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Business Name: Chinese Express

### OKR

Objective: Chinese Express aims to better serve an increasingly online world by adapting to trends and new technologies.

Key Results:

- Increase website traffic to 1,000 clicks weekly
- Reach online ordering numbers of \$2,000/week
- Create 5 social media pages for 5 different social media applications
- Create weekly promotional/incentive items

## Action Plan

<b>Objective-One Year Out</b>	Have Chinese Express be digitized, adapted to modern business practices, and have a strong local online presence			
<b>Quarterly Deliverables</b>	1-90 Days (Next quarter)  Improve website accessibility	91-180 Days (Two quarters Out)  Increase ease of ordering	181-270 Days (Three Quarters Out)  Increase online presence	271-360 Days (Four Quarters Out)  Implement discount/promotional items
<b>Initiatives (provide 2-3 initiatives for focus for each quarter)</b>	Update online menu with current prices/food offerings	Partner with Doordash, UberEats, and Grubhub to provide delivery services	Create Instagram/TikTok accounts	Offer a “kids eat free” promotion every Wednesday
	Place advertisements locally with website address listed	Develop online ordering/pickup system on C.E. website	Post on Facebook account regularly with pictures	Create gift cards
	Add additional information to website (location, hours, services)			Offer select discounts when ordering online

## Summary:

Chinese Express has ample opportunities to increase revenue flow and adapt to a new age of the restaurant business. As it currently stands, the restaurant's website is outdated and lacking crucial information, in addition to the slightly dormant Facebook account under Chinese Express' name. Making digital and customer friendly improvements is the best way to adapt to technological changes in the food service industry. According to a list published by Forbes, among the best ways to digitize a business are to utilize social media in addition to the creation of a strong website. Both of these tools will allow the restaurant to connect with customers more efficiently and effectively. It is crucial in today's market that a business is up to speed with the latest digital trends and maintains a respectable online image. A restaurant with out-of-date information may be at a disadvantage compared to one with the latest technology. By opting into collaboration with online delivery services, an entire new customer base can be accessed, and those who have not previously ordered now have incentive to do so. Additionally, a strong social media presence ensures that today's connected world is able to see the restaurant in the most mediums as possible. Considering a significant portion of Chinese Express' customers are older, updating Facebook constantly is a great way to keep that demographic informed. Discounts and promotional items are also another effective way to draw customers in when presented with the chance to save money, or even be selected for a prize.

## References

Panel®, E. (2022, February 23). *Council Post: Digitize your business with these 14 smart strategies*. Forbes.  
<https://www.forbes.com/sites/forbesbusinesscouncil/2022/02/22/digitize-your-business-with-these-14-smart-strategies/?sh=6edfd33029a5>