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plan**

Introduction

I am developing a marketing plan for a new restaurant and the aim is to serve authentic and nutritious dishes with herbs and spices from India. It will be an Indian restaurant, located in the city centre of Newcastle. With brilliant marketing I would want it to be where customers want to pay a visit and after the excellent experience of food and service, would want to keep returning and would like to pick this place over others. The marketing should reach out to all the target consumers. Our target market would be family with children and young couples and young adults. Slower nights we will advertise a 10% discount for pensioners and the atmosphere would be kept calmer with quieter music in the background. I have looked at similar restaurants and businesses around the Newcastle area, and their menu pricing, along with how sustainable they are. Researching data has given me a great idea of what the market wants. Customers are increasingly becoming conscious about healthy eating, (Talking Hospitality, 2024). Looking at data that proves what potential customers want and need from a restaurant, and with all the experiences from my current placement, Taste of India, (Tasteofindiaforesthall.com, 2025), I have been able to come up with this business plan and how it will be marketed to the public.

Marketing is the promoting of a company for the buying and selling of a service or product, (Twin, 2024). It is educating the public on a product that you are selling, Marketing is when the information and news is given through advertising of the product or service being sold to potential customers. Through advertising, the company gets to sell the services and products to customers and other organisations and businesses. Promotions would usually be targeted to specific audiences. They could be celebrity endorsements, catchy slogans or phrases, designs and packaging and it is the whole exposure to the media for the purpose of getting the news out.

Marketing is one of the most important parts of running a business. Customers need to hear and know about the product or service, otherwise they will not sell no matter how brilliant the product or idea is. Marketing helps the businesses identify their customers and know what the current trends are. The idea is to then reach out to them and show them what they have to offer. It gets the people aware of the product and gets them interested in it. It would promote the products and make them look desirable and valuable, (Daley, 2022).

Content marketing will be used, as it is all about content that you are providing to your audiences, and it does not actually feel like selling, but more about giving people valuable information and reviews. This type of marketing is meant to feel more natural and more helpful, (Rodrigue, 2023).

Peter Drucker who is a management guru said that the purpose of marketing "is to create a customer". (Yohn, 2019).

The marketing industry communication changes all the time and continues to adapt to new media patterns, technology, and communication interfaces between marketing and the target market, (Eagle et al., 2020).

The Ansoff Matrix is a two-by-two framework grid used to analyse community to help evaluate and plan growth initiatives by the management team. It helps to see what risks are associated with each one of the different growth strategies. The Ansoff Matrix is usually used with other analysis tools such as the SWOT, PESTEL or Porters 5 Forces frameworks to be able to support all the drivers of the company's growth, (Peterdy, n.d.).

The seven P's are the things that need to be looked at for strategies for marketing planning. They are Product, Price, Place, Promotion, People, Process and Physical Evidence, (CIM, 2023).

With the help of Ansoffs Matrix and the 7 p's I will be developing a marketing plan and the purpose of that would be to run a successful restaurant with increasing sales.

Product and Price

A marketing plan is essential if you would like an investor, and plan to grow your business. Along with the business plan, any investors would like to see the marketing plan. These plans when presented, shows that you know and understand to the promoting and daily operation of the business. All your ideas will be put in writing in the restaurant marketing plan and by sharing your creative plans and sharing your visions with the collaborators and holding yourself accountability, (SevenRooms, 2023).

My plan is to open an Indian cuisine restaurant in the busy Newcastle City centre. There are a few other restaurants in the city that are doing exceptionally well, (Do, 2024). Geisha Asia restaurant is one of them, (Tripadvisor, 2025), and Dabbawal restaurant, (Lyal, 2023), just to name a couple.

To create a new restaurant concept, there needs to be a plan of marketing strategy. You will need to know your target customers, how you would reach out to them and how you will manage competitors and how you will compete with them. Having a marketing plan would make your business more successful. With this plan you will have a better understanding of how other similar businesses compare to your business in your area. You will have a better understanding of your business competitive advantages. In your initiatives, you will be more successful by having a marketing plan.

My marketing concept will emphasise on healthy and sustainable practice. There will be an online website for the business where customers can view all the information of the

restaurant and read about our values and responsibilities as a business towards the environment. Customers will be able to place orders online if they wish or they can call up.

It will start with a slightly lower priced menu, based on production costs, location and competition. Good promotions and deals and offers will attract customers. Once they visit and experience the atmosphere and ambience with decor that would be no less than any other local restaurants but cosier, where customers can book and come in for work networking, have a meal and catch up with friends or spend a lovely time with family, they should want to return. As there is competition, frequent advertising is needed to keep up with trends and make consumers aware of the better offers and deals compared to the competitors. Along with brilliant customer service, and a great, food and drinks menu, our restaurant will be the place customers would like to pick.

