

SERVING LOVE

# NEDZA'S



PLAN BOOK

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# COMPANY HISTORY

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Nedza's first started off as an idea thought of by its owner, Joe Nedza, while he visited a New York waffle place in 2015. After standing in line for hours to get a taste of the New York style waffle, only to find out that they ran out when he was next in line, Joe knew that he wanted to bring these delicious waffles to Athens, GA, and with an emphasis on warmth, love, and kindness. Joe believed that you can take any idea and turn it into a business or profit, and that is exactly what he did. Now located as a storefront on South Lumpkin Street, Nedza's lives and breathes to make people feel loved and encouraged whenever they come in through their doors. They live by this mission through their words, such as each unique, hand-written compliment added to each waffle cone holder, and also through their food. Everything at Nedza's is homemade, thoughtful, and put together. Unlike many other places, Nedza's want to get to know its customers, to build a strong relationship with each one. At first, Nedza's was a waffle and donut place. Eventually, coffee, ice cream, and biscuits were added, creating a menu offering a wide variety of homemade sweets for any craving. Although COVID proved to be a huge challenge that Nedza's needed to surpass during its store opening, they still managed to offer the service that they promised: "Love is served."



# Consumer Evaluation



Nedza's attracts a wide array of Athens area residents. Offering a broad selection of sweet and savory treats paired alongside hot coffee or cold tea, Nedza offers something for everybody. College students come for the waffles and ice cream, local baby boomers enjoy the over the top comfort food and young parents with school age children love swinging by for the unique donuts. Nedza's has a wide consumer base, however, the majority of their consumer's come from University of Georgia students. Nedza's offers a cool aesthetic that college students gravitate to. A weeknight treat or a coffee on the go, Nedza's offers a truly unique experience for college students.

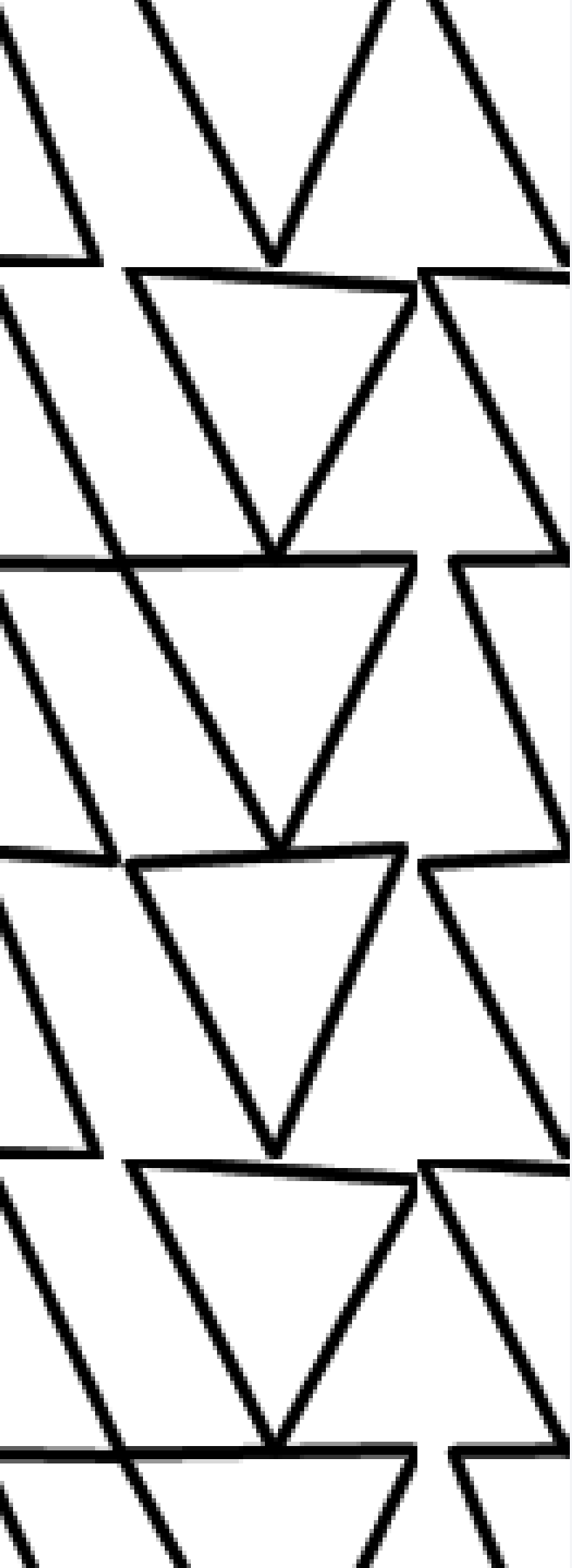
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# Product Evaluation



One of the great things about Nedza's is that everything on their menu is homemade, including their decadent ice cream. Nedza's makes a promise to put lots of thoughtfulness into each of their products and services. Although it started off as a waffle place, Nedza's has grown into a diverse, cafe-styled location where customers can buy delicious, quick and easy breakfast foods until 2pm as well as coffee, donuts, and ice cream. Their unique menu has the potential to gain traction to new audiences if displayed creatively and passed on by word-of-mouth. Customers have the option of ordering foods that will be served until 2:00PM, such as biscuits with the choice of chicken, sausage, or fried greentomatoes, and their peach cobbler. Items that are served all day include their chicken and waffles, donuts, ice cream, and their assortments of beverages including lattes and tea. Nedza's is open everyday from 8:00AM to 9:00PM except on Mondays.

