

Strategic Alliances & Partnerships

The fast-food business is based largely on the impulsive choice of consumers. Many people buy their business lunch, lunch, or family dinners at a fast food restaurant, and those fast food restaurants offer not necessarily the best selection, but the most reliable menu and the fastest order completion time. Customers will try other fast food restaurants, and shop around, but the majority of their fast food purchases are made through one retailer. Our goal is to capture those customers, and to build loyalty to the product through purchase punch cards, consistent daily specials, and a direct mail list.

6. Service or Product Lines

We will offer a large variety of Submarine sandwiches, salads, soups, chili, chips, cookies, and sodas. The sandwiches are made with The Sub Shop's unique sweet mustard sauce and each loaf of bread is made fresh daily. The bread is toasted for every order and the soups are made daily.

Product Description

All of our sandwiches are available for customization. In addition, customers will love the fresh, toasted bread, and the freshly sliced meats and cheeses. Below is a short list of some of the subs we will market, the rest of the products are broken down by unit sales in the sales forecast table:

- German Snack: Italian Salami, Bologna, Roast Beef, Tomato, Onion, Bell Pepper, Cheese, Vinegar & Oil and Salt & Pepper upon request.
- Swiss Delight: Cheeses (3), Tomato, Onion, Bell Pepper, Cheese, Vinegar & Oil and Salt & Pepper upon request.
- Spanish Conqueror: Cheeses (2), White Meat Chicken, Jalapeno Sauce, Tomato, Onion, Bell Pepper, Conqueror & Oil and Salt & Pepper upon request.
- American Suburban: PB&J.
- American Urban: Tofu, Onions, Tomatoes, Cucumber, Carrot, and two Cheeses.
- American Traditional: Angus Beef, American Cheese, Lettuce, Tomato, with a 1/4 slice Kosher Pickle.

Competitive Comparison

Our competition consists of on-campus sandwich shops, fast food restaurants, and downtown eateries. There are three SubSub Sandwich shops in the Ashland metro area, and 10 fast food restaurants. Our competition will be fierce, but our specialized sub sandwiches will set us apart from the competition, as will our focus on healthy, yet tasty fast food. SubSub has emphasized the benefits of their healthy sandwiches, yet their sandwich bread is often tasteless and stale, they don't toast their bread, they don't use a special sauce, and their production facilities are rarely clean enough to make dining in their restaurant an appetizing venture.

The other fast food restaurants in Ashland will offer a more serious challenge: How do we position ourselves so that people know food is both healthy AND tasty. Many people who eat fast food burgers and fries are not concerned with the health benefits of such activities, but rather, the way the food tastes. To be competitive, our sales literature and promotions will make it clear that our products are tastier than any greasy hamburger, yet will provide a fun, guilt-free eating experience.

