



District

Donuts • Sliders • Brew

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ABOUT

District donuts is an American company founded in 2013 that specializes in donuts, sandwiches, and coffee. With 6 stores in United States, the company differentiates by producing organic food with 100% natural ingredients. The goal is not massive production but quality production. To produce quality, District Donuts uses only natural ingredients, devoid of chemicals, hormones or antibiotics. Everything is made directly in the restaurant.

ABOUT CONTINUED

District Donuts proposed 3 main products:

1. The donuts, 100% natural. You can find 6 new donuts every week.
2. Sandwiches: Qualitative meat that comes from cage free animals and local farmers in United States.
3. The Coffee, made from their own brand: Cool Kids Coffee Roaster. The grains come from local artisans and the technique used is the profile roasting one, which means individual coffee grains that are roasted, to provide better taste and quality.





PRODUCT



PRICE



PROMOTION



PLACEMENT

CURRENT 4 P'S

- PRODUCT
 - Donuts
 - 100% scratch & 100% fresh
 - 6 rotating donuts each week
- PRICE
 - \$2 - \$5 depending on donut
 - High price but worth the enjoyment
- PROMOTION
 - Social Media Marketing (Insta & Facebook)
 - Partnerships with local farmers markets and local vendors
- PLACE
 - Local, speciality donut restaurant with select locations
 - 5 LA locations & 1 in Las Vegas

PRODUCT IDEA



BYO DONUTS

Get Creative & Build Your Own Donut!

- District Donuts will now offer a chance for you to BYO Donut!
 - Choose between Filled or Unfilled
 - A variety of icings and toppings
- Price
 - Starting price point for base donut is \$3.12
 - filled donut is \$1.00
 - additional toppings are .30 cents each
 - glazes/frosting/other are .50 cents each

MARKETING MIX ELEMENT: PRODUCT

- NAME
 - BYO DONUT
- THE NEED
 - Create a personalized donut that contains all the flavors to satisfy your unique sweet tooth
- FEATURES
 - Classic District base donut that you coat, top, and drizzle as you wish.
- THE EXPERIENCE
 - BYO Donut allows customers to create something personal and uniquely made for them.
 - It offers a variety of options and allows the consumer to choose what they want which increases customer satisfaction
- DIFFERENTIATION
 - District Donuts would be the first store in the state to offer a BYO Donut option.



TARGET MARKET



MILLENNIALS

Millennials are expressive and open to modern renditions of traditional practices. They are creative and willing to spend money on quality items and the unique experience.



GENERATION Z

Gen-Z are always chasing the new trends and “Instagram worthy” experiences and photographic food. Gen-Zs would spend the money on the new experience and quality of the product.



SWOT ANALYSIS

STRENGTHS

- Diversity of donut options
- Catering and shipping capabilities
- Appeal to a large target audience
- Quality company with fresh, tasty ingredients (100% made from scratch)



WEAKNESSES

- Time consuming
- Involves more labor
- Necessity of ingredients
- higher prices



OPPORTUNITIES

- Expand process to more locations
- Improve production to allow for more donut variation
- Expand menu options



THREATS

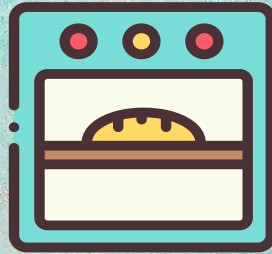
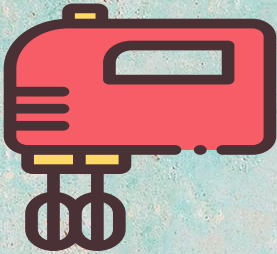
- Limited locations
- Other proficient donut shops (Krispy Kreme, Tastees)
- Indirect Competition: other breakfast places, coffee shops, & cafes



BUT WHY CHANGE?



Logistics & Implementation



HOW IT WORKS

BYO Donut is a freshly made classic District donut that you customize with a variety of different toppings, fillings, and coatings. It is a step-by-step process that gives customers the ability to make their ultimate personalized donut.

HOW IT WORKS



FILLED OR UNFILLED

Cream Filled: Vanilla, Chocolate, Lemon, Cream Cheese, & Coconut

Jelly Filled: Strawberry, Raspberry, & Blueberry



TOPPINGS

Fruits: Bananas, Blueberries, Strawberries, & Raspberries

Candy & Chocolate

Sauces: Chocolate or Caramel



ICINGS

Glazes: Simple, Espresso, Vanilla, Chocolate

Frostings: Chocolate, Strawberry, Cream Cheese, Peanut Butter

Other: Powdered Sugar, Cinnamon Sugar, Marshmallow Fluff



NAME YOUR DONUT

Make it special and give your donut a name!

POTENTIAL RISKS

&

SOLUTIONS

- Build your own donut could cause longer lines
- People wanting fast and efficient donuts and not always build your own
- Local competitors
- Having only donuts



- Limit the toppings
- Promoting the specialty made ones in bulk
- Marketing the uniqueness of building your own donut
- Balance out with quality coffee

PROJECTED RESULTS

STEP 1



New space for
BYO Donut
section in our
stores.

STEP 2



Advertising BYO
and BYO parties.

STEP 3



Money and time,
but will it be
worth it?

COSTS

District Donuts Sliders Brew

- Cost of remodel: \$50-\$150 per square foot
- Cost of ingredients will stay about the same
- Cost to advertise: FB and IG ads + Yelp and SEO about \$2,500

But... if a party comes in that you charge \$250 for every Saturday and Sunday for 5 weeks advertising is paid for.





THANKS A DOZEN!

Does anyone have any questions?