

## **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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Combine these  
to make the  
Brand Purpose  
or Mission  
Statement.

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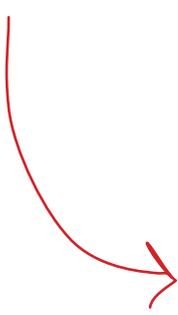
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Since 1996, Pho Than Brothers has served our local communities in the Puget Sound area authentic Vietnamese food. Our welcoming restaurant provides fast, traditional Vietnamese food that is fresh & affordable because we believe in authenticity, convenience,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