

2022

HUHOT MONGOLIAN GRILL

PREPARED BY

VALENCY



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2022

SITUATIONAL ANALYSIS

HuHot Mongolian Grill was established in Missoula, MT in 1999. The restaurant was first called Mongo's but was soon changed to HuHot a few years later. Currently, there are 70 HuHot locations in the U.S. HuHot Mongolian Grill is a restaurant concept where the consumer is in full control. The consumer creates their own stir fry cuisine and watches it come to life on the grill. With such a unique concept, HuHot is a one of a kind fast-casual restaurant.

The Franchise Restaurant Concepts Group (FRC Group) is located in Omaha, Nebraska and has over 25 years of franchise experience. With an aggressive growth attitude, the FRC Group is always looking to improve current locations while expanding and adding more concepts. The FRC Group franchises 23 of the 70 U.S. HuHot locations, making the FRC Group the largest franchisee of HuHot Mongolian Grill.

2022

SITUATIONAL ANALYSIS CONT.

The FRC Group came to us with a predicament of recruitment and retention. Through COVID 2020, the need for new hires and work decreased drastically when restaurants shut down and temporarily closed. Now in 2021, coming in 2022, new hires are hard to come by. The FRC Group challenged us to find new and fun ways to recruit HuHot employees. We were also challenged to implement a new retention initiative for current HuHot employees.

In October 2021, 25 Iowa State University students were interviewed. We found 71 percent of participants expressed an interest in pursuing a job that offered opportunities for future career growth. Our secondary research revealed 100 percent of FRC's HuHot restaurants are located within a 15-mile radius of a university or community college campus. Additionally, we utilized articles and pop culture to gain insight into our target audience. By focusing on Gen Z and Millennials we were able to identify consistencies amongst the wants and needs of potential employees.

GOAL

Position HuHot as the leading employer in the United States.

OBJECTIVES

Primary (short-term)

By Dec. 31, 2022, we will aid the HuHot team in attracting 70 new employees and increasing retention by 5 percent with our aggressive integrated marketing communications program.

Secondary (long-term)

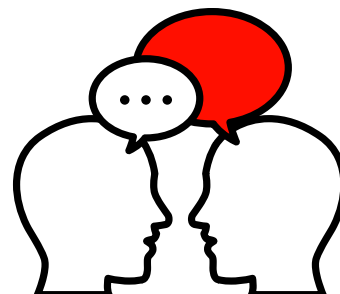
Within two to three years, HuHot's retention rate will increase to 95 percent and HuHot new hires will double in size due the results of our aggressive integrated marketing communications effort.

STRATEGIES

- Grow brand awareness with potential hires.
- Engage existing employees through promotional and incentive rewards systems.
- Launch promotional events for potential employees as well as special events for current employees.
- Leverage social media platforms to attract and retain employees.

MESSAGES

- “HuHot employees are treated with respect and valued for their contribution”
- “HuHot, a job that grows with you”
- “Looking to start your life-long career? HuHot is the place for you.”



Internal (ranked by priority)

- The FRC Group senior leadership
- General managers
- Restaurant supervisors
- Restaurant employees

External (ranked by priority)

- Prospective employees
 - High school seniors, 17 to 18 years old
 - College freshman and sophomores, 18 to 20 years old
 - Gen Z, 1997-2012

TARGET AUDIENCE

For the Year 2022



TACTICS

Tactic	Description	Timing	Owner
Events at high schools to raise awareness	Utilize public relations and events to reach potential employees looking for growth and transferability. Possible event locations could be cafeteria during lunch, gymnasium during assembly, etc.	Q1(kickoff), Q4	HuHot employees
Events at colleges to raise awareness	Use public relations and events to reach potential employees looking for growth. Some possible event locations could be a college career fair, freshman orientation events, etc.	Q2, Q3	HuHot employees
Bowl Rewards Program	Participate in Bowl Rewards Program. Bowl Rewards is a perks and bonuses program provided to employees of HuHot who actively participate in recruitment ventures. These ventures could include hosting a recruitment event, recruiting new employees, or actively participating in multiple HuHot social media posts. Potential rewards could include bonuses, gift cards, or merchandise.	Q1 (kickoff), Q2, Q3, Q4	HuHot management
Referrals	Give incentives to refer friends and family for employment as part of the Bowl Rewards Program. This increases hiring and retention.	Q1, Q2, Q3, Q4	HuHot employees
Brand awareness	Create social media accounts on Instagram, Twitter, and LinkedIn, specific to the FRC Group.	Q1	Digital Marketing Director

TACTICS CONT.

Tactic	Description	Timing	Owner
Digital Marketing	Post job listings on Indeed, LinkedIn, Facebook, Twitter, and Instagram.	Q1, Q2, Q3, Q4	Human Resources, Digital Marketing Director
Digital Marketing	Develop timely posts in relation to upcoming events and employee highlights.	Q1, Q2, Q3, Q4	Social Media Manager
Digital Marketing	Work with the social media manager to re-market results or images from the recruitment and retention promotional efforts.	Q1, Q2, Q3, Q4	Social Media Manager
Advertising	Consider new print ads, possible TV spots and OTT (Over-The-Top) placements to increase awareness among current and potential employees.	Q1, Q2, Q3, Q4	Integrated Marketing Communications Agency / Consultants

METRICS

High School Recruitment Event Metrics

- Host quarterly recruitment events at midwest high schools and evaluate attendance following the event.
 - Track number of attendance at HuHot recruitment events.
-

HuHot Brand Ambassador Metrics

- Track HuHot retention rate quarterly.
 - Evaluate HuHot retention rate semi-annually.
 - Track employee involvement in recruitment and promotional events.
-

Internal Survey Metrics

- Implement yearly internal surveys to evaluate employee satisfaction and ways to improve the workplace.
- Evaluate surveys annually.

2022 ANNUAL BUDGET

Event Expenses

Gas	\$2,300
Hotel	\$9,200
Food	\$2,300
Incentive	
Pay For	\$4,600
Event	

Total: \$18,400

Bowl Rewards

Program Expenses

Bowl - \$15 @ 23 stores (per person)	\$345*
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Rewards - \$10,000 @ 23 stores	\$230,000
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Total: \$230,345

*cost dependent on total employees receiving rewards

**Grand Event Total:
\$250,815**

Event Booth Expenses

Banner - \$60 @ 23 stores	\$1,380*
Snacks / refreshments	\$690

Total: \$2,070

*one time cost

New Position

Social Media Manager - FTE (1) including benefits	\$90,000
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Total: \$90,000

Outside Consultant Expenses

IMC Agency/ Consultant	\$120,000
\$10,000 monthly fee	

Total: \$120,000

TOTAL ANTICIPATED BUDGET: \$460,815

STAFFING

VALENCY

Emma DeBold

Account Manager

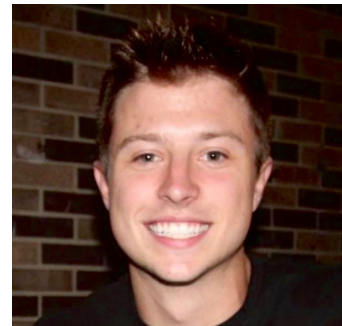
JUNIOR MAJORING IN
ADVERTISING



Tyler Conney

CREATIVE DIRECTOR

SENIOR MAJORING IN
ADVERTISING



Chase Hoffman

DIRECTOR OF MEDIA

SENIOR MAJORING IN
ADVERTISING



Karlie Krob

**DIGITAL MARKETING
DIRECTOR**

SENIOR MAJORING IN
ADVERTISING



APPENDIX

Valency Interview Questions & Responses

1. How old are you / what grade in school?

Freshman= 4

Sophomore= 2

Senior= 1

2. Do you have a job?

Yes=0

No= 7

3. If not, why?

Not enough time, just got to campus/want to get accumulated to college, don't need a job, summer jobs make enough money to get through the school year

4. If yes, where? And how long have you worked there? What drew you to that job?

N/A

5. Are you currently looking for a job?

Yes=4

No= 3

6. Where do you look for jobs?

Iowa State job board= 3, career fair, CyHire= 2, word of mouth

7. What is the first thing that comes to mind when you think of a "college job?"

Not time consuming= 2, low pay, flexible= 2, delivery position= 2

8. What is your ideal job?

Gaining experience for a future career= 4, internship experience, flexible= 2

9. Would you consider the restaurant industry as a full time career? Why?

Yes= 4, the tips come in handy for extra pay

No= 3, too chaotic right now

10. When you think of HuHot, what do you think of?

The grill, buffet style, Mongolian food= 2, all you can eat, good food= 2

APPENDIX

Article Read During Research

ONE GOOD READ - Gen Z and Millennials are leading a 'Great Reshuffle' by Sarah Bogaards in Business Record.

The FRC Group's current HuHot franchises

NEBRASKA

Lincoln, NE
Lincoln, NE (Pine Lake Rd)
Omaha, NE (N. 120th St)
Omaha, NE (S. 72nd St)
Omaha, NE (Wright St)

KANSAS

Lawrence, KS
Manhattan, KS
Topeka, KS
Wichita, KS
Shawnee, KS

IOWA

Ames, IA
Ankeny, IA
Cedar Falls, IA
Cedar Rapids, IA
Coralville, IA
Council Bluffs, IA
Davenport, IA
Dubuque, IA
Sioux City, IA
West Des Moines, IA

SOUTH DAKOTA

Rapid City, SD
Sioux Falls (East), SD
Sioux Falls (West), SD