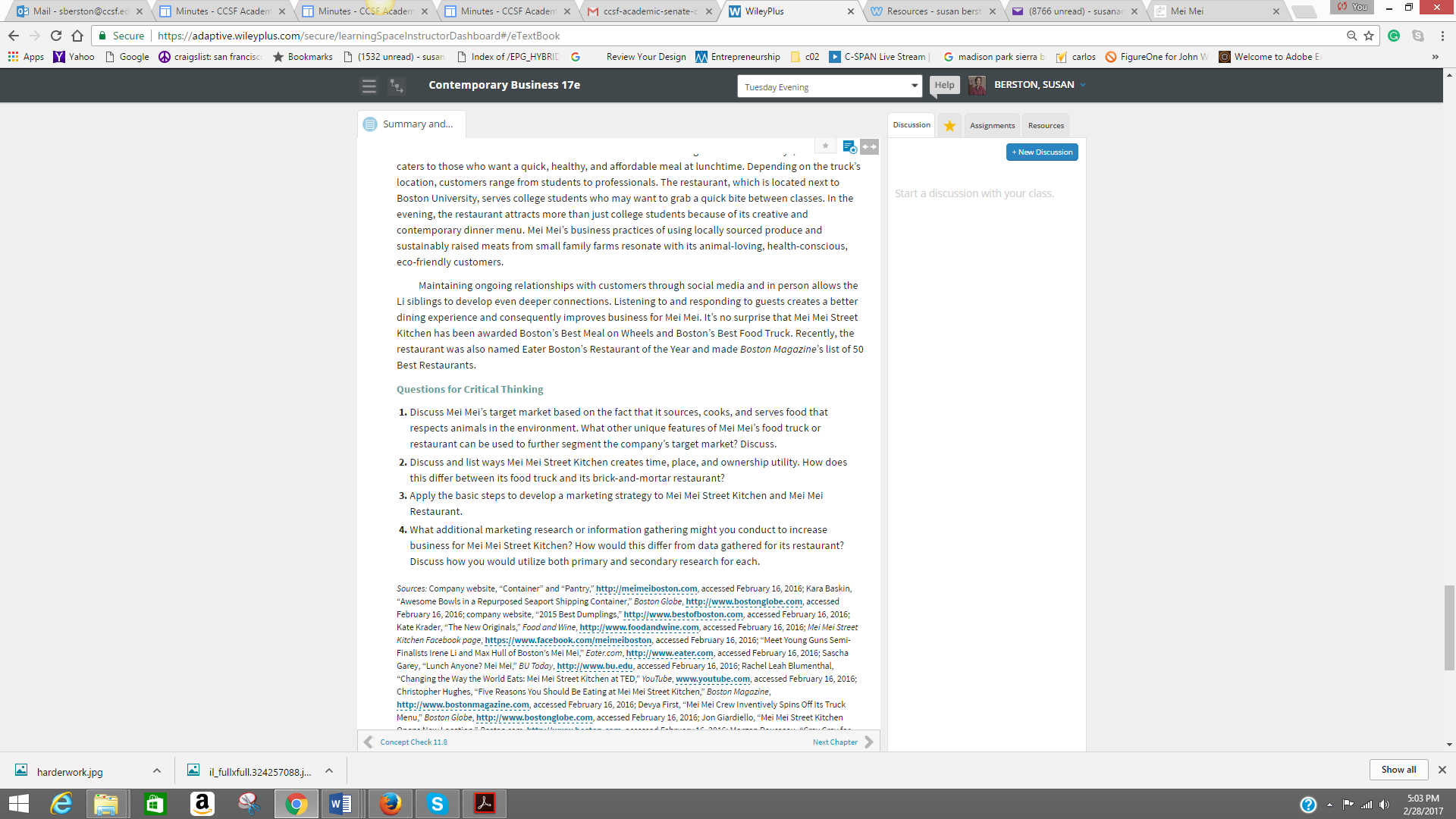
Case study #2 Mei Mei Food Truck and Restaurant (Chapter 11)

To be submitted through WileyPlus.com at 11 PM on Wednesday, 4/19

Below are the four questions which you will answer online through the WileyPlus site. Be sure to write at least 250 words for each answer – that means a total of 1,000 words. You may, of course, go well above and beyond 1,000 words.

Recommendations:

* Read chapter 11 in order to understand all terminology
* Read the Mei Mei case at the end of the chapter 11, then watch the video (under summary and cases)
* Feel free to go to the websites for Mei Mei to do additional research and a deeper level of understanding http://www.meimeiboston.com/
* For each of the questions below (which will appear under “assignments” through WileyPlus.com), think, research, and develop an original answer. Don’t copy anything you’ve already read. With original wording and writing, convey your thoughts. Provide a well-developed and detailed answer. Begin a week in advance.
* Your grade will include: grammar, spelling, and sentence structure. Get help at Rosenberg Library in the tutoring lab.
* Do additional research on the company and its current state of affairs. Study its website at <http://www.meimeiboston.com/> -- there are many more articles written about this company, so try to read them all.



Answer each question (there are 4 questions) with a minimum of 250 words. Please separate ideas with paragraphs. Use bullet points and bolding to highlight important ideas and points. It makes it easier for me to read online. *Thanks!*

How to be sure you’re answering each question:

1. Mei Mei’s target market is comprised of… based upon the fact that it respects animals in the environment (tie together).  
   Other unique features of Mei Mei’s food truck and restaurant that can be used to further segment the company’s target market are:
   1. Xxx
   2. Xxx
   3. Xxx
   4. Xxx

Discuss each

1. Mei Mei creates time, place, and ownership utility as follows:
   1. Time: xxx
   2. Place: xxx
   3. Ownership: xxx
2. The steps involved in developing a marketing strategy are as follows:
   1. Step 1
   2. Step 2
   3. Step 3

And they can be applied as follows (discuss for each)

1. I would conduct the following additional marketing research or information gathering to increase business for Mei Mei restaurant:

This would differ from the data gathered for its restaurant in the following ways: list

I would utilize primary research as follows:

I would use secondary research as follows: