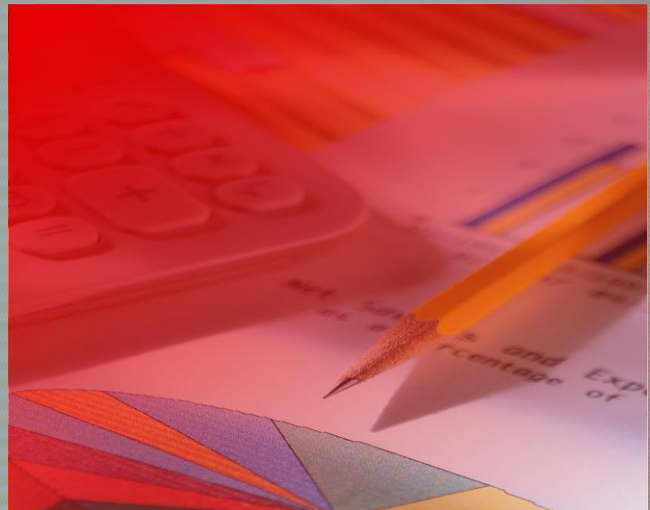


Web Presence and eCommerce Strategy

A PROPOSAL TO: BURRITO GRANDE

November, 2009



Web Presence with eCommerce Capabilities

STEP 1: WEB PRESENCE

Burrito Grande provides fast, delicious made-to-order food in Cary, IL. As a new business in a competitive industry, the public image must be maintained at the highest standards for good food and great service. Part of great service is derived from a multi-channel contact approach that reaches customers at their convenience levels:

- Walk-in, face-to-face orders (dine in and carry out)
- Telephone orders (pick up and delivery)
- Web orders (pick up and delivery)

THE IMPACT

Today's customers rely on convenience and time-saving activities. Statistics show that:

- 53 percent of consumers use the Internet more frequently to research products and prices.
- 75% of Americans have internet access. Consumers ages 18-40 spend more time on the Internet than watching TV.
- Restaurant take-out business has increased over 75%.
- 75% of restaurant customers use take-out service at least once a month.
- 72 percent of consumers say they are more likely to patronize a business that gives consumers the flexibility to interact easily via online, mobile, and through kiosk self-service channels versus a vendor that does not.

Sources: [BuzzBack Market Research](#) - *Consumer Survey Results, 2008*.

[Channel Media & Market Research](#) (using Nation's Restaurant News' customer database) - *Top 100 Restaurants Survey, 2007*

A COMPREHENSIVE SOLUTION

- Web presence with eCommerce capabilities
- Customer data capture for analytic marketing
- Customer relational building email marketing campaigns and incentives
- POS integration options that grow with the business

Web Presence

- A site using W3C//DTD XHTML coding that complies with web-development standards for accessibility
- Code that is ADA-compliant and successfully tested along multiple browser platforms
- Iphone ordering capability
- Intuitive, easy-to-read menu design
- Dynamic menu item modifiers
- Custom burrito orders
- House accounts capabilities
- Menu scheduling (lunch, dinner, etc.)
- Coupon capabilities
- Faxable orders (does not require Internet access, Email, or Internet printer)
- Catering menu capability
- POS integration at a later date

Integrated, Robust Database

- Review data analytics for site performance
- Target best customers with incentives
- Identify top selling items
- Plan marketing campaigns to stimulate new business
- Develop retention programs that provide incentives to existing customers.
- Capture customer feedback instantly

Step 2: TARGET MARKETING

SAMPLES

Taco Sano, Missoula, MT (<http://www.tacosano.net/>)

Primo Pizza & Pasta, Seattle, WA (<http://www.primo-pizzaandpasta.com/>)



The home page is crisp, clean, and professional looking. The site layout is designed with predictability that aids in ease-of-use and intuitive navigation paths. Promotional items are highlighted on the home site to promote special sales. The online order page (below) is clear, concise, and customizable for specific menu item modifies and additions.



PRICING

Web Design and Secure Hosting

Web Design \$200 - includes a custom-designed site based on the template selected.

Hosting Service Options

- Host Monster \$5.95/Mo, includes domain registration and (5) email accounts with 24/7 live tech support with 99.9% uptime guarantee.**
- GoDaddy.com \$10.95/Mo, includes 5 email accounts with 24/7 tech support, domain registration extra (\$1 – \$80)**

Available Domains:

burritogrande.net

burritogrande.org

burritogrande.us

burritogrande.biz

theburritogrande.com

myburritogrande.com

burritograndeonline.com

burritograndenow.com

Online Ordering Capabilities

Setup Fee \$150

Monthly Service Fee \$60 or a discounted \$700 annually.

- There are no additional transaction fees or percentage fees
- There are no additional fees for quarterly menu updates
- There are no annual or re-sign up fees
- This is a per-location fee

Step 2 Marketing Consulting

Plan development TBD based on needs and targeted direction.

THE WRITEDATA DIFFERENCE

OUR PROFILE

WriteData Services, LLC is a unique information-engineering company that specializes in technical communications, marketing communications, and software-related services for small, medium, and large businesses, civic organizations, and even individuals.

Now more than ever before, today's businesses want to sharply increase profits, cut costs, improve efficiency, and gain market share in their respective industries -- all at the same time! And it's no wonder -- especially in such a volatile economy, companies need to get the most bang for the buck. WriteData can help you get there. With the right communications strategy and sensible outsourcing plan, we can help you boost profits and control costs.

We offer diverse communications, eMarketing, and eCommerce services to any type of company -- large or small. And because we conduct much of our business online, we can provide a virtual staff to meet your needs on time and on budget -- no matter where you're located. So if your business lacks the resources to handle a plethora of information needs such as internal employee communications, technical documentation, marketing collateral, web-content development, or training development and deployment, we can help.

We are celebrating over 70 years experience in the Financial and Retail industries. Our company's leaders treat each new client like they are our first. And we honor that working relationship from one project to the next. Experience the WriteData difference.



OUR SERVICES

WriteData can provide assistance with all your marketing communications. We work closely with you to engineer a comprehensive information-products plan that meets your needs and those of your customers.

Deliverables can include both print-based or electronic (e.g., web-based, freestanding, or integrated online help).

- Brochures
- Product and Services Data Sheets
- Press Releases
- Proposals
- Newsletters (for employees and/or customers)
- eMarketing campaigns
- Online surveys
- Web page content
- Graphic design

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