

Inagiku

- I. HISTORY and Background
 - 100 years in Japan
 - 10 years in the Philippines
 - A. Number of Employees
 - B. Capacity
 - 154 covers to 200 but last Jan 1 they beat this for 220 covers
- II. VISION/MISSION/GUIDING PRINCIPLE/PHILOSOPHY
 - Since Inagiku is a concessionaire of Makati Shangrila, its vision and mission is the same as that of the Hotel.
 - A. VISION

“To be the first choice for guests, colleagues, shareholders and business partners.”
 - B. MISSION

“To delight our guests every time by creating engaging experiences straight from our hearts.”
 - C. PHILOSOPHY

“Shangri-La Hospitality from a caring family.”
 - D. GUIDING PRINCIPLES
 - a. We will ensure leadership drives for results.
 - b. We will make guest loyalty a key driver of our business.
 - c. We will enable decision making at the guest contact point.
 - d. We will be committed to the financial success of our own unit and of our company.
 - e. We will create an environment where our colleagues may achieve their personal and career goals.
 - f. We will demonstrate honesty, care and integrity in all our relationships.
 - g. We will ensure our policies and processes are guest and colleague friendly.
 - h. We will remain deeply committed to our social responsibility by making a positive contribution to our communities, environment, colleagues, guests and business partners.
- III. SITUATION ANALYSIS/SWOT
 - A. Strengths
 - a. Already Established
 - no need to market
 - kilala na siya
 - b. Socialites
 - word of mouth
 - c. Authentic
 - Manager - pati chef

Chef Ikawa - Fusion

- d. Known for their Tempura
 - e. Favorite of business men
 - f. Worth it - "Sulit" a bit pricy but OK
 - g. Japanese embassy
 - h. Private rooms na maliit (Chinese resto close comp)
 - i. Good for 20
 - o Traditional Japanese pero may butas sa floor
 - j. Seafood just 1 pork, beef, chicken
 - Sultans
 - k. Continuous innovation
 - o Change their menus every year (remove non moving, increase pricing)
- B. Weakness
- Can't accommodate more than 20 pax
 - Importing of goods
 - o Solution - sometimes use alternatives
 - Lean season during summer - kasi ang target market ay businessmen, mostly on vacation and on provinces during those times
 - Vouchers - although they increase covers, yung iba sobra magtake advantage
 - Product and service issues
 - Perceived as expensive by local market
 - 20 persons above - lacks function area (dinner mas mahal)
 - Maliit na kitchens (5 small kitchens) and too old (Renovation for next year)
 - Lack of Japanese chinaware/ kuripot na shang. Loss mo yun. Hanggang hindi basag
- C. Opportunities
- Bloggers
 - Magazines
 - Sultans visiting, (religions that can't eat pork)
- D. Threats
- Japanese Economy
 - Japanese Catastrophes/Disasters
 - Unpredictable "People" - even on lean season, sometimes there is a sudden surge of customers, eh kapag nakapag pauwi ka na ng employees...kulang sa tao, na aapektohan ang service, then it reflects sa satisfaction of customers
- IV. TARGET MARKET
- A. Business men
 - B. Socialites and celebrities
 - C. In house guests
 - D. Politicians
 - E. Magnum members - discount cards - CEO, president of company
 - Clients who rake in large amounts of revenue annually
- V. COMPETITORS
- A. Hotel Based
 - Senju - sister company; friendly competition

- Umu
- Irakwen
- B. Free Standing
- Sugi
- Furusato
- Tsukiji

VI. COMPETITIVE ADVANTAGE

- Authentic Japanese Restaurant
 - o You will know because it only serves lunch and dinner
 - o 4 seasons
- Market Leader
 - o #1 Japanese Restaurant by Philippine Tatler
 - o Most covers

VII. STRATEGIES IMPLEMENTED THROUGH TIME

- Growth and Stability
 - o Growth in terms of Revenue (+1M every year to target)
 - o Stability - Remain on top
 - Spying others
- Implementation is “Top to Bottom” and “Bottom-Up”
 - o Manager listens to the service leaders because the service leaders listen to their people. They should meet halfway because no matter how beautiful a plan or strategy is if the people below won’t or can’t do it, its futile
 - o “Brand Manifesto” - 2p’s and 1C
 - People - if you treat your people well it will reflect on the quality of their service
 - Customer - love your customers, value them, show them that they are pampered
 - NO IS UNACCEPTABLE
 - Take care of the captured market, because maintaining them is less expensive than marketing for new ones
 - Profit
- Based on financial controls - focus on promotional, every month may bago
- Weekends - buffet - mga socials - family (to increase covers)
- Bring in Festivities from Japan

VIII. KEY SUCCESS FACTORS

- Trusted
- Continuous innovation - in every way, personnel, menu
- “the best”
- Meticulous in every way
 - o “nakakahiya”
 - o lahat ng X factor
 - o Image
 - o Trained employees - kasi iba ang Japanese Restaurant eg, Miso Soup = you want them to leave already
- Health - perception of the guest “healthy”
- High Class

IX. METHODS OF EVALUATION

- “We Value” Surveys
- Online Surveys for Guests
- SLIM (Shangrila Limited IM) Mystery Shoppers

X. RECOMMENDATIONS

- Vouchers