

Avante 2 Go Café – Korean Theme Marketing Plan

Team Korea

 Campaign Theme:
“Taste Korea in One Bite”

Team member:
Jackson, Yu Min & Kent

Avanté 2 Go

아방프 2고



Executive Summary

- **Event Date:** May 28, 2025 (Wednesday)
- **Goal:** Reach RM1,200+ in total sales
- **Menu Coverage:** Breakfast, lunch, snacks, dessert, beverages
- **Marketing Focus:**
 - Facebook (organic + paid)
 - WhatsApp broadcast (100 contacts)
 - Leaflet distribution & on-ground display
- **Profit Strategy:**
 - Drive pre-orders via WhatsApp
 - Bundle deals (Combos + Add-ons)
 - Cost kept under RM650

Business KPIs

KPI	No Promotion	Promotion(best) (Lunch promotion) (additional units = 20 on lunch and 10 units on pancake)	Promotion(most likely) (B promotion)(additio nal Unit= 10 on lunch and 5 units on pancake)	Promotion(worst) (B promotion) (Additional Unit = 0, all lunch are sold with combo and no take up on additike)
Revenue	RM1010	RM1370	RM1130	RM1040
Gross profit	RM470	RM770	RM530	RM440
GP Margin	47%	56%	47%	42.3%

HOW TO DO


- Breakfast Combo Strategy

Category	Content
Combo Details	<p>Combo A: Kimchi Fried Rice With Fried Chicken Wing + Barley Water = RM11 (Original Price RM12)</p> <p>Combo B: Bimbibap With Soy Garlic Fried Chicken + Barley Water = RM11 (Original Price RM12)</p> <p>Add-On Promotion: Add RM3 to get a Korean Pancake worth RM4</p>

A large orange circle on the left side of the slide, partially cut off by the edge.

Marketing Strategy

Channels Used:

- **Facebook** (Teasers, Menu Post, BTS Video, Final Push) & (paid ad)
 - **WhatsApp Business** (Auto-reply, broadcast rounds)
 - **On-ground:**
 - LRT leaflet drop
 - Dorm & elevator posters
 - Lobby Samsung TV menu
 - Menu board
- 
- A blue dashed line in the bottom right corner, consisting of several short, curved segments.

Marketing Timeline – Facebook



Content	Date	Objective
Organic Posting 1 (Video)	May 18	Trust & Authenticity
Organic Posting 2 (Teaser)	May 20	Build Anticipation, Announce Theme
Organic Posting 3 (menu)	May 25	Inform & Encourage Pre-order
Organic Posting 4 (Final Push)	May 26	Drive Conversions & Urgency (“Last Chance”)
Paid Advertisement (Boosted)	May 20–23	Target 1km radius, increase reach

Marketing Timeline – WhatsApp

- **Set up business profile & catalog:** May 19
- **Broadcast Round 1:** May 21 (Menu, Early Combo Deal)
- **Broadcast Round 2:** May 26 (“Limited Sets Left!” Reminder)
- **Auto-reply Message:** Inquiry > “Thank you! Here’s our menu. Pre-order now!”
- **Goal:** Convert 25–30 out of 100 contacts into buyers

Marketing Timeline – On-Ground



Activity	Date	Location / Audience
Samsung TV Display Upload	May 22	Lobby Display
Leaflet Distribution – R1	May 23	LRT Masjid Jamek, campus walkway
Class-to-Class Promo	May 23	KAGC Classrooms
Leaflet Distribution – R2	May 26	LRT & Dorms
Menu Board Set-up	May 28	Café Stall

Leaflet Design



Avanté 2 Go
Taste The Delicious Today

메뉴

MENU

Limited Offer



RM 10

LUNCH SET COMBO

- Combo A - Bibimbap With Soy Garlic Fried Chicken + Barley Water
- Combo B - Kimchi Fried Rice With Fried Chicken Wing + Barley Water

Add On Promotion RM 3 Pancake (Ori Price RM4)

ORDER NOW


☎ Sim Kai 60182602386

📍 No.9 Jalan Gereja



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KAGC COLLEGE KAGC ACADEMY




Avanté 2 Go
Taste The Delicious Today

28/5/2025 WED


MENU

Combo A
Bibimbap



Ala Cart
RM 9

Combo B
Kimchi Fried Rice



Ala Cart
RM 9



Lunch Set (RM 12)


Combo A - Bibimbap With Soy Garlic Fried Chicken+ Barley Water
Combo B - Kimchi Fried Rice With Fried Chicken Wing + Barley Water

Add On Promotion RM 3 Pancake (While Stock Last)

BREAKFAST		BEVERAGE	
Korean Toast	RM 6	Yuzu Tea	RM 6
		Ice Coffee	RM 5
SNACK		DESSERT	
Korean Pancake	RM 4	Chocolate Hazelnut	RM 6
STREET FOOD			
Topokki	RM 6		

Free Delivery to
Wisma Lee & OCBC Bank

📍 No.9 Jalan Gereja  Avante 2go  Sim Kai 0175520592



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KAGC COLLEGE KAGC ACADEMY

Social Media Posting 1

**Avanté 2 go** is at Kuala Lumpur.
Published by Alvin CY Phey
· 18 May at 19:39 · Kuala Lumpur · 🌐

A Taste of Tomorrow, Today — Welcome to Avante 2 Go!

At Avante 2 Go, every Wednesday brings a delicious surprise! Operated by the future chefs of KAGC College, this student-run café is more than just a pop-up — it's a classroom in action, where passion meets plating.

Here's why you should visit:

Authentic experience: Every dish is part of their culinary journey — made with heart, hustle, and a hunger to learn.

One-day only: We're open exclusively on Wednesdays, so mark your calendar!

Learning in progress: Expect creativity, not perfection. This is a real-world training ground, and your support makes all the difference.

Come for the food, stay for the future. Let's empower the next generation of chefs — one plate at a time.

[#avante2go](#) [#FutureChefs](#) [#supportlocaltalent](#) [#kagccollege](#)

未来的味道，现在就能尝到 — 欢迎光临 Avante 2 Go!

在 Avante 2 Go，每个星期三都像是一场味蕾的探索！这是由 KAGC 学院的未来厨师们亲自经营的学习型咖啡厅——不仅是实战，更是他们梦想的舞台。

为什么你一定要来试一试：


真实的餐饮体验：每一道料理都是他们学习与热情的成果，用心、用功、用创意完成。

每周只开一天：我们仅在星期三营业，机会难得！

学习中的厨房：请带着支持的心情来体验，我们追求成长，而非完美。




吃的，是美味；支持的，是未来厨神。让我们一起为年轻梦想加油！

[#avante2go](#) [#未来厨神](#) [#支持在地人才](#) [#kagccollege](#)



Crafted by

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Social Media Posting 2

Avanté 2 go
Published by Shi Hom Hoo
- 20 May at 11:12 · 🌐

🔥 Ready your taste buds, foodies... something BOLD is coming! 🌶️🌟

We're turning up the heat this May 28th with a Korean flavor explosion at Avanté 2 Go! Think sizzling bulgogi, crave-worthy kimchi, golden crispy pancakes, and chewy tteokbokki that'll make you say daebak! 🥰🌶️

Your next foodie obsession is just days away...
📅 Mark your calendars & stay tuned!
Big bites, bold vibes. 🌶️

[#Avante2GoKoreanEats](#) [#SeoulFoodSquad](#) [#ComingInHot](#) [#KFoodCravings](#)



KOREAN FLAVORS
INCOMING!
MAY 28, 2025

KAGC
KAGC COLLEGE
KAGC

Avanté 2 Go
Take Your Korean Dining

Avanté 2 go
Café

WhatsApp

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Social Media Posting 3

Avanté 2 go
Published by 黄宇哲
· 25 May at 23:50 · 🌐

🔥 Avanté 2 Go | 今日午餐菜单开放预订啦!

📅 日期: 28/5/2025 (星期三)
📍 免费送餐至 Wisma Lee & OCBC Bank!

🍴 超值午餐套餐只需 RM12! 马上订购, 轻松享受美味午餐!

🍱 Combo A - 韩式拌饭套餐
酱油蒜香鸡翅搭配白饭、香菇、菠菜、胡萝卜和半熟蛋
附送冰凉薏米水一杯
🔥 套餐价格: RM12

🍱 Combo B - 泡菜炒饭套餐
香辣泡菜炒饭搭配炸鸡翅、蒜香炒料和荷包蛋
附送冰凉薏米水
🔥 套餐价格: RM12

🍳 加购优惠: 韩式煎饼 (限量供应)
洋葱、青菜与酱料香煎而成, 外酥内嫩
加购只需 RM3! 先到先得!

🍞 早餐推荐: 韩式吐司
面包夹入火腿、蛋、芝士, 再淋上辣酱
香脆营养, 开启元气一天
🔥 售价: RM6

🍢 街头小吃加码推荐
Topokki 辣炒年糕 – RM6
韩式煎饼 (单点) – RM4
搭配正餐刚刚好!

🍹 饮料选项
🍊 柚子茶 – RM6
☕ 冰咖啡 – RM5
清新解腻, 搭餐首选!

📱 立即下单!
联系 Sim Kai: ☎ 017-5520592
或扫描图片中的 WhatsApp 二维码下单!

🚚 免费配送至指定办公楼
⌚ 每日限量, 售完即止
🍽️ 午餐不踩雷, 就选 Avanté 2 Go!

... 🔥 Avanté 2 Go | Today's Lunch Menu Is Now Available!

📅 Date: 28th May 2025 (Wednesday)
📍 Free delivery to Wisma Lee & OCBC Bank!

🍴 Value lunch combos for just RM12! Order now and enjoy a fuss-free meal!

🍱 Combo A – Korean Bibimbap Set
Soy garlic fried chicken wing served with rice, mushrooms, spinach, carrots and a soft-boiled egg
Includes chilled barley drink
🔥 Set Price: RM12

🍱 Combo B – Kimchi Fried Rice Set
Spicy kimchi fried rice with fried chicken wing, garlic stir-fry and a sunny-side-up egg
Comes with chilled barley drink
🔥 Set Price: RM12

🍳 Add-on: Korean Pancake (Limited)
Crispy pancake made with onion, leafy greens and savory sauce
Only RM3! While stocks last

🍞 Breakfast Pick: Korean Toast
Bread filled with ham, egg, cheese and a drizzle of chili sauce
Crispy and satisfying to start your day
🔥 Price: RM6

🍢 Snack Add-ons
Topokki (Spicy Rice Cake) – RM6
Korean Pancake (Single) – RM4
Perfect extras for your lunch set!

🍹 Beverage Options
🍊 Yuzu Tea – RM6
☕ Iced Coffee – RM5
Cool and refreshing!

📱 Place your order now!
Contact Sim Kai: ☎ 017-5520592
Or scan the WhatsApp QR code in the image to order directly!

🚚 Free delivery to selected office buildings
⌚ Limited sets daily – While stocks last
🍽️ Tasty, easy, affordable – Choose Avanté 2 Go!

Avanté 2 Go
28/5/2025 WED

Today's Lunch Menu Is Now Available!

Combo A
Soy Garlic Fried Chicken + Barley Water, Only RM12!

Combo B
Chicken Wing + Barley Water, Also RM12!

Combo A + Combo B
RM12 Value Set + Free Delivery to Wisma Lee & OCBC Bank!

ADD-ON DEAL KOREAN PANCAKE
ONLY RM3 While Stocks Last!

BREAKFAST Korean Toast
+4
Full of energy every morning! Only RM6

Avanté 2 go
Operated by KAGC students, Avanté 2 Go is a student-run café serving the...

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👍 6

👍 Like 💬 Comment ➦ Share

Social Media Posting 4


Avanté 2 go
Published by Shi Hom Hoo
· 26 May at 12:11 · 🌐

[Last Day! Don't Miss Out Until Next Time!]
Authentic Korean flavors—available only by reservation!
Bibimbap, Kimchi fried rice.....
Only ONE day left to reserve!
Craving a true Korean taste? Now's the time!
Limited slots available—once it's gone, it's gone!
Book now and get ready to feast!

Let me know if you'd like a more casual, formal, or playful version!

[#Avante2GoKoreanEats](#) [#SeoulFoodSquad](#) [#ComingInHot](#) [#KFoodCravings](#)

【最后一天！错过就要等下一次咯！】
正宗韩式美食——只限预约！
石锅拌饭、泡菜炒饭.....你想要的韩味这里都有！
只剩最后一天可以预订！
嘴馋地道韩国风味？就是现在！
名额有限，错过就没有啦！
立即预订，准备开吃！
[#Avante2GoKoreanEats](#) [#SeoulFoodSquad](#) [#ComingInHot](#) [#KFoodCravings](#)



Last Day! ORDER NOW!

Combo A
Bibimbap
Ala Cart RM 9

Combo B
Kimchi Fried Rice
Ala Cart RM 9

MENU

Lunch Set (RM 11), First 25 Sets
Combo A - Bibimbap With Soy Garlic Fried Chicken + Barley Water
Combo B - Kimchi Fried Rice With Fried Chicken Wing + Barley Water

Add On Promotion RM 3 Pancake (While Stock Last)

BREAKFAST		BEVERAGE	
Korean Toast	RM 6	Yuzu Tea	RM 6
SNACK		Barley Water	RM 3
Korean Pancake	RM 4	Ice Coffee	RM 5
STREET FOOD		DESSERT	
Topokki	RM 6	Chocolate Hazelnut	RM 6

No.9 Jalan Gereja | [Avante 2go](#) | Sim Kai 0175520592

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Avanté 2 go

Published by 黄宇哲



· 20 May at 10:46 ·

🇰🇷 [LIMITED TIME, FIRST 25 SETS ONLY!] Korean Set Meals – Just RM11! 🇰🇷

📍 Happening ONLY on May 28 (Wed) | 11:00 AM – 1:00 PM

📍 Avante 2 Go Café @ KAGC College, No.9 Jalan Gereja (next to Telekom Museum)

🔪 Pre-order by May 23 to enjoy this special deal!

(Original Price: RM12)

🍽️ Your Combo Choices:

💎 Combo A: Bibimbap with Egg + Soy Garlic Fried Chicken + Barley Water

💎 Combo B: Kimchi Fried Rice with Egg + Fried Chicken Wing + Barley Water

🍷 Add-On Deal:

Chive Korean Pancake at RM3 only (Normal price RM4) with any set! First Come First Served. STOCK LAST.

🚚 Fulfillment Options:

✅ Pick-Up: Directly from KAGC College

🚚 Delivery:

FREE to Wisma Lee Rubber & OCBC Bank HQ

Other areas: Delivery fee applies based on distance from KAGC College

📞 To Order, WhatsApp:

📞 <https://wa.me/message/A2IWQAGGKZNYM1>

🇰🇷 [限时优惠, 仅限25份] 韩式套餐只需 RM11! 🇰🇷

📅 仅限5月28日 (星期三) | 时间: 上午11:30 至 下午1:00

📍 地点: Avante 2 Go 咖啡馆 (KAGC College) No.9 Jalan Gereja (Telekom Museum旁)

🔥 5月23日前预购可享优惠价! (原价RM12)

🍽️ 套餐选择:

💎 套餐A: 拌饭 + 酱油蒜香炸鸡 + 薏米水

💎 套餐B: 泡菜炒饭 + 炸鸡翅 + 薏米水

🔪 加购优惠:

凡购买任一套餐, 即可加购韭菜韩式煎饼 RM3 (原价RM4) 先到先得, 售罄为止。

📍 领取方式:

✅ 自取: KAGC College

🚚 送餐服务:

免费送达: Wisma Lee Rubber & OCBC 银行总部

其他地区: 运费将根据与KAGC College的距离计算

📞 下单请WhatsApp:

📞 <https://wa.me/message/A2IWQAGGKZNYM1>



MAY 28 LUNCH SET

KOREAN SET MEALS

EARLY BIRD PROMOTION

First 25 Customers Only!

Combo A

Bibimbap with Egg + Soy
Garlic Fried Chicken +
Barley Water

RM 11

Combo B

Kimchi Fried Rice with
Egg + Fried Chicken
Wing + Barley Water

Add-On: Chive Korean Pancake + RM 3

No 9 Jalan Gereja, 50100 KL. (Next to Telekom Museum)

T&Cs

Avanté 2 go
Café

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WhatsApp

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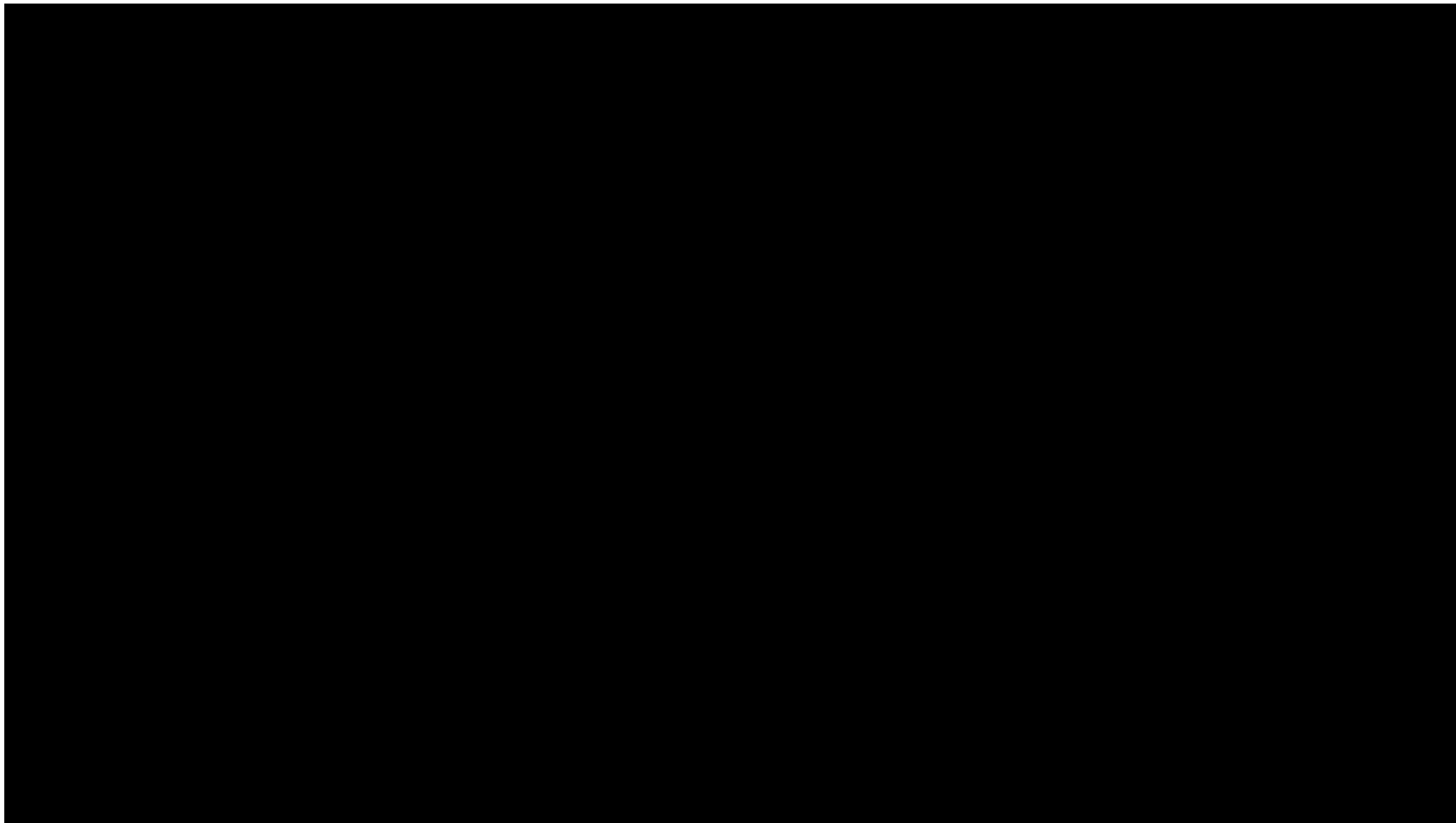
👍 Like

💬 Comment

🔗 Share

Social Media
Paid
Advertisement
(May 20-23)



Samsung TV Display



Whatsapp Catalog

Image	Description	Ingredient	Price
	Korean Toast	Bread, Cheese, Ham, Egg, Chili Sauce	RM 6
	Korean Pancake	Onion, Soy Sauce, Miso, Chive	RM 4 (RM 3 With Combo Purchase)
	Topokki	Topokki, Topoki Sauce	RM 6
	Yuzu Tea		RM 6
	Barley Tea		RM 3

	Ice Coffee		RM 5
	Chocolate Hazelnut		RM 6
	Bibimbap with Egg + Soy Garlic Fried Chicken	Mushroom, Spinach, Carrot, Chicken Wing, Soy Garlic Sauce	RM 9
	Kimchi Fried Rice with Egg + Fried Chicken Wing	Kimchi, Chicken Wing, Garlic, Egg, Rice	RM 9

Lunch Set Combo	Description	Ingredient	Price
	Combo A: Bibimbap with Egg + Soy Garlic Fried Chicken + Barley Water	Mushroom, Spinach, Carrot, Chicken Wing, Soy Garlic Sauce	RM 11
	Combo B: Kimchi Fried Rice with Egg + Fried Chicken Wing + Barley Water	Kimchi, Chicken Wing, Garlic, Egg, Rice	RM 11

KAGC
COLLEGE