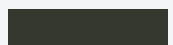




Located on the same street that leads to the center of the University of Georgia's campus, Nedza's offers a perfect place for students of all ages to study or grab a quick bite of their homemade products either before or after class. Not only does their products bring a warm and happy feeling to a customer's stomach, but also a smile to their face when they see a thoughtful, hand-written note on the side of their waffle cone. Each time a customer orders Nedza's ice cream in their original bubble waffle, a staff member takes the time to write out a sweet compliment or warm-fuzzy specially tailored to the customer who's ordering. In addition, the storefront offers a bright and welcoming atmosphere, with vibrant colors displayed all over the interior of the store. Outdoor seating, although limited, is offered for those who choose to enjoy their orders outside along the bustling street leading up to Five Points.

# Product Evaluation

**Hours:**  
**Tuesday-Sunday**  
**8:00am - 9:00pm**  
**Closed on Mondays**



# Competitive Evaluation

Due to Nedza's wide variety of products offered on their menu, they're still at the stage of trying to figure out "who they are" as a business and how they'd like to promote themselves. Are they a breakfast place? A cafe? An ice cream parlor? Technically, they are all of the above! Therefore, Nedza's has a wide variety of competitors located in and around the Athens area with some very similar to them, those with a varied menu, and others who are more focused in certain categories of food. Below are some competitors listed by category:

## Breakfast

Mama's Boy

## Icecream

Bruster's  
Four Fat Cows  
Ben and Jerry's

## Others

Farm Cart  
and  
Cafe Racer





# Competitive Evaluation

Competitors	Mama's Boy	Bruster's	Farm Cart	Cafe Racer
Atmosphere	Family-friendly, homey, welcoming	Classic, friendly and fun	Clean, fresh, and sophisticated, open and outdoorsy	Quick and easy drive through feel
Age Group	All ages	All ages	18 - 65	18 - 65
Pricing	\$3.99 - \$12.99	\$2.82 - \$5.61	\$5.00 - \$12.00	\$2.00 - \$10.00
Food Type with meals offered	Breakfast and Lunch, southern-inspired dishes	Ice cream, Personalized shakes, concretes, and cones	Breakfast and Lunch, fresh and homemade style dishes	Coffee and Donuts, fast-food style cafe dishes
Location	Oak Street, Downtown Athens	Parkway Place, on Epps Bridge	Baxter Street	Arnoldsville Rd, Crawford GA, east of Athens
Hours	Mon - Sun 7:00am - 2:30pm	Mon - Sun 11:00am-10:00pm	Tues - Sun 8:00am - 2:00pm	Thurs 8:00am-11:30am Fri - Sat 9:00am - 1:00pm

# SWOT Analysis

## STRENGTHS

- Location- 5 points is extremely popular among Athens locals and tourists
- 5 points consumer culture
- Unique menu offerings
- Large social media following
  - 8k Instagram followers
- Attractive aesthetic

## WEAKNESS

- High menu prices
- Confusing assortment of menu items
- Limited parking
- Limited indoor and outdoor seating.
- "Seasonal" consumer base
  - College students go home during summer
- Low brand awareness.

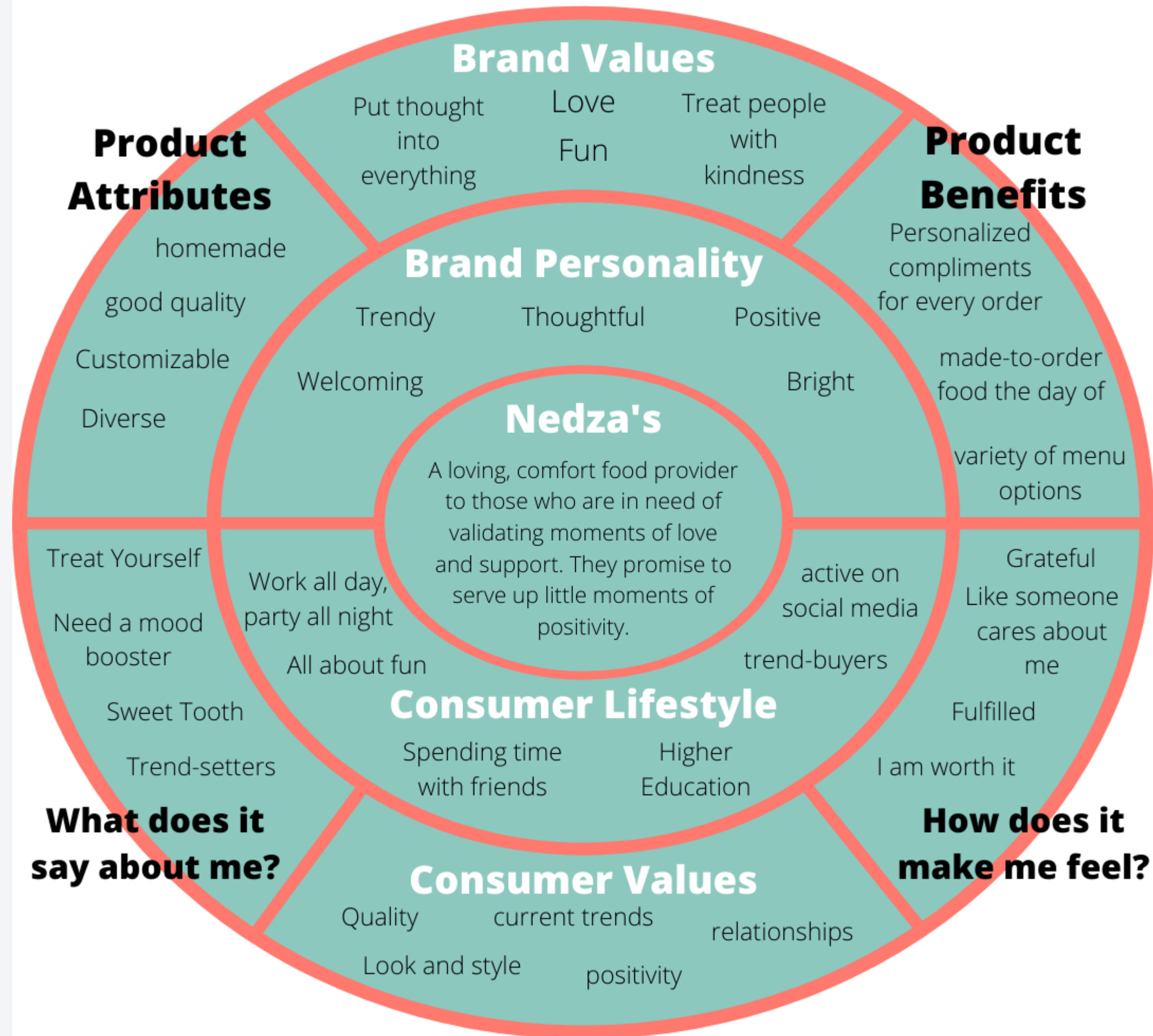
- Large local population of college students
- Many creative ideas and opportunities for expansion.
- Promotional campaigns to create repeat customers.
- Social media marketing
  - Consumers reposting on their feeds

- Extremely competitive marketplace
  - Many Athens area coffee, ice cream, and breakfast places.
- COVID-19, dining out.

## OPPORTUNITIES

## THREATS

# Brand Essence Chart



# Trends

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The year 2020 proved to be detrimental for dine-in restaurants all over the state of GA, the United States and the world. The rapid spread of COVID-19 disproportionately affected the food industry in an extremely harmful way. Increasing fear and panic related to the virus caused many Athens area restaurants to temporarily close their doors to dine in eating in an effort to slow the spread of the virus. Overall, the food industry in general has gone through a difficult time of low revenue. However, the industry is expected to bounce back in early 2021 with the mass distribution of a vaccine, as well as lessening public concern over the virus. Moving forward, consumers in the marketplace will demand that restaurants maintain social distancing guidelines as well as intense cleaning practices. It will be critical for all food industry businesses to communicate the steps they are taking to ensure a safe dining experience for their customers.



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# Communication Details

## **COMMUNICATION**

### **OBJECTIVE**

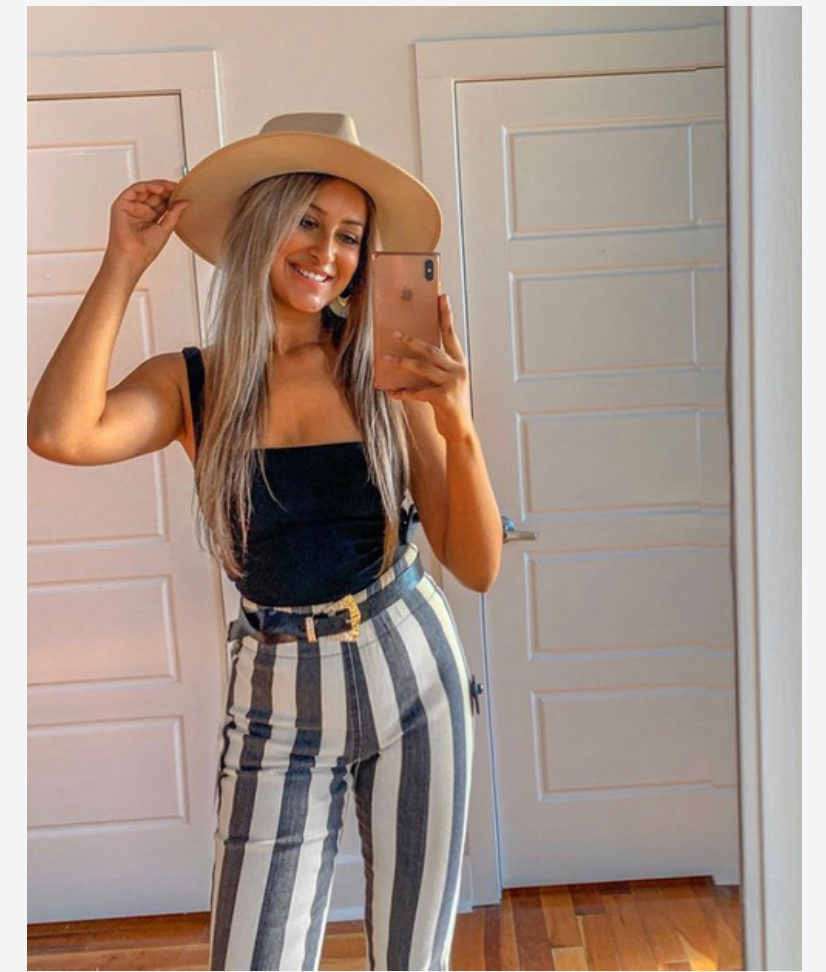
Increase overall brand awareness by 50% among Athen's residents Create a brand image that establishes Nedza's as a local hang out and study spot for college students.

## **STRATEGY AND RATIONALE**

Create and implement point of purchase promotions and social media campaigns that encourage repeat customers and reward brand loyalty. Doing so will increase brand awareness among college students and Athens locals. Nedza's already has a large existing social media following, largely consisting of college students, to accomplish the objectives Nedza's needs to increase their number of social media conversions. Creating repeat and frequent customers through increased brand awareness will then in return contribute to a warm and friendly atmosphere that attracts college students to hang out and study. All of these things work together in an effort to establish Nedza's as a household brand among their target audience.



# Target Market Profiles



## MEREDITH, LEANNA, and BAILEE

are sophomores at the University of Georgia, and are roommates in their sorority house on Milledge Avenue. Their majors range from Journalism to Fashion Merchandising to Marketing. The girls are passionate about their social media pages and love having mini photo shoots around Athens. The group loves to go out for brunch and stays loyal to their few favorite spots. When they're not in class they hang out as a group and love a relaxing night in watching movies or making funny powerpoint slideshows about each other and their other friends which is an idea they got from TikTok. They are all enneagram 6s and value friendships. Their primary love languages are words of affirmation and gifts.

## PRI

is a junior at the University of Georgia studying Biology. She was involved in Greek Life, and while she isn't as active as she was her freshman year she is still best friends with her sorority sisters. Pri is constantly studying for O-Chem, but needs a good environment out of her house to focus in. She usually sits in the Starbucks downtown to study, because she loves the atmosphere and being able to get coffee and snacks while studying. When she's not studying, Pri is a night owl and loves to go out on the town with her friends. She is known for hilarious snap stories of her and her friends. Pri is an aspiring influencer and works with brands around Athens. She loves social media and believes in "phone eats first," so you can always count on her social media stories making you

# Target Market Profiles



## CARLEY AND ADDISON

are seniors at the University of Georgia, and are high school sweethearts. They have made a very close knit group of friends through UGA Wesley that they love hanging out with. They are very adventurous and love exploring new places and things around Athens. Addison loves taking Carley on dates whether it be concerts, restaurants, or iron horse, he loves making Carley feel special. Addison is a business major and Carley is studying Advertising. Carley is in a sorority and lives with 5 of her sorority sisters who she also loves to go out with. She and her friends love taking pictures with each other and going to "Instagrammable" places. Addison is a home-body and lives with close friends he's known since high school. After going out with their friends on Saturdays, Carley and Addison love going to Sunday brunch together. The couple loves eating at local restaurants and supporting small businesses. They have taken COVID very seriously and value going to places that have implemented safety measures for their consumers.



# Creative Brief

**Product:** Nedza's, upgraded comfort food. 1591 South Lumpkin Street Suite A Athens, GA, 30606

Background:

**Competitors:** Mama's Boy, Jittery Joes, Four Fat Cows, Farm cart, Cafe Racer, Brusters.

**Problem:** Nedza's has very low brand awareness and is not an established brand among Athen's residents.

**Goal/Objective:** Increase overall brand awareness by 50% among Athen's residents and Create a brand image that establishes Nedza's as a local hang out and study spot for college students.

**Target Audience:** University of Georgia students, in particular college aged females.

**Benefit:** Nedza's offer upgraded comfort food with a truly unique take on waffles and dessert.

**Key Fact:** Nedza's is a one of a kind dining experience and atmosphere that offers delicious and unique menu items. Insight: "Between work and studying for exams I would love to eat some comfort food and enjoy a chill night in town"

**Promise:** Nedza's will always offer an atmosphere of kindness, love and warmth by treating customers as family and writing compliments on cups and waffles.

**Support:** Nedza's is locally owned, menu items are homemade, menu items are unique to Nedza's and cannot be purchased anywhere, college students are increasingly looking for new out of the box businesses to support and patronize.

**Tone/Vibe of creative work:** Light, airy, funky and vibrant

**Advertising medium:** Social media and in store promotions.

**Mandatories:** Kind, love, and encouraging messages.



# Creative Concept

Nedza's is a trendy upbeat restaurant cafe in the growing Five Points Area. Their social media following is impressive, but it doesn't align with their brand awareness. Although they have 2,246 followers on Facebook and 8,323 followers on Instagram, there are a lot of people who haven't heard of Nedza's. Why is this? Owner, Joe Nedza, said he wants it to be a hangout spot for people to do homework and enjoy their unique menu, but when employees were asked about their favorite coffee shops and where they like to study, they don't mention Nedza's. Until today.

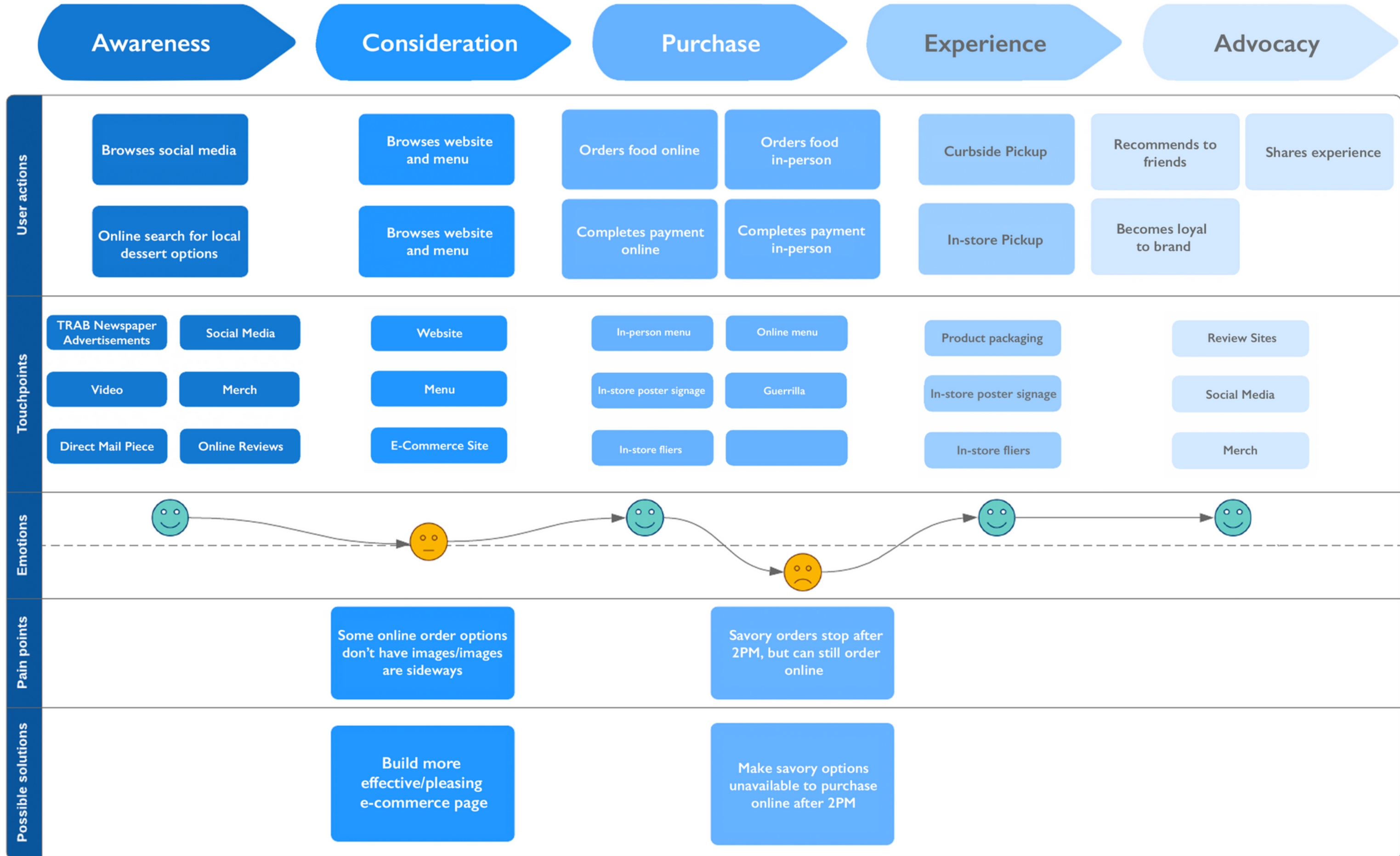
Our campaign is focused on increasing brand awareness, while emphasizing the backbone of Nedza which we have named our campaign after: "Serving Love." Serving love is how Nedza's serves little moments of positivity in the midst of a negative world. Nedza's makes the world feel a little bit smaller and encourages people through difficult times.

You walk into Nedza's and are welcomed by genuine employees and the warm smell of waffles. The atmosphere is inviting and perfect for any college student looking for a hangout spot, a brunch spot, or a study spot.

*the serving love campaign*

**TACTICS & EXECUTIONS**

# NEDZA'S Customer Touchpoint Map



# NEDZA'S

upgraded comfort food



where  
**love** is  
served

Five Points Athens  
1591 South Lumpkin Street Athens, GA 30606  
Tuesday - Sunday 8:00am - 9:00pm 706-850-8331

Advertisement for Red and Black or like media

NEDZA'S WAFFLES INC. PRESENTS

# NEDZA'S

upgraded comfort food

@NEDZASWAFFLES

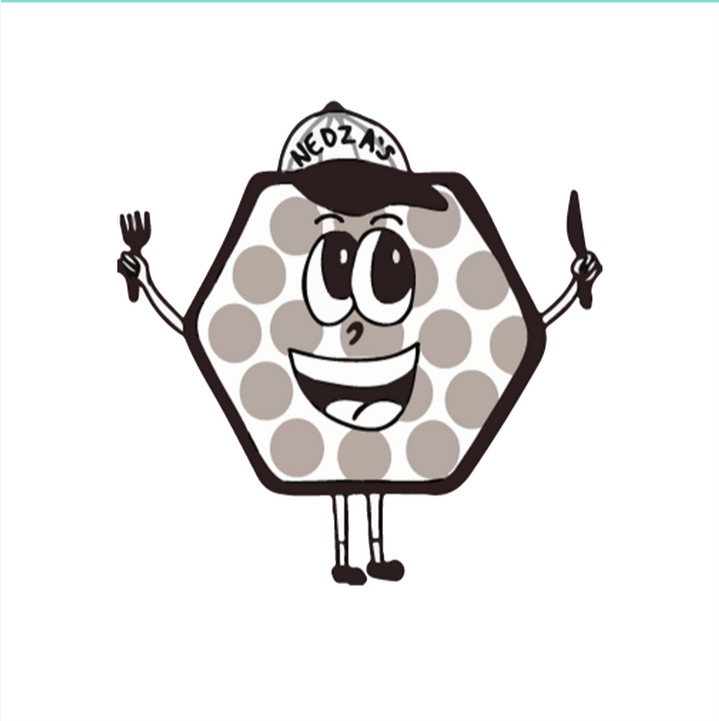
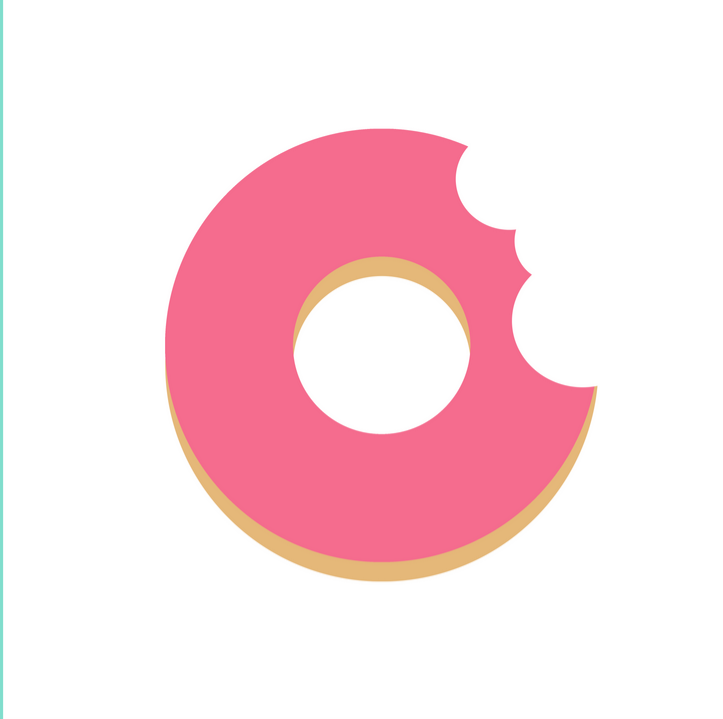
@NEDZAEATS

/NEDZAEATS

**Follow Us!**

Poster/Flier

love



is

served



# Streaming Website Video

Shot #: 1	Establishing Shot	
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(\*music)

Video of outside of storefront, with customers entering and exiting. Logo fades into the shot.


