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## The Impact

- A huge hit on amongst local colleges and students
- An increased following and better reputation in society
- **Sushilicious** was voted one of Orange County's best sushi restaurants by the Orange County Register in 2011



# Sushilicious: Standing Out in a Crowded Field

## Social Media Techniques

- Creating as much awareness as possible
- Constantly updating pages/ uploading pictures
- Engaging with followers and friends
- Offering incentives for those who participated on Social Media
- Keeping customers aware of deals





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## Background

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- **Owner-** Daniel Woo (Originally from Seattle, WA-moved to Irvine, CA in 2008)
- Entrepreneur/Chef
- Inspired by the technologies and reputations of Walt Disney World, Apple Inc., and Nordstrom
- **Mission-** *To take traditional Japanese cuisine to a different concept*

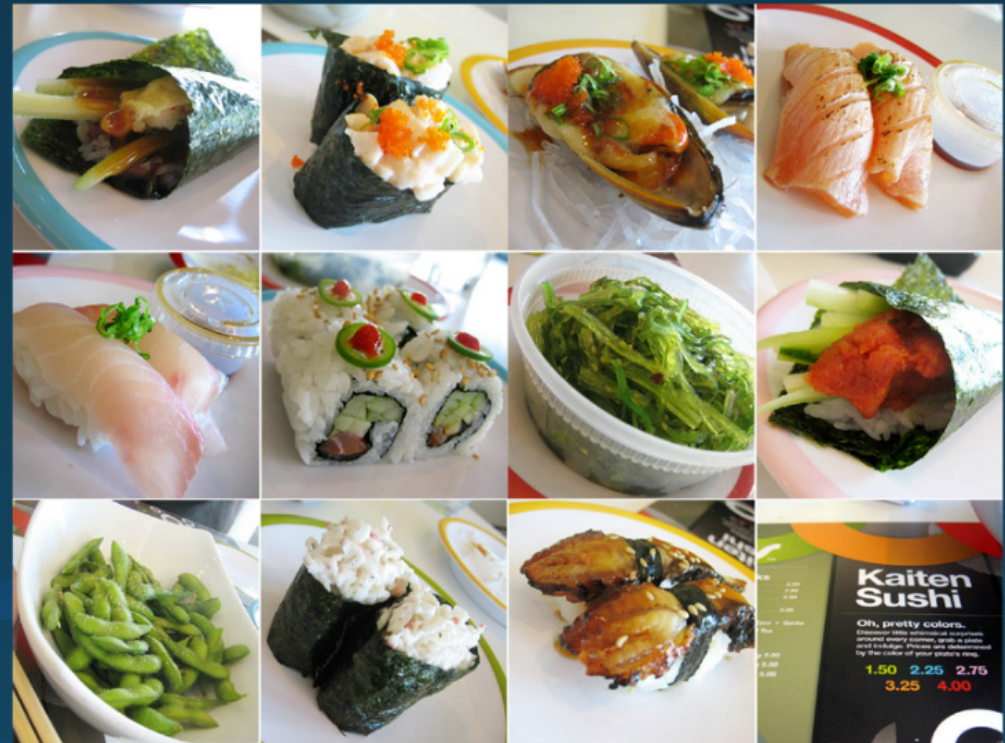




## *The Sushi Craze*

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- A popular part of Japanese cuisine
- Introduced to the West in the early 1960s
- Features various combinations of cooked rice rolled or topped with sliced raw fish and other ingredients
- Served cold with soy dipping sauce and wasabi
- Sushi was becoming popular on the West Coast and reaching a wider range of age groups





## *Restaurant Location*

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- Located in Irvine Village Shopping Center (nondescript strip mall facing a farmer ' s field)
- In a city of 218,000
- 10 other Sushi Restaurants in city that provide competition
- Shell of a recently-shuttered sushi restaurant called "Gen Kai Japanese Cuisine"



## *Target Market*

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- Audience aged from 14-34 years of age
- Looked for who were interested in a casual, fun and affordable dining experience
- Interested in those who would pay \$15 to \$30 for a meal
- Also, families who were looking for dinner in a comfortable setting
- Target audience was different from that of the other sushi restaurants in the area; had a much wider appeal

**sushilicious™**



## *The Concept*

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- Modern Look
- Attractive logo (resembling that of the latest electronic gadgets)
- Center preparation area ringed by a conveyor belt circulating covered plates of foods from which diners could select
- Called *kaiten*, this self-service feature was usually found in lower-end sushi restaurants
- Lively containers in shades of yellow, pink and green to hold the sushi
- Out of the ordinary names for the dishes, including Irrational Exuberance, Sushicalifragilistic, and United Colors of Sushi



## *Innovation*

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- Each food item labeled with a radio frequency identification (RFID) tag
- This monitored how long the food had been on the belt; if more than a programmed number of minutes had passed, the dish was pulled off and the food discarded
- If dining guests wished to order other items such as drinks or hot dishes, they had access to an application on an Apple iPod Touch that contained an electronic menu



## **Cheap Success**

- Marketing funds were very little, so Woo started simple with Social Media: **Twitter**, and **Facebook**

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