



MARKET

The giant 'B' in the Mr Bigg's logo has been a familiar sight in most state capitals, serving pastries, snacks, burgers and hot meals to families, teenagers, and corporate customers for nearly twenty five years.

Mr Bigg's primary target, comprising 50 percent of its total market, is made up of young upbeat adults in the BC socio economic group aged 15 to 35 years who live and work in urban cities and require quick, quality meals on the go.

The brand's secondary target, comprising 35 percent of its market, are urban families also in the BC socio economic group, with emphasis on children between the ages of four and 14 years. This target group appreciates good quality food, fun and excitement, all experienced within a trendy environment.

Corporate organizations that require quality snacks and meals for official functions and meetings are regarded as Mr Bigg's tertiary target and make up 15 percent of the brand's market.

Mr Bigg's currently commands an estimated 40 percent share of the Nigerian Quick Service Restaurant market, with pastries, particularly meat pies, contributing the highest volumes.

Over the years Mr Bigg's has consolidated its growth with a strategic partnership with Exxon Mobil as well as the adoption of franchising as an expansion strategy. The brand established significant growth with the introduction of multi-brand food courts in shopping malls and Mobil filling stations, offering menus that combined local meals with internationally franchised offerings such as Nando's, Chicken Inn, Creamy Inn and Pizza Inn. This strategy contributed to increased patronage and resulted in high profits, with the brand achieving an annual turnover of over ₦12 billion in 2006.

Within the next five to ten years the Mr Bigg's brand will focus on growing its share of the quick service



restaurant market to 60 percent, through increased franchising.

ACHIEVEMENTS

The Mr Bigg's brand has achieved very many firsts; in most states in Nigeria it has been the pioneer quick service restaurant business to open, it was the first to start franchising, and with the opening of the first branch in

Ghana in 2005 Mr Bigg's became the first indigenous QSR to open an outlet in another West African country.

In 2005, the Mr Bigg's brand won two awards; brand of the year award in the fast foods category of the NAME awards for marketing excellence, organised by the National Institute of Marketing Nigeria



HOT & FRESH!

That's the Big promise!

Have a Bigg experience!



(NIMN) and best Quick Service Restaurant Award from African Travel Quarterly (ATQ). The brand also won the Brand of the year award in the fast foods category of the NAME awards (NIMN) for 2007.

The chain is proud to provide direct employment to over 6,000 Nigerians through its network of restaurants spread across the country, as well as indirect employment for suppliers, contractors and other business partners. The brand has also been able to develop entrepreneurial skills and contribute to the growth of the real sector of the Nigerian economy by giving franchisees the opportunity to own and manage their restaurants.

Mr Bigg's currently operates 180 restaurants pan-Nigeria and four in Ghana, commanding a dominant 40 percent of the Nigerian QSR market.

HISTORY

The development of the Mr Bigg's restaurant chain was a steady evolution from the coffee shops of the Kingsway department stores run by UAC in the early 1960s, shortly after Nigeria's independence. 'Kingsway Rendezvous' a pastry shop was introduced in 1973 to replace the coffee shops and in 1986 the first Mr Bigg's restaurant was opened after UAC commissioned intensive consumer research to identify what consumers wanted to experience in an ideal Nigerian quick service restaurant.

Like every new business Mr Bigg's faced several start-up issues. The first challenge came in 1987 when the Federal Government banned the importation of wheat flour, a staple ingredient for pastries and a mainstay of the business. A mix of maize and wheat flour was used as a substitute for pastries whilst cassava flour was used for cakes which had just been introduced to Mr Bigg's menu at the time. Further challenges were faced in later years when the importation of equipment and materials was affected by restrictions. Staff training was another critical challenge as there was only one major hotel and catering training school in Lagos.

The brand however survived all these trials and opened its first restaurant at 51 Marina Street, Lagos in 1986. At that time only a limited menu of pastries; beef, chicken and apple pies, sausage rolls, doughnuts and beef burgers were available, a far cry from the extensive menu on offer today.

The second Mr Bigg's restaurant opened two years later, in 1988, and thereafter three more restaurants were opened in Lagos. By

1995 Mr Bigg's had opened five restaurants in Lagos, and moved east to Port Harcourt.

After that the chain grew steadily, expanding across key cities in the country until it had developed a network of 174 restaurants - twenty years from its inception.

In 2003 the first franchised Mr Bigg's restaurant was opened at plot 3 Addis Ababa crescent Wuse Zone 4 Abuja and two years later in 2005 the first Mr Bigg's restaurant was opened near Kwame Nkrumah Circle in Accra Ghana. Today a total of 85 Mr Bigg's restaurants are franchised.

PRODUCT

Mr Bigg's offers a range of snacks and meals - from pastries such as pies and rolls to sweet snacks, hot meals, burgers and oven-baked chicken - all with recipes developed to provide consumers with a consistently 'Bigg experience'.

All raw materials and packaging meet world class specifications and suppliers are carefully screened to select only those that can consistently meet the required specifications. Once materials are accepted for use in production they are subjected to rigorous quality-assurance procedures including physical, chemical and microbiological tests. During the production process finished and semi-finished items are also scrupulously tested and inspected to ensure that the highest standards of food safety are met.

Mr Bigg's hot meals are packaged in transparent, microwaveable packs for convenience and in plate to ensure that every bite is served hot, fresh and delicious, the Mr Bigg's way.

RECENT DEVELOPMENTS

In 2005, Mr Bigg's expanded the offering on its hot meal menu to include local favourites such as yam and beans. The new items Heritage Pottage and Farmhouse Beans were a huge hit and in 2008 a pasta dish 'Indomie Stir-Fry' was introduced as the newest item on the menu.

Cooperation agreements were signed with Nestle Foods Nigeria for the production of exclusive seasoning for Mr Bigg's recipes and new restaurants were recently opened in Jos, Abuja and Ogun State.

Mr Bigg's recently changed its payoff line from "what a delicious experience" to "Have a Bigg experience" in order to effectively communicate its customer focused service disposition in which customers are offered more than just

quality food but an experience of service, convenience and quality food. convenience and quality food.

PROMOTION

The Mr Bigg's brand is vigorously promoted through electronic broadcast media; radio, the print media, utilising newspapers, magazines, and even comics. The brand also sponsors sports and general programmes, advertises on sports programs and game shows such as the earlier edition of "Who Wants to be a Millionaire" and ran stand-alone TV commercials (the OH LA LA CIOUS campaign).

Mr Bigg's also invests heavily in seasonal Below-The-Line activities, organising annual Back-to-School promotions, Children's Day funfairs and specials for Easter, Sallah, Christmas, Independence Day and Valentine's Day. These events, which are either sole sponsorships or organised in collaboration with other brands, are usually very successful and well received by consumers.

Between 2002 and 2006, "Mr Bigg's Big Melodies" music competition was organised for primary school pupils annually and during the brand's 20th anniversary celebrations in 2006, Mr Bigg's donated over 5,000 insecticide-treated mosquito nets to homes and orphanages in Lagos, the Western, Eastern and Northern regions.

BRAND VALUES

Mr Bigg's brand values are simple and clear; food and service excellence at all times, whilst consistently keeping the consumer's convenience and needs in focus.

Through these values the brand promises its customers quality food, quick friendly service, fantastic value for money, and a commitment to maintaining the highest standards of hygiene at all times. Overall the brand promises a truly Bigg experience.

The brand's emphasis has always been to put its customers first; a tradition that began nearly twenty five years ago when UAC commissioned the consumer research that resulted in launching the Mr Bigg's brand and its chain of restaurants.

The vibrant red and yellow colours of the brand logo are warm, friendly and welcoming while the white signifies purity, wholesomeness and integrity.



THINGS YOU DIDN'T KNOW ABOUT MR BIGG'S

- About 100,000 people visit Mr Bigg's daily
- About 25,000 pieces of chicken are sold in Mr Bigg's Restaurants daily
- Mr Bigg's has sold up to 635,000,000 meat pies since inception
- Mr Bigg's has sold about 148,000,000 donuts since inception