Starting up a new business will be challenging as it means that there will be high expenditure at the beginning and less profit at the beginning, (Smith, 2014). As the customer base gets solid and sales go up, the menu price will increase slightly.

Mocktails are a massive thing now, they are healthy, make fabulous pictures for uploading on social media and taste good. They 'are the drinks without drinking', (Heasley, 2025). I will create a drinks menu with a set of different choices of mocktails and as recent studies show that consumers are preferring mocktails over cocktails as they prefer less alcoholic beverages. You cannot go wrong with the different combination of colours used for the different flavours and garnishing that look beautiful on the mocktail's menu.

This is a current trend in the hospitality industry and our marketing would be to emphasise on that, (The Bottom Line by Square, 2024). Trends are vital to keep up with as they are the reason customers get drawn to a product. Another is the trend of the use of dry ice to create smoke around the food that is served on the table, (Market, 2024). Consumers are influenced by the latest trends and like to try the things they see are trending on social media. They click pictures for their own social media updates and the places they like to visit would have to be worthy of putting up on social media story, (Ananyaa Desikan, 2023).

The pricing should be according to the cost of the product, the production costs and the cost of service and distribution. (SumUp - a better way to get paid, n.d.). In the beginning of a new business set up, the profits will be low or even non.

If you look at a product life cycle. The start of the cycle is the introduction of the product and the service to the market, which is the introduction of the restaurant. The life cycle is the full length of the business until it is no longer there. There are four stages in the cycle. The first is the introduction, secondly the growth, then the maturity and finally the decline. The marketing cost is the highest at the beginning when a new company is introduced. During this time the sales are usually high. Then it hits the peak, and sales stabilise and causes for decline could be competition. This cycle informs the marketing, and the decision-making process happens on the promotion and pricing to decisions of expanding or cutting costs, (Investopedia, 2024). On this product life cycle i would place my business on the Introduction stage as I will only introduce my product and service.

Place and physical evidence

The restaurant will be in the Newcastle City centre, with a modern decor with good ambiance and a comfortable place to sit, spend time and socialise with friends and family. The decor and ambiance will create a high-quality restaurant experience with multi-sensory points such as lighting, aroma, and music. Plan is that it will attract customers for not just for the tasty food but for the atmosphere it creates. Waiting staff will go above and beyond in helping customers with the menu if needed and always ready to help when needed. Health and safety will be priority so cleanliness is paramount as one incident of cleanliness issue will destroy the business reputation. The menu will be visually appealing and straight forward and simple to understand. It should engage the customer and look attractive, (orders.co, n.d.).

My business will be an environmentally friendly, socially responsible and conscious company. Customers will want to know that the businesses values align with that of their own. Keeping sustainability in mind, we will be sourcing from sustainable local farms.

All our takeaway food containers and packaging will be brought from independently certified company where they will be 100% compostable, so they would break down without harming our environment. This would keep the businesses carbon footprint low compared to the traditional packaging, (Supplyexpress.co.uk, 2025).

Meals that are cooked for takeaway will be in excellent quality, leak proof containers that will keep the food fresh and warm for longer for home deliveries.

56% people have said they prefer eco-friendly packaging and aligning the businesses values with the customer creates brand loyalty, (Greenbusinessbenchmark.com, 2022).

The benefits will be a good brand image, that will be an excellent selling point, but the disadvantages will be the higher costs of the supplies. However, 70% of the restaurant guests are willing to pay for sustainable dishes, (Lightspeed Commerce, n.d.).

Marketing is an especially valuable tool to keep a company organised and help it to grow business. A company that has a blog will make 67% more lead than one without the blog, (Penalver, 2019).

In a restaurant business, you will sell the product which is the food and with it comes the service. The food is a physical thing that you pay for that you can see and feel that is tangible. Intangible part is the service which you cannot feel or see but is an important part of the dining experience, (Katara, 2019).

Inseparability is when a service could not come without the service provider for example you cannot have any car insurance if there were no car insurance companies.

Variability is created when human error and technological issues take place due to services that are run by human.

Perishability services are not owned for later use. They only exist as you use them such as watching Netflix and car insurance is needed only if you drive a car, (Indeed Career Guide, n.d.). In a restaurant business if a table is empty then you have lost revenue during service time. In this matter you cannot sell this table a few hours later or a day after to make up for the revenue lost.

Not owned is when you might prefer to buy and own DVDs rather than watch on Netflix. In this case marketing would be to emphasise on the smoothness of renting over the owning of a product such as a house by making the pricing of rental properties attractive and seem like more beneficial.

Product is the item or service that will be exchanged for money and the consumer needs it to provide value.

The proposition of value is the benefits of the full mix. The customers would ask why they should buy your product over someone else's.

The answer would be if the quality of the product were very good, the design features and the good and well-known, popular, trusted brands. The augmented product is the warranties and guarantees, the delivery and customer services. Perceived products are the brand image and value.

Acorn combines geography with demographics and gathers information of the behaviours of the customers and characteristics, (Limbu, 2023).

Market segment is an excellent thing when you know who the buyers are likely to be. There are four segments of category. Demographic is the Profession, age, income level and gender. Geographic is the density and region. Psychographic is societal status and lifestyle, finally behavioural is the personality, benefit hoped for and loyalty level, (Srikanth, 2023).

There are four types of targeting strategies. The first is undifferentiated, which is limited personalisation and broad reach. The differentiated marketing is targeting to tailored, different segments. Concentrated marketing focuses on just one niche segment and customised marketing is when targeting individual high value consumers, (Sales for startups, 2023).

People and processes

People are not just the customers but everyone who is linked to the business. They are also the staff and the people who are passing the news of the business and giving reviews. They are anyone involved in selling the product or service, marketing, recruiting staff, training

them to managing, (McCabe, 2024). When you meet the expectations of the consumers you improve your brand position and increase sales.

The process is the operation of the business. The smoothly the process of the business goes the more seamless the whole running and management of the restaurant will be. This will create exceptional experience for the customers, (Sharma, 2024). In my new restaurant we will offer table service so that we get to meet and greet our customers then take them to their table. They will get to place their drinks and then food order on the table, with a server so they do not need to worry about that and enjoy a relaxing good meal. During their dining experience our staff will check up on them and see if they need anything else or if they need their drinks filled up and clear away empty dishes, (mlee@touchbistro.com, 2024). The service can be the most important experience of a customer visiting a restaurant. Even more so than the food and design of the place, as a warm friendly, human welcome with sincere care for the customers will make customers feel good being there, if the opposite happened and customers left feeling unwelcome then they would not return even if the food and ambience were brilliant, (Chenery, 2018).

Promotion and distribution

The 7 Ps of the marketing mix is a framework to plan your marketing strategies and to market the product to the right group of people.

Along with the 7 P's, the use of the SOSTAC is good to plan a marketing strategy, (Chaffey, 2022). The marketing plan would be a set of documents that outlines the methods the business will use to get the target market. SOCTAC is a plan that details your digital marketing strategy.

Situational analysis is when placing the business where it is now which is in the stages of opening soon.

Objective is identifying where the business should be. My business should be doing well and making profit.

Strategy is about choosing the best methods to get to the outcome desired. The method would be to campaign on social media, advertise promotions and deals online and use paper flyers to post in the local area.

Tactics are the tools used while using the 7 p's.

Action is working out how to implement the action plan. This is to plan when to implement the marketing. So, advertising for Christmas holidays, Halloween or Valentines Day for example will be only during the time leading to the occasions. However, the more regular

advertising would be on the standard weekly menu when the busiest nights of the week will only offer a la carte menus. The slower days which are Monday to Wednesdays will have special offers and deals to try attracting more customers.

The last stage control and is to measure the success of the plan and the most important part. Results need to be analysed. Each of the tactics should be tracked regularly to know if objectives are being met. This will give an idea as to what has helped and what has not so improvements can be made. Data can be gained through Google analytics, Facebook and Instagram. Google analytics can track and provide data on how many customers come through booking online. Measuring the success using this data means planning on the next step in using their guide as help and making changes accordingly if needed, (Wilson, 2025).

Micro and macro analysis are two elements of the external marketing environment. These are factors that are beyond our control, but they influence our decisions when making a marketing strategy plan, (Bragina, 2024).

Micro for example, would be when the suppliers hold the power of how well a business would do if they were the only supplier or the main supplier. Resellers would be the retailers and the wholesalers. Our business marketing success would be depending on how well they are reselling. If the brands are well known, then that is an advantage in marketing. Then there is the actual customers and the reason behind them buying the products. Then there is the competition and the general duty and responsibility towards the consumers. The public have the power to make a business successful or prevent it from becoming successful.

The Macro factors are the environmental factors. They can impact the businesses production and the decision-making process of the customers. These factors are things such as recession, interest rates, supply, and demand.

Natural and physical forces such as the Earth's renewal of natural resources which are forests, agricultural and marine products etc must be considered.

The non-renewable ones are oil, minerals, and coal etc. These are linked to pollution and climate change along with the laws that regulations which regulate the environment.

There are technological factors that can impact the running of the company. These are the knowledge and skills needed for the production, materials, and technology. The performance, the speed, automation, and connectivity are all crucial factors.

Political and legal forces mean decisions should be taken so that the business always complies by these rules.

The social and cultural forces are changes in society and culture and they must be considered. These are demographics, buying patterns, consumer attitudes, population changes, changes in living standards, and employment, (Oxford College Of Marketing, 2014).

Using the SWOT analysis and the PESTLE analysis, it will make the job of marketing simple.

Using the SWOT tool, you will be able to look at the company's strength, weakness, opportunity, and threat, (Kenton, 2024).

The PESTLE analysis is the political, economic, social, technological, environmental, and legal factors that need looking at and thinking about to make a business successful, (Makos, 2024).

Promotions are especially important for attracting customers, then retaining them. The promotion and distribution is to get more sales through making the company visible to a wider range of audiences. The promotions and special offers are a way of attracting new customers then making them return, (Theaccessgroup.com, 2022). In my new restaurant I will be running promotions on the quietest nights to boost more sales.

My concept is to increase the sales on the quietest nights of the week, which are Mondays, Tuesdays, and Wednesdays. If you look across many data's you will find the same pattern for most of the restaurants, they are the quietest days, (Cotton Patch Cafe, 2024).

I want to be able to increase the sales and turn the slow days in to busy days.

Restaurateurs have considered keeping one or more of these days closed so that they do not incur losses while they are open. On the other hand, even if the business was making a small amount of profit on the days, it was worth keeping the place open. However, the places that are still open between Monday and Wednesday do benefit from other local businesses that are closed. Now this is something that will make the consumers feel like there must be a reason they are closed and not doing as well as other businesses. It affects the image of the business. One big advantage to having Monday closed to all staff is when they get a chance to breath after a busy few days as Thursdays, Fridays, Saturdays, and Sundays tend to be busy day. (Jancisrobinson.com, 2025).

I will keep all those days open to avoid any bad images and think of concepts that will increase sales. A loyalty program will be created for earning reward points on those days only and overtime will receive a free side. Apart from that there will also be a special deal, 4 course menu which will be cheaper than ordering from the a la carte menu. To get the rewards they will have to keep coming back, (Wood, 2017).

Using the Ansoffs matrix, I will look at the four specific strategy for growth.

The first one is the market penetration which is increasing sales of the existing products in the existing market. This one could be when introducing new food such as introducing a new menu to an existing restaurant. Adding vegan and plant-based dishes would attract a whole new audience if these dishes were lacking from the menu. This will attract a different market segment. Adding new products and dishes to the restaurant menu will increase sales as it will meet the requirements of different audiences. This concept I will apply to my business to increase the growth.

The second one is the market development. This one is about selling the products that you currently have to a new market such as a new target demographic or a new customer segment. That could be for example Nandos who is a current business, that attracts customers aged 18-35, but then decides to advertise according to the needs and wants to audiences aged 35 to pensioners, (Google.com, 2025).

Product development is the third one and this one is the one that i have researched into for my plan. This focuses on bringing a new product with needs and wants of the potential customers into an existing market of food diners. So, the market is already there, who dine out and by opening my own restaurant I will target and reach out to them to provide them with what they want.

The fourth and the final one is the Diversification, which I looked at while planning my business. This is the concept of using a new market with introducing new products in a new market.

Conclusion

All the 7 Ps of marketing are significantly important to boost brand image and will help towards making informed decisions to boost profit and increase sales.

The idea of my new business being a sustainable and socially responsible company would mean that the cost maintaining sustainability at the beginning will be quite high, compared to a place that was not eco-friendly. As all businesses generally are low profit to no profit at the beginning as you build the customer base, this idea will make the profits even lower. This is when a lot of work needs to go into advertising and marketing to get the news of the business out to the potential customers. 70% of customers are willing to pay more for dishes that are sustainable, and 56% would prefer if packaging was eco-friendly, as the businesses values align with theirs. This is a good point for marketing, and over time you make loyal returning customers. This will encourage growth over time and make profit. This is the second stage on the product life cycle. First is the introduction of the new business where there will be high expenditure and no profit. Third stage is when the business will mature and there will be constant sales and costs will be reduced. Finally, there is the decline stage where sales will decrease as will the profits and there will be constant costs, (MailChimp, n.d.). However, this is the stage when different concepts of marketing come in handy and stops the decline. Promotional offers I would like to use for the slow days such as set menu specials on dishes that are not costly, then sales will increase and so will profit. There will be a standard kid's menu for the full week but on the slow days from Monday to Wednesday there will be an ice cream scoop added to the children's menu as dessert, otherwise it will be a main and side. Initially, after opening on the quieter nights will like to bring pensioners in with a 10% as the would prefer the quieter nights that the loud busy ones. All these strategies used and keeping up with the latest trends will keep customers returning.

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