I ♥ Mang Inasal®
Group Members

- Cubian, Marelyn
- Bautista, Kisses
- Repiso, Eunice
- Gonzales, Era
- Arradaza, Tracy
- Linuz, Jethro
- Jamisola, Ryan
About the Company
Mang inasal (Ilonggo term for Mr Barbecue) the Philippines fastest growing barbeque fast food chain serving chicken inasal pork barbeque and other filipino favorites, was first established on December 12 2003 in Iloilo city.

Currently, there are 464 branches nationwide and with over 10,000 employees system wide. MANG INASAL is doing its share in alleviating the unemployment burden of the country. The presence of every MANG INASAL in a certain area provides not only employment but also opportunities to community members including suppliers of kalamansi, charcoal, banana leaves, vegetables, bamboo sticks, and other ingredients. It also indirectly gives income-generating activities to many.
The Man behind Mang Inasal
Edgar Sia
• Born into a family Chinese-Filipino entrepreneur, he was exposed to business from a very young age.

• He worked on their family own grocery store as a cashier, stacking merchandise, taking inventories or manning the counter after school at age of 10.

• The family store became the training ground that cultivated Mr. Sia’s drive for success.

• He studied architecture in University of St. Augustine Iloilo but dropped out a year short before graduating.

• Then, he cooked up the idea of operating Mang Inasal, the specialty of which is grilled chicken. It opened on December 12, 2003.

• In 2003, Sia opened the first Mang Inasal on a mall parking lot. With P2.4 million of borrowed money, he started the MANG INASAL venture.

• By 2009, Mang Inasal has 100 stores.
Vision

- To be preferred quick service restaurant of every pinoy everywhere!
Mission

- To consistently provide our customers a great pinoy dining experience.
Current Target Market
**Geographics**

Located at Malls, MRT and LRT stations, nearby offices and schools of Luzon, Visayas and Mindanao Nationwide food delivery service to your home, school and office, and phone orders Cash transaction

**Demographics**

Mang Inasal primary target markets are teens that have big appetite who wants to fill their stomach with affordable meals.

- 15-26 years old
- Social class C and D
- Both Female and Male
- Single studying or working

*Has an active lifestyle seeking for affordable prices that provide unlimited rice and unlimited soup*
Psychographic

Mang Inasal is focusing about “Filipino style in dinning” that will capture the heart of every Filipino, with that they made the Pinoy stamp-grilling with charcoal, rice wrapped in banana leaves, a marinated concocted out of local spices and herbs, bamboo sticks for skewers, and ambiance that encourages “kinamot” (ilonggo term in eating with the hands) whenever Chicken Inasal is served. And most especially the unlimited rice, the reason of Mang Inasal’s success. All these evoke a rush of nostalgia for tradition, culture, and most of all, Home.

Niche Marketing

Mang Inasal is a Niche Market; it defines the specific product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact.
Current Positioning Strategy
Mang Inasal offers Inasal and other Filipino food coupled with unlimited rice Priced 23% lower than competition. The presence of every Mang Inasal in a certain area provides not only employment but also opportunities to community members including suppliers of Calamansi, Charcoal, Banana leaves, Vegetables, Bamboo sticks, and other ingredients.
Mang Inasal positions their company to play on their loyalty to their group. They advertise their products by sponsoring Family gatherings, Birthday parties and School events. Also, they make a difference in a child’s life today by supporting the Busog, Lusog, Talino School Feeding Program.
Low Price Strategy

Mang Inasal position themselves as affordable options for consumers by selling low-priced goods.
What makes Mang Inasal different as a fast food?

• Fast food that provides barbecue as a product
• Known for its unique packaging of rice using banana leaves
• First fast food that has unlimited rice and soup
• Uses coal instead of electricity
• Cares for your health by grilling and using local herbs
• Ambience that encourages teenagers to use hands while eating
Current Marketing Mix (4Ps)
Mang Inasal product is grilled chicken. The secret of it is the use of local herbs and spices that make the chicken taste good.
PM1 or 1.5 paa / spicy paa

UNLI RICE!
FOR DINE-IN ONLY

SOLO P99
WITH DRINK P109
Its product offering have also expanded not just grilled chicken.
Place

- Malls, MRT, and LRT stations, nearby offices and schools of Luzon, Visayas and Mindanao.
- Nationwide
- Food delivery service to your home, school and office, and phone orders.
- Cash transaction
Mang Inasal is the most affordable and is 2\textsuperscript{nd} in terms of number of branches.

**Price vs. Location Matrix**

<table>
<thead>
<tr>
<th></th>
<th>High Accessibility</th>
<th>Low Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Price</td>
<td>Jollibee</td>
<td>Mang Inasal</td>
</tr>
<tr>
<td></td>
<td>KFC</td>
<td>McDonald's</td>
</tr>
</tbody>
</table>
Mang Inasal has an affordable meal. It is a barbecue fast food that has Paborito Meals, Sulit Meals and Merienda Meals which ranges from 49-99 pesos on which on the budget of every pinoy. The company also began to offer 29 pesos unlimited coke.
Mang Inasal

SOLB SARAP Meals

Dinuguan at Puto + Regular Softdrink: ₱59 lang!
Pansit Bihon + Puto + Regular Softdrink: ₱59 lang!
Pansit Bihon + Regular Softdrink: ₱59 lang!
SM2 (1pc Pork BBQ) + Regular Softdrink: ₱69 lang!

Prices may vary in selected stores.
Promotion

Mang Inasal invited friends from Media and the blogger community to a night of fun events, games, and the launch of the brand's main marketing campaign, two more reasons to love Mang Inasal: the Mang Aawit Project and the Grand Gadget Giveaway; and the announcement of its 400th store opening on August 5, at the Vmall Carpark in Greenhills.
"Sa Isang Sulyap Mo" has become widely popular after being featured in the 2012 reality show, Pinoy Big Brother: Teen Edition 4. The group has since guested in many shows namely Kris TV. Because of this, the song has been revived by many artists including Bryan Termulo for the OST soundtrack of the drama, Juan dela Cruz in 2013. The group had a cameo appearance in the series in its March 4 episode. They are also currently competing in the noontime variety show, It's Showtime in the Bida Kapamilya: Celebrity Round talent segment.
8a. Mang Inasal makes use of TVCs

TV Commercial w/ Endorser
Mark Bautista:
http://www.yout
8a. Mang Inasal commercial: UNLIMITED RICE

http://www.y...
8a. They also use billboards to advertise
8a. Mang Inasal promotes their tie-up with Selecta via Pinoy Sorbetes sold in their stores
8a. They also released print ads to show offer; PR Releases were also released.

Promo print ads

PR print ads

riaabendan.blogspot.com
**Enjoy free meals with your LANDBANK cards**

Use your LANDBANK Debit Card* or LANDBANK Visa Credit Card and get a free Mang Inasal treat for a minimum single-receipt spending of P1,500 for debit card and P3,000 for credit card.

*LANDBANK Debit Cards include ATM Card, Cash Card, e-Card, RFID Card and UMID Card.

<table>
<thead>
<tr>
<th>LANDBANK CARDS</th>
<th>SPEND REQUIREMENT</th>
<th>FREE FOOD ITEM (Choice of any)</th>
</tr>
</thead>
</table>
| LANDBANK Visa Credit Card | P3,000            | • Pancit Bihon  
                      |                   | • Halo-halo  
                      |                   | • Dinuguan with Puto |
| LANDBANK Debit Card          | P1,500            | • Faborito Meal #1  
                      |                   | (Chicken Inasal Paa with Rice) |
                      |                   | • Faborito Meal #1.5  
                      |                   | (Spicy Paa with Rice) |

See flyers for details. For inquiries, call LANDBANK’s Contact Center at 405-7000 (NCR) or 1-800-10-405-7000 (PLDT Toll Free; Outside NCR)

Terms and conditions apply. Promo period is from May 1 to June 30, 2013 and redemption period is from May 1 to August 31, 2013.

Member: FDIC. Maximum Deposit Insurance for each Depositor $500,000.
Research Survey Objectives
Survey Research Objectives is often used to access thoughts, opinions and feelings. Survey research can be specific and limited, or it can have more global, widespread goals. Surveys are legitimate and essential tools for research and data gathering.
Here’s the objective of our survey research:

* To know the level of satisfaction of the customers.
* To know the advantage of Mang Inasal to their competitors like in service, taste of food and etc.
* To know how the customer feel about their services.
* To know the difference of Mang Inasal to their competitor.
* To know their employees interact and communicate to their customer.
* To know the value of their company to their customers.
* To know what they doing to be the best and maintain a competitive company.
* To know the comments and suggestion of their customer about their service and foods.
* To know what the strategy is they used to make customer fulfilled.
* To know what is the element or product like (food, service and customer relationship) that made their customer’s to satisfy most.
Discussion of Results
<table>
<thead>
<tr>
<th>No.</th>
<th>Questionnaire</th>
<th>1</th>
<th>%</th>
<th>2</th>
<th>%</th>
<th>3</th>
<th>%</th>
<th>4</th>
<th>%</th>
<th>5</th>
<th>%</th>
<th>total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The menu has a good variety of items to choose from</td>
<td>7</td>
<td>23.33</td>
<td>12</td>
<td>40</td>
<td>11</td>
<td>36.67</td>
<td></td>
<td></td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The service is excellent</td>
<td>4</td>
<td>13.33</td>
<td>8</td>
<td>26.67</td>
<td>14</td>
<td>46.67</td>
<td>4</td>
<td>13.33</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I get value for the price I pay</td>
<td>7</td>
<td>23.33</td>
<td>14</td>
<td>46.67</td>
<td>9</td>
<td>30</td>
<td></td>
<td></td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The quality of food is excellent</td>
<td>2</td>
<td>6.67</td>
<td>5</td>
<td>16.67</td>
<td>17</td>
<td>56.66</td>
<td>6</td>
<td>20</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The surrounding is clean and there are no foul odors</td>
<td>4</td>
<td>13.33</td>
<td>12</td>
<td>40</td>
<td>9</td>
<td>30</td>
<td>5</td>
<td>16.67</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>The location is accessible and visible</td>
<td>1</td>
<td>3.33</td>
<td>6</td>
<td>20</td>
<td>17</td>
<td>56.67</td>
<td>6</td>
<td>20</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The food served is healthy</td>
<td>4</td>
<td>13.33</td>
<td>13</td>
<td>43.33</td>
<td>10</td>
<td>33.34</td>
<td>3</td>
<td>10</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Mang Inasal grilled chicken is tasty and flavourful</td>
<td>1</td>
<td>3.33</td>
<td>1</td>
<td>3.33</td>
<td>4</td>
<td>13.34</td>
<td>11</td>
<td>36.67</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The service is fast but assures quality of delivery</td>
<td>1</td>
<td>3.33</td>
<td>2</td>
<td>6.67</td>
<td>10</td>
<td>33.33</td>
<td>12</td>
<td>40</td>
<td>5</td>
<td>16.67</td>
<td>100</td>
</tr>
<tr>
<td>10</td>
<td>The food is served hot and fresh</td>
<td>1</td>
<td>3.33</td>
<td>6</td>
<td>20</td>
<td>13</td>
<td>43.33</td>
<td>10</td>
<td>33.34</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>My order was correct and served on time</td>
<td>6</td>
<td>20</td>
<td>7</td>
<td>23.33</td>
<td>10</td>
<td>33.4</td>
<td>7</td>
<td>23.33</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Employees are well-trained to handle customer's needs</td>
<td>1</td>
<td>3.33</td>
<td>2</td>
<td>6.67</td>
<td>12</td>
<td>40</td>
<td>9</td>
<td>30</td>
<td>6</td>
<td>20</td>
<td>100</td>
</tr>
<tr>
<td>13</td>
<td>Employees are friendly and courteous</td>
<td>2</td>
<td>6.67</td>
<td>9</td>
<td>30</td>
<td>15</td>
<td>50</td>
<td>4</td>
<td>13.33</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Based on the result of our survey from 30 respondents, it is evident that most of the consumers have a positive response with regards to the quality of the food. The negative responses were more particular to the speed of service relative to a fast food outlet and the training. In general, Mang Inasal received above satisfactory response and reflects a positive impact in the mind of the consumer.
Concepts and Theories

Satisficing Theory – customers got approximately where they wanted to go and then stopped the decision-making process.

Example

If the customer looking for grilled chicken, Mang Inasal offers delicious grilled chicken using local herbs and spices. The customer will stop looking for another fast-food chain, since he/she already found one that is good enough.
Compensatory

Example

If the customer looking for Mang Inasal grilled chicken, but they found out that the aircon is not functioning. Despite the fact that the store’s temperature is not comfortable, they still decide to eat in Mang Inasal.

Non Compensatory

Example

If the customer looking for Mang Inasal grilled chicken, but they found out that the store was extremely crowded. He/She will find another fast-food chain to avoid waiting even the customer really wants to eat grilled chicken.
Conclusions:

Mang Inasal is now a very successful fast food chain in the Philippines. Mang Inasal is also number two for the top fast food chain in the Philippines that has the lowest price. Mang Inasal is the fast food chain that has affordable and cheaper price and meals that fits our budget and their target market who are the teens or students. Mang Inasal has many promotional activities but one of their promos that are now a word of mouth of each customer is their unlimited rice and unlimited soup. Mang Inasal is a Niche Market. Mang Inasal focuses on how they will catch the heart of every Filipinos. Mang Inasal is also the first fast food chain that used unlimited rice and it’s the reason for their success. In our interview, as of the results, many loved Mang Inasal. Mang Inasal’s main competitor is Jollibee that also launched chicken barbeque to compete with Mang Inasal. They also tie up with Selecta ice cream as their dessert. Mang Inasal has many offers, like free puto, free coke, or free newspaper, etc. Mang Inasal is already gained success and now widely known worldwide.
Conclusion and Recommendation

- Mang Inasal employees are not friendly, many people tells that Mang Inasal employees make faces to customers or their employees doesn’t shows good care or good attitudes to their customers. They should hire or train employees to be friendly or nice to customers, so they will have good feedbacks about their services.

- Many people also commented about their rice that it’s not cooked well, so Mang Inasal should pay attention on their product especially on their rice because their promo; unlimited rice is one of the reasons why many people love to eat in Mang Inasal.

- The store was too crowded, it was like the tables and chairs were too close to each other so that customers are not comfortable at all. They must arrange the table and chairs that customers are more relaxed while eating.

- Mang Inasal store or is too hot, the air condition is not functioning sometimes. They should fix it and maintain their store’s temperature.