

# Bonzai Ramen's Re-branding Guide

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# Bonzai SWOT Analysis

## Strengths

Great customer service

Friendly staff

Menu variety

## Weaknesses

Long wait time

Lack of special events

Poor advertising

## Opportunities

Locally owned

Supplies exotic treats

Authentic recipes

## Threats

Other Asian restaurants

Can be seen as offensive

Constant negligence

## SWOT summary

Bonzai ramen offers so much in the way of genuine food, friendly faces and welcoming atmosphere. However, Bonzai does not have any way to help it stand out from the crowd, making it all the easier to fade away into obscurity.

# Competitor Analysis

This analysis is based off the logos of a few main competitors of Bonzai ramen, allowing to explain what the logos and branding are like in comparison.

## Panda Express

Panda express has a well established familiarity in the Asian food world in America, their logo is just a panda with their company name alongside “Chinese Kitchen” easy to identify due to its simple and minimalistic nature and it matches the name of their company. This allows panda to be identified even without the words written.

## Kingdom of Pho

Kingdom of Pho has gone with a traditional logo that has a bowl, and a Vietnamese castle above it. Just like the Panda express, they are able to be easier to recognize and it also encourages people that there is a more likely authentic experience. Giving a higher chance that people will go to eat there instead.

# Goals and Objectives

This section covers what bonzai ramen wants to accomplish here in rexburg

## Short term

Bonzai wants to improve their brand by making it easier to remember and recognizable, more inviting, alongside with being consistent with their message of being the best, and coolest ramen shop in Rexburg.

## Long term

To expand their menu, make improvements to their building, and to be the best hang out spot for the people of Rexburg to enjoy.

# Why change?

The term “Banzai” comes from the “Banzai Charge,” which is a Japanese war cry used by the Japanese soldiers during a last ditch effort charge against their enemies. The soldiers would scream the word “banzai” as they charged their enemies with bayonets, and it was also used during suicidal attack of “Kamikazes”.

The Japanese still have a somber memory of this experience, and it can be seen as being offensive. There have been people, both Americans and Asians, who have come inside and declared to us that the name we use makes them uncomfortable, or they say that it is offensive and refuse our services. This does not match with Bonzai’s goals of being an inviting place for the people of Rexburg. We need to change it if we are to match with our message, and before we get into serious trouble.

# How much to change it?

The only thing that would cost money for this change is to change the logo and name of bonzai would be to follow the legal steps to change the name, and make three new banners for the name and logo to be displayed outside.

Banner (prices and deals come from BannerBuzz.com)

One vinyl 4 X 9.5 banner W/ultra strong adhesive tabs  
=\$82.32 ( $\$128.88 + \$4.99 = \$137.20 - 40\% = \$82.32$ )

$\$82.32 \times 3 = \$200.55$  ( $\$334.25 - 40\% = \$200.55$ )

Here is how much it would cost to update the Banzai logo, and name legally. (Based on Idaho law)

Online = \$55 (\$35 for legal, \$25 for assumed business name)

Mail in = \$95 (\$50 for legal, \$45 for assumed)

Grand Total = \$255.55 - \$295.55

# Logo comparison (current)



The current logo is simple, AI generated, and it has a low picture quality. The symbol is supposed to be a cool, fun, and inviting, However the logo only shows the bare minimum amount of work. Giving a poor message about the store and the services offered.

# Logo comparison (new)

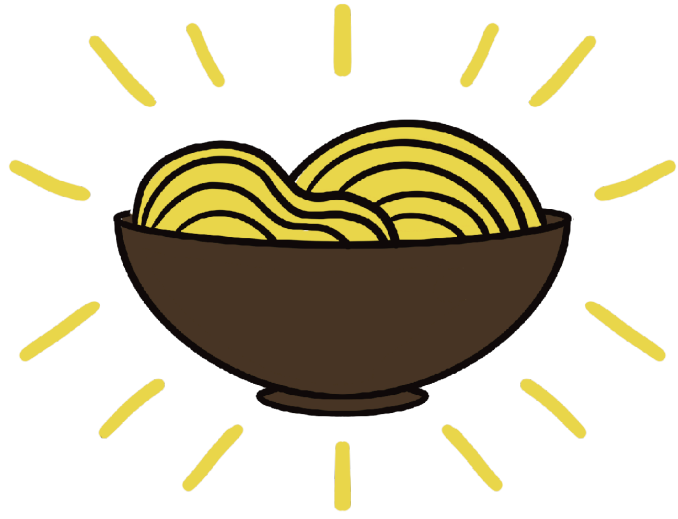


The new logo features a hand crafted depiction of a single Bonsai tree growing out of a bowl, easier to look at, it keeps the theme, and making the logo easier to remember since the name of the restaurant matches the logo. Giving the proper message of being a calm, fun experience.

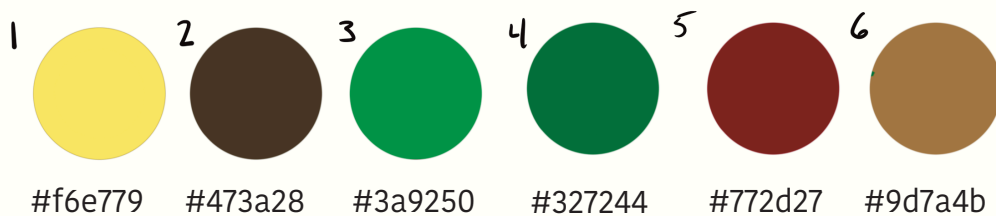
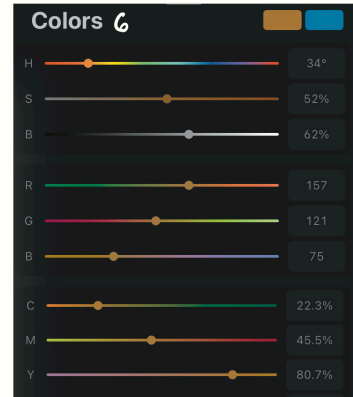
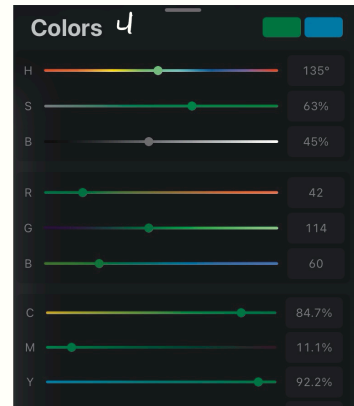
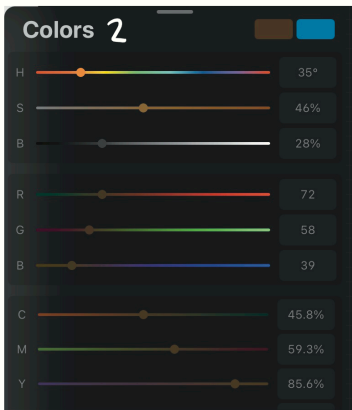
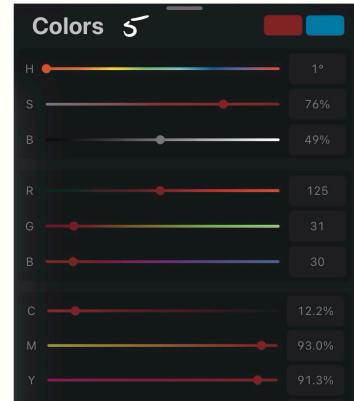
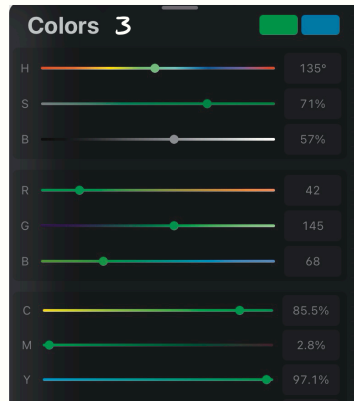
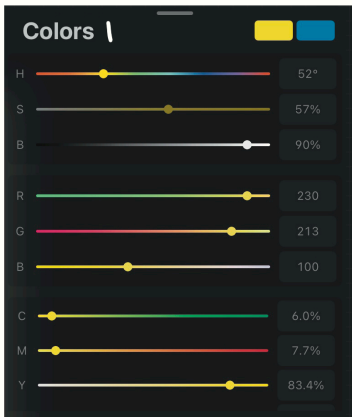
# Alternate designs

Here are a few more design ideas that also fit the Idea of Bonzai Ramen and that can be contenders in the design.  
(This one is my favorite.)





# New logo and font details



# Key messages

## The 5 Key messages Bonzai strives for:

### 1. Traditional

Bonzai ramen uses traditional Japanese recipes, followed with cooking methods to create tasty meals.

### 2. Exotic

Bonzai offers something that most places don't, a break from the same types of food found here in rexburg.

### 3. Flavorful

Food is one of life's many joys, Just like, it should be made and enjoyed in the best way possible.

### 4. Friendly

Properly providing food to others should be done with a smile and bonzai aims to offer a welcome for all who enter their doors.

### 5. Calm

Life is already a stressful and chaotic experience, Bonzai strives to be a spot where people can take a break from the stress of it all and enjoy the vibe that they at offer.

# Final Analysis

The new logo alongside with the description words helps show a newer, better, and reserved Bonzai ramen. The colors are more inviting than just a red circle, chopsticks and AI generated noodles that is easily forgettable when compared to other Asian restaurants. This new logo gives the restaurant an original, familiar, feel and it can become a better recognizable logo that allows customers to remember Bonzai and the experience that we can offer to them and invites our associates to carry our message of being one of the coolest, and relaxing spots here in Rexburg.

Heres to a brand new,  
Bonzai Ramen!

