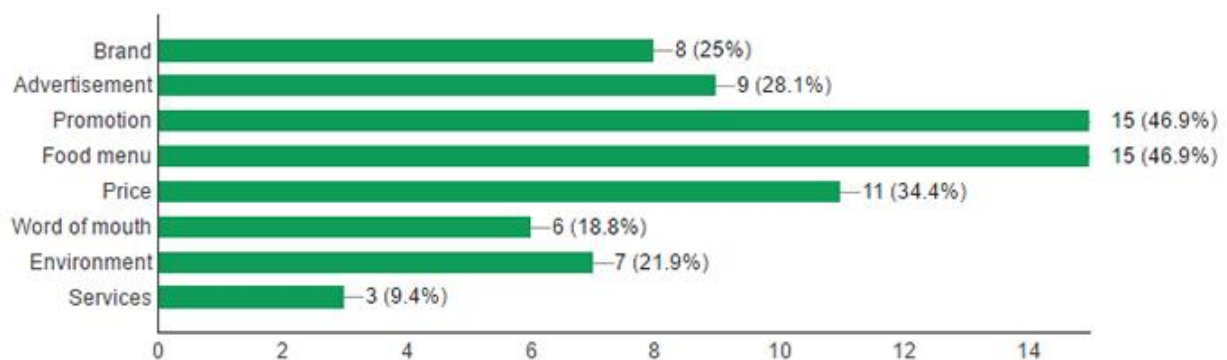


What do you think of Marrybrown? (32 responses)



What are the factors that may influences you to have your meal in Marrybrown?

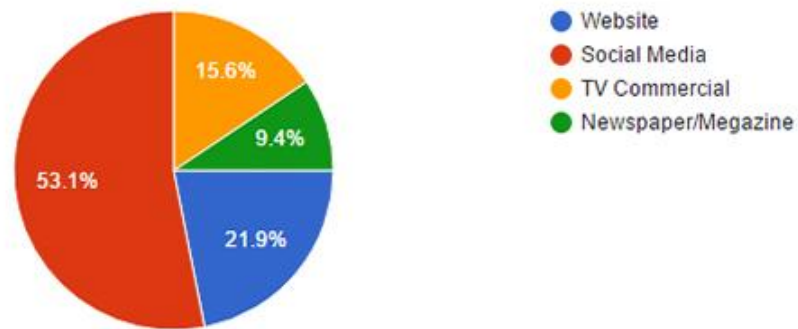
(32 responses)





Which of the advertisement tools below will persuade you the most to have a purchase?

(32 responses)



#### 7.4 Interview

I personally interviewed the manager of MB Putrajaya, Mr. Farthi about Marrybrown. He was very kind to answer the questions I asked him. Although he answered most of my questions, he did not answer certain question that is considered confidential like sales history.

Alas, I asked if I could take a photo of him. He rejected me because he is not allowed to take photo with customer when he is wearing shirt with Marrybrown logo on it.

## Chapter 08: SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"><li>• First local fast food franchise that is well established.</li><li>• High-standards food with affordable price.</li><li>• Offers food with local twist.</li><li>• World's Largest Halal QSR from Malaysia.</li><li>• No. 1 QSR in Malaysia.</li></ul>	<ul style="list-style-type: none"><li>• Marrybrown has low turnover rate which signified that the employees are not motivated.</li><li>• Marrybrown also has low reach out to its target audience due to lack of promotion.</li></ul>
Opportunity	Threats
<ul style="list-style-type: none"><li>• There is a large percentage of market in Malaysia Marrybrown can still explore.</li></ul>	<ul style="list-style-type: none"><li>• Faced a lot of competitor from International fast food restaurant.</li><li>• Health issues becoming a concern to people and thus reducing intake of fast food.</li></ul>

## Chapter 09: Strategic Target Audience

### 9.1 Proposed Primary Target Audience

#### 9.1.1 Demographic

Age	5-13
Gender	Male and Female
Occupation	Student
Allowance	RM100+
Race and Ethnicity	All
Geographic Location	Urban area and sub-urban area

#### 9.1.2 Psychographic

Perception	Consumer who enjoy eating outside with family members.
Learning	Consumer that are able to get the information from: <ul style="list-style-type: none"><li>• Newspapers</li><li>• Social website</li><li>• Youtube</li></ul>
Motivation	Eat and learn at the same time.
Attitude and Personality	Outgoing, enjoy spending time with family.
Lifestyle	Learning Stage

## **9.2 Proposed Creative Proposition**

- Create campaign to increase the awareness of brand.
- Design print ads to introduce the campaign.
- Set up pages like Facebook, Twitter to spread the latest information.
- Create a website to publish the information.
- Design a commercial exhibition to demonstrate product and service.
- Figure out some interactive activities to attract targeted consumer.

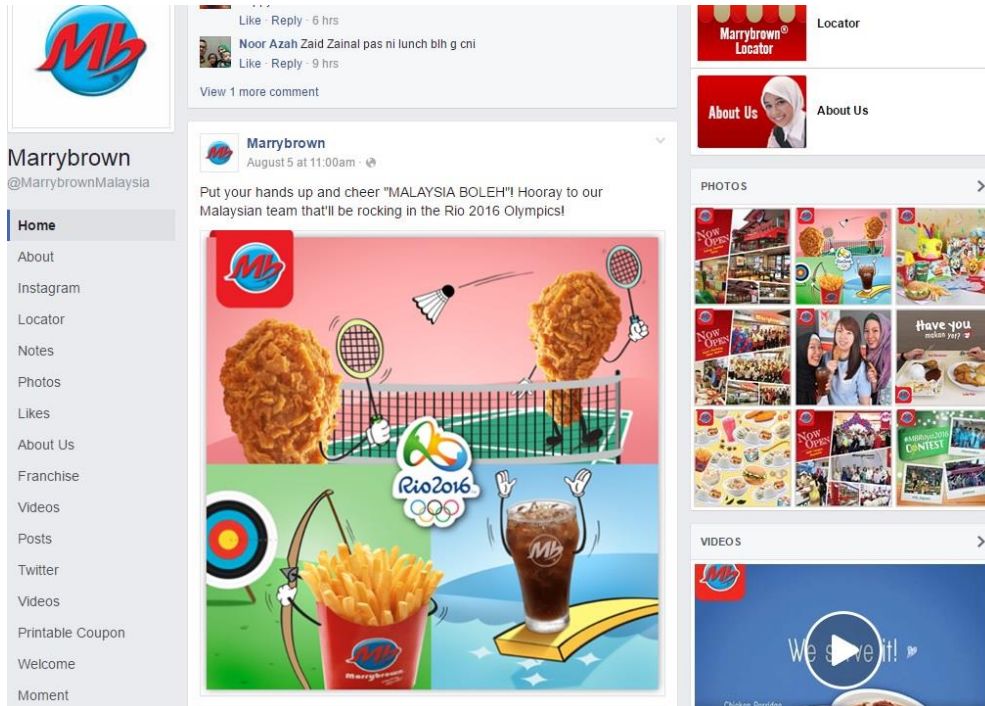
## **9.3 Proposed Marketing Strategy**

Using the concept of friendship to promote the Marrybrown to deliver the message that your best friend will always be with you and Marrybrown will be able to keep the friendship up. The idea is that Marrybrown can be a catalyst to closer the gap between you and your best friend.

# Chapter 10: Precedent Studies

## 10.1 Example of Advertising Strategy

### 1. Facebook



### 2. Twitter



### 3. Youtube



### 4. Banner





## 10.2 Precedent Studies

### 1. TVC

KFC Brings in an Extra-Bronzed George Hamilton to Play Extra Crispy Colonel.



### 2. Latest promotions of McDonald

McDonald offered new 8 collectibles for Happy Meal Toys to attract the children.



Free delivery on first 3 orders.



### 3. Latest promotion print media of The Chicken Rice Shop





## Chapter 11: References

<http://marrybrown.com.my/>

<http://www.kfc.com.my/>

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<http://www.mcdonalds.com.my/>

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<https://www.qsrmagazine.com/news/new-definition-fast-food>

<http://compare.easycounter.com/kfc.com.my-vs-marrybrown.com.my>

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# Chapter 12: Appendices

8/9/2016

Survey Form for Marrybrown

## Survey Form for Marrybrown

This survey is conducted for Multimedia University Final Year Project in Advertising Design. Kindly take your time to answer the following questions. Thank you in advance. All responses are anonymous and will only be used for the purpose of this research project.

\* Required

**1. What is your gender? \***

*Mark only one oval.*

- ☐ Male  
☐ Female

**2. How old are you? \***

*Mark only one oval.*

- ☐ 20 and below  
☐ 21-30  
☐ 30-39  
☐ 40 and above

**3. What is your current occupation? \***

*Mark only one oval.*

- ☐ Student  
☐ Employed  
☐ Self-employed

**4. How much is your monthly income/allowance? \***

*Mark only one oval.*

- ☐ Below RM1500  
☐ RM1501-RM3000  
☐ RM3001-RM5000  
☐ RM5000 and above

**5. What brand come to your mind when you heard of fast food? \***

---

**6. Do you eat fast food? \***

*Mark only one oval.*

- ☐ Yes  
☐ No

**7. If yes, how many times do you eat fast food in a week? \****Mark only one oval.*

- ☐ 1-2 times  
☐ 3-4 times  
☐ More than 5 times  
☐ Never

**8. Do you know Marrybrown? \****Mark only one oval.*

- ☐ Yes  
☐ No

**9. If yes, from where do you know Marrybrown?***Mark only one oval.*

- ☐ Website  
☐ Social Media  
☐ TV Commercial  
☐ Others

**10. Do you know where the nearest Marrybrown restaurant in your area? \****Mark only one oval.*

- ☐ Yes  
☐ No

**11. What do you usually order in Marrybrown?***Mark only one oval.*

- ☐ Burger  
☐ Crispy Chicken  
☐ Nasi Marrybrown  
☐ Fish and chips  
☐ Float  
☐ Other than the above

**12. What do you think of Marrybrown?***Mark only one oval.*

- ☐ I will go to the restaurant again.  
☐ I will not go to the restaurant anymore.  
☐ I will visit it one day.

**13. What are the factors that may influences you to have your meal in Marrybrown? \****Check all that apply.*

- ☐ Brand
- ☐ Advertisement
- ☐ Promotion
- ☐ Food menu
- ☐ Price
- ☐ Word of mouth
- ☐ Environment
- ☐ Services

**14. Which of the advertisement tools below will persuade you the most to have a purchase? \****Mark only one oval.*

- ☐ Website
- ☐ Social Media
- ☐ TV Commercial
- ☐ Newspaper/Megazine