

Pho Than Brothers

Character Traits (*Who are we?*)

Authentic (*handcrafted, rustic, fresh, natural*)

Casual (*relaxed, calm, inviting, comfortable, approachable*)

Convenient (*fast, economical, fits into daily life*)

Mission Statement (*What do we do?*)

Since 1996, Pho Than Brothers has served our local communities in the Puget Sound area, authentic Vietnamese food in welcoming spaces.

Positioning Statement (*What makes us different?*)

For the Puget Sound area, Pho Than Brothers is a **casual** pho restaurant that provides **fast**, authentic Vietnamese food that is **fresh** and **affordable**.
(red=attributes which makes company, product, or service different)

Company Promise (*Outward facing to the public*)

We believe that authenticity, convenience, and affordability is paramount that's why we dedicate our decades of experience to providing traditional Vietnamese food made daily with fresh ingredients, and fast service in a welcoming space.

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to make the
Brand Purpose
or Mission
Statement.

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Since 1996, Pho Than Brothers has served our local communities in the Puget Sound area authentic Vietnamese food. Our welcoming restaurant provides fast, traditional Vietnamese food that is fresh & affordable because we believe in authenticity, convenience, and good prices are paramount. With decades of experience, we promise to never change our valued traditions.