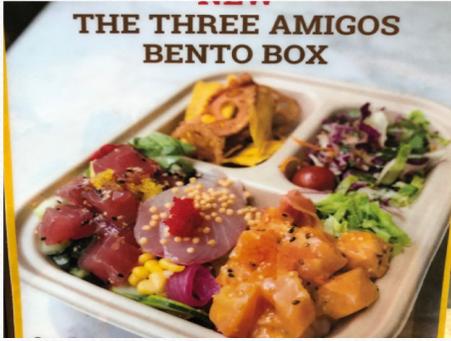


# Latin Ninja

*Bringing Asian/Mexican Fusion To You!*

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Galen Burgstaller, Yuke Chen, Jennifer Almada, Mohammad Alghannam, Jordan Ganim, and Megan Bartyczak



# What We Will Be Serving



# Differentiation & Quality

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What Makes Us  
Different??

- We are an Asian/Mexican Fusion Food Truck.
- We value blending different backgrounds and cultures to create the most unique food experience.
- We believe that it is important to serve the best quality food.

# Latin Ninja Truck Locations

Monday – Friday:

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11:30am – 3pm  Law Circle

5:00pm – 9pm  Student Life Pavilion (In front)

9:15pm – 11pm  Alcala Vistas Apartments

9:15pm – 2 am  Alcala Vistas Apartments (Friday and Saturdays Only)

Gamedays:

Open: 2 Hours Prior to Start of Game

Close: After 3<sup>rd</sup> Quarter



Jenny Craig Pavilion  
Loop

# How we will use IS...

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- Partner with the MySDMobile app to track the food truck location
  - Send updates directly to phone
  - Provide directions
- Follow us on Instagram and get a free drink with the purchase of a meal
- Order online and rate your experience- provide feedback
  - After three online orders you can get a free meal
- Check in on Facebook and get a free order of chips and guac

# How we will use IS to monitor customer satisfaction:

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- Use the MySD mobile app to provide surveys to customers
  - Upon completion of survey, customers will receive 10% of their next purchase.
  - We can use the responses to build customer data that will provide information on customer preferences.
- We will use this information to make changes that will help Latin Ninja run more efficiently.
- This will help us stay consistent with customer demands, which will maximize overall sales and profits.

# ADVERTISING & BRAND AWARENESS

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- Daily uploading creates buzz (advertising)
- Posting Instagram stories a few hours before we are going to open for the day (awareness)
- Instagram highlights from past events with pictures of people eating our food (customer satisfaction)