Shot #: 2	Virtual Visit	
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(Voiceover: Introducing himself and the restaurant)

Show what customer would see when entering, followed by short pan of inside.


Shot #: 3	Cut to Narrator	
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(Voiceover: Story behind the idea for Nedza's - NYC)

Joe sitting in front of the mural, has been narrating to this point.

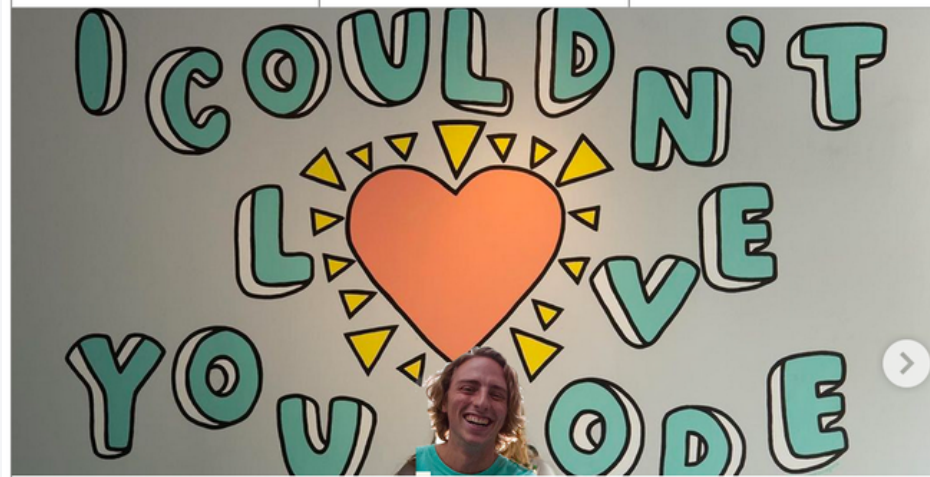
Shot #: 4	Business in Action	
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(Voiceover: Initial product offerings and food truck background)

Shots of smiling staff and customers, laughing, smiling, and eating/drinking.


Shot #: 5	Return to Narrator	
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(Voiceover: Current product offerings and preparation information)

Return to Joe sitting in front of the mural, still narrating.

Shot #: 6	Business in Action 2	
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(Voiceover: Inspiration behind personalized compliments with orders)

Show preparation of food, shots of dessert topping being poured, and close ups of ready to serve food.

Shot #: 7	Closing Shot	
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(\*music)

Employee finishes writing personalized message on dessert and hands it to camera.


## *Send Someone a Bubble Waffle!*

This promotional tactic involves customers heading to Nedza's website and filling out a form to send someone a free bubble waffle with a personalized compliment written by the sender. This allows customers to send these inquiries within minutes and be able to pay online with ease. Once submitted and paid by the sender, the receiver will then receive an email notifying them of their special surprise. They have until 3 days after the email was received to claim their waffle. When they click on the email, they are taken to a page opened on their browser that they can view their gift and select the date they'd like to pick up their waffle as well as what flavors of ice cream they'd like. The day that the gift is picked up, a staff member will write the compliment, typed up by the sender, onto the bubble waffle cone before handing it to the receiver.





# Send Someone a Bubble Waffle!



**NEDZA'S**  
upgraded comfort food

HOME MENU **ONLINE ORDER** CATERING & EVENTS ABOUT NEDZA'S

**Send someone a bubble waffle!**  
Fill out this form and we'll do the rest!

**Your Name:** Rachel

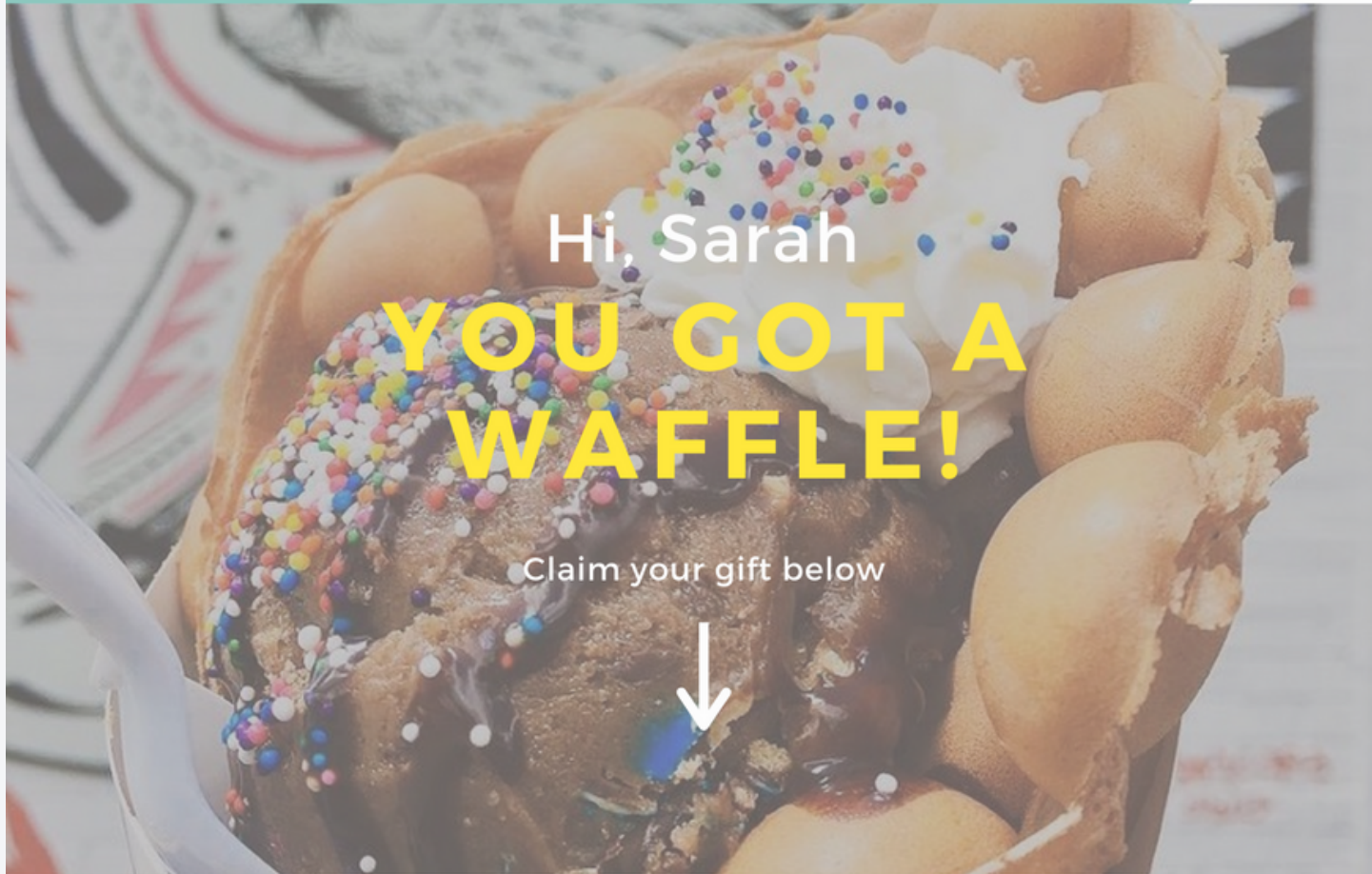
**Name of recipient:** Sarah

**Relationship to you:** Friend

**Compliment:** Thank you for being such a great friend <3

**Submit** \*Once you hit submit you will be directed to a payment page

MAY 4, 2021



Hi, Sarah  
**YOU GOT A WAFFLE!**

Claim your gift below  
↓

**YOUR FRIEND, RACHEL, SENT YOU A WAFFLE!**

**Submit**


HERE'S HOW TO RECEIVE YOUR GIFT:

Pick two flavors of ice cream in the list below and fill out the time you'd like to come and pick up your free bubble waffle. You have up to 3 days to claim this gift, otherwise the request will be removed from our site. Stop by our store location during you specified time and enjoy a sweet gift given by someone who cares so much about you!

**Select a date for pickup:** May 5, 3:00PM

**Select 2 ice cream flavors:**

- Vanilla
- Nedza Pie
- Salted Caramel
- Chocolate
- Zombie Cookie
- Monster Mash



DECEMBER 2020

WEEKLY NEWSLETTER

# NEDZA'S



## A LITTLE PICK ME UP

ENOUGH  
You have what it takes. You are strong enough. You are brave enough. You are capable enough. You are worthy enough. It's time to stop thinking otherwise and start believing in yourself because no one else has the dreams that you have. No one else sees the world exactly like you do, and no one else holds the same magic inside. It's time to start believing in the power of your dreams, my beautiful friend. Not next year, not next month, not tomorrow, but now. You are ready. You are enough.  
-Nikki Banas



## THIS WEEKS AMAZING NEWS

This upcoming week we will be starting our "Send a friend a bubble waffle" special! After this year I think we all need a little cheer from our friends. Send someone who helped you through the year a waffle by going online and ordering! You leave them a personal message, we'll send them an email and they can pick up their custom waffle whenever they have the time!



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-Nikki Banas



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# Apparel



# Social Media Story Chain

PUT A MESSAGE  
FOR YOUR BEST  
FRIEND HERE!  
THEN SHARE TO  
YOUR STORY AND  
TAG THEM!



# AGENCY CONTACTS



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