



International Gastronomy Management Level 6

**BMGM6002 Marketing and
Promoting Restaurant Facilities**

Week Three



Before we start.....



- **This is a full-time university course as such the university definitions of engagement and decorum apply as per the university code of conduct**
- **Please ensure you arrive by p.m. and have arranged to be here until 5pm for each lecture**
- **Mobile phones**
- **If you ever have any queries at all please reach out on n.brailsford@uwtsd.ac.uk**
- **Let's make this module an enjoyable one, so attend, engage and participate!**



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ATTENDANCE

	☐	☒	☒
	☒	☐	☒
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First a quick Quiz!



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Question



“Why do some restaurants
succeed while others
fail despite
serving similar food?”

Businesses need to understand both internal capabilities and external environment before making strategic decisions

- Better Location
- Strong Brand reputation
- Effective marketing
- Customer experience
- Economic conditions
- Social media Presence
- Consumer trends



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What does



Mean to you??

Why is it important?



A situational analysis facilitates:

- A better understanding of current market position
- Identify strengths and weaknesses
- Recognise opportunities and threats
- Understand customer needs and behaviours
- Analysis competitors
- Make informed decisions
- Reduce the risks

➤ **So how do we do it?**



PESTLE Analysis



P	E	S	T	L	E
Political	Economical	Social	Technological	Legal	Environment
Political and government stability Political orientation Local and National elections Taxation (current & future) Trade Unions Wars (both home and international) Pandemic policies Grants, and other funding Pressure groups	National debt Consumer spending Government Spending (current & future) Inflation Unemployment levels Taxation Exchange rate Supply chain volatility Overall economic situation	Demographics Customer attitudes and buying patterns Media Influencers and role models Brand image Ethical issues Consumer spend Post pandemic lifestyle changes Cultural shifts	Technology demand Technology development (current & future) Levