

Mama Soul

Description of Business: A soul-food restaurant that provides a home away from that also delivers wherever you are. Unlike other soul-food establishments, Mama Soul is a provider of deliverable and convenient soul-food dishes to the community.

Purpose: To connect individuals within the local community with memorable and pleasurable eating experiences through convenient, home-cooking.

Vision: To serve the community soul-food based meals at their convenience. Local communities are able to establish that family-based connection with our company to the point to where when they think of the word “home,” they also can associate that word and the traditional feelings from that word with our company. We are connecting souls through food.

Positions: We would like to lead in the soul-food business category. The wave that we will be riding includes: affordable eating, convenient eating, and personal connections with customers through food.

Promise: We will always promise to serve a variety of immediate, great quality soul-food meal options to our customers while also emphasizing the connection between the brand and the local community.

Target Audience:

Primary Audience: Anyone looking to enjoy a soul-food establishment. These are also people who enjoy eating these types of meals and the age range varies. These may be people who enjoy eating soul-food that also wants to take advantage of the delivery option provided by Mama Soul.

Secondary Audience: Age range varies. People who may not be able to partake in that soul-food/home-cooked meal option and would like to enjoy some at a convenient time and location.

Tertiary Audience: Anyone open to try our food that is provided even if they are unaware of soul-food products or how our soul-food products taste.

List of services: Delivery service and a sit-down restaurant. Products provided include: chicken, ribs, fish, ham, turkey, pork (pulled or not pulled), macaroni and cheese, greens, green beans, corn, mash potatoes, candied yams, fries, fried okra, potato salad, cole slaw, cornbread, rolls, beverages, cake, cheesecake, cookies, pies, etc.

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The Unique Value Proposition: We believe in providing a home away from home for the customer.

Tone and personality: Motherly, vibrant, caring, comforting and loving.

Top primary archetypes: Top primary archetype is Caregiver. The archetype is described as a nurturer, mother, lover, etc. The archetype's life journey is that it cares for others in ways they are unable to care for themselves. Mama Soul strives to establish a personal connection through each customer through the products we serve. Mama Soul's sole purpose is to provide enjoyable, warm home-cooked based meals for the community. The Caregiver archetype fully captures what Mama Soul's purpose is.

Theme/Taglines: "Feels on wheels," "So Soulicious," "Mama's got you."

Applications: Signage, Cups (To-go/plastic re-usable cups), Delivery car advertisements, partnering with Love's Kitchen, aprons, dad hats or visors, social media campaigns/advertisements, or a cook book (Mama's recipes).