

BRANDING CHOICES BEHIND BAKLACHOFF COLLECTION



*Capstone Project
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OUTLINE

- INTRODUCTION
- RESEARCH QUESTION
- METHODOLOGY
- KEY FINDINGS
- CONCLUSION

BRAND HISTORY



Baklachoff Collection was founded by the Baklachyan family and has been operating as a service and hospitality industry since 1894. Baklachoff has served more than 15 million guests since its inception.



RESTAURANTS



A photograph of a restaurant interior. In the foreground, there is a round wooden table with several patterned chairs around it. On the table, there are some glasses and a small tray. A decorative lamp with a tall, slender base is visible on the left. The background shows a wall with a grid pattern and a hanging light fixture. The text is overlaid on a semi-transparent white box in the center of the image.

Baklachoff Collection acts as a source of essential information concerning the factors engaged in successful restaurant management, presenting each restaurant as a unique and separate entity in the Armenian market. Identifying these factors will provide an opportunity to understand the basics of brand management to both be able to dominate in the market and have distinctive branding and marketing management.

RESEARCH QUESTION

“How does Baklachoff Collection manage each restaurant chain to reach sustainability, thus avoiding cannibalization in the restaurant industry?”



METHODOLOGY

- ✓ Face to face interview with the marketing managers
- ✓ An online descriptive survey
- ✓ A field of observation in two restaurants
- ✓ Analysis of 4 restaurant websites

FACE-TO-FACE INTERVIEW

- ✓ more information about the company's vision and certain marketing strategies
- ✓ observing the social media branding strategies implemented by the company for each restaurant.



Bella Unusyan
Marketing Manager of Baklachoff Collection

ONLINE DESCRIPTIVE SURVEY

Intended to identify the similarities and differences of restaurants belonging to Baklachoff Collection as observed by the customers. Overall, 110 people took part in the survey, indicating that the quality of service is the same in each chain while they greatly differ in terms of branding

A FIELD OF OBSERVATION

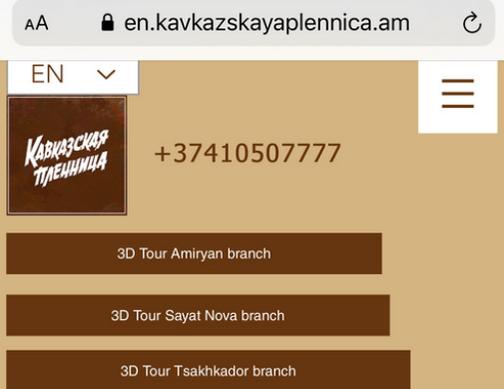
A direct observation of Chaihona and Patrick's Pastry branding to understand the strategies used by the company



WHY IS THE TOPIC IMPORTANT?

- ✓ provides research information about Armenian hospitality industry
- ✓ reconsider strategies to strengthen company's position
- ✓ understanding competitor's strategies is vital for competitiveness

WEBSITE ANALYSIS



Research in understanding how each of four restaurants present themselves and build their identities through online platform



RESEARCH
FINDINGS
AND
ANALYSIS



KEY FINDINGS



Findings indicate that restaurant distinctiveness is an important component in avoiding cannibalization in the market. In this sense, branding takes the responsibility to create distinctive identity for each restaurant. Branding of each restaurant is based on the target audience and concept behind it. Social media voice tells the users about brand's story and provides an opportunity to humanise the brand.



FINDINGS SHOW THAT TO CREATE BRAND IDENTITY

Each restaurant must have its own...

- Concept
- Target Audience
- Cuisine/Menu
- Interior Design
- Exterior Design

PATRICK'S PASTRY



- based on story of a baker
- Suggests freshly baked croissants, bread and other food
- Interior design filled with pictures of Patrick's life

KAVKAZSKAYA PLENNICA



- Created by motifs of Soviet film "Kindapping Caucasian Style"
- Suggests Caucasian Cuisine
- Interior design filled with characteres and decorations from the movie

CHAIHONA

- Chaihona meaning teahouse from Chinese
- Suggests mainly Eastern Cuisine
- Interior design includes Eastern motifs and colors





CONCLUSION

The research has shown that identifying the market segment for each restaurant is the first vital step to take. Second step is to create different concepts for each chain, thus, suggesting different cuisine. In this sense, adopting branding strategy that assists in creating brand identity is the key to creating distinctive restaurant in the market to foster growth and bring income.

THANK YOU



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