



# SWAHILI™



# VILLAGE

RESERVATIONS



## Case Study

### Swahili Village Restaurant

Swahili Village Bar and Restaurant has become a premier destination for East African cuisine in the United States, with three thriving locations in Washington, DC, Maryland, and New Jersey. Known for its bold, authentic flavors and scratch-made dishes, the restaurant offers both meat and vegetarian options that bring the richness of Swahili culture to the table. Beyond food, Swahili Village serves as a cultural hub—welcoming guests into an atmosphere of warm hospitality that celebrates tradition while building community. Its growing footprint demonstrates not only the demand for diverse culinary experiences but also the restaurant’s ability to scale its brand while staying true to its roots.

For More: [www.swahilivillvillages.com](http://www.swahilivillvillages.com)

Type of Business:  
**Restaurant**

Location:  
**Restaurant**

Services Provided by Kennedy Consulting Group:

**Digital Media, Social Media Planning, Website Design, Website Content Creation, Food Photography, Communications Auditing, Public Relations, Marketing, Advertising, Communications Strategy, SWOT Analysis, Expansion Marketing, Project Management, Branding**

## Project Overview

Kennedy Consulting Group partnered with Swahili Village to design and implement a comprehensive communication strategy that positions the restaurant as a premier cultural dining destination. The project focused on strengthening brand visibility and customer engagement through marketing, digital media, branding, customer experience, and community outreach. Over a 5–6 month period, the plan was executed in phases—beginning with a full assessment of existing strategies, followed by the development of an integrated communication plan, and concluding with implementation, monitoring, and quality control. The ultimate goal was to increase foot traffic, boost sales, improve customer satisfaction, and build long-term brand loyalty.

## Challenges

Swahili Village faced significant hurdles as it worked to regain stability after the COVID-19 pandemic. The brand struggled with reduced foot traffic, declining customer loyalty, and financial setbacks that affected day-to-day operations. These challenges were compounded by the personal battle of the owner’s cancer diagnosis, which placed additional strain on leadership and resources. Together, these factors created a critical need for renewed brand visibility, customer engagement, and a clear path to rebuilding trust with its community.



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# Actions

In response to the challenges, Kennedy Consulting Group implemented a series of strategic actions designed to rebuild Swahili Village's brand strength and customer connection. This included a full rebrand of the website to modernize its look and align with the restaurant's cultural identity, re-establishing online integrity through compelling social media amplification, and conducting a top-to-bottom communications assessment. From this foundation, the team developed a comprehensive 5-6 month plan of action to guide marketing, branding, and engagement efforts aimed at restoring loyalty and increasing foot traffic.

- 1** **Brand Refresh & Digital Presence**  
Kennedy Consulting Group led a rebrand of the Swahili Village website to better reflect its cultural identity and dining experience. This included modernizing design, refining messaging, and aligning the brand with its vision as a premier cultural destination.
- 2** **Social Media Amplification & Online Integrity**  
To rebuild trust and visibility, the team re-established Swahili Village's online presence through compelling social media amplification. By creating engaging content and amplifying brand stories across platforms, the restaurant regained credibility and strengthened connections with both loyal and new audiences.
- 3** **Comprehensive Communications Strategy**  
Kennedy Consulting Group conducted a top-to-bottom communications assessment and developed a detailed 5-6 month action plan. This integrated strategy covered marketing, branding, PR, customer experience, and community engagement, providing a roadmap to rebuild brand loyalty, increase foot traffic, and improve long-term sustainability.

# Analytical Results

Kennedy Consulting Group managed the communications, public relations and community engagement outreach resulting in the following achievements.

## 350,000 REACH

Using FB Ads, website marketing, social media posts, QR codes, branding campaigns, onsite events, Kennedy Consulting Group was able to reach 350,000 impressions and customers across the DC, Maryland, and New Jersey.

In addition to the targeted marketing campaign, Kennedy Consulting Group achieved the following results:

- Re-Launched Newly Designed Website
- Updated All Food Photography
- Planned Swahili Village Day
- Completed Communications Assessment
- Managed SWOT Analysis
- Launched Brand Awareness Campaigns
- Rebranded All Social Media Pages
- Retained IT Firm



# Swahili Village Restaurant

Swahili Village worked in alignment with Kennedy Consulting Group to execute a communications and marketing campaign that supported the rebrand of all three restaurants.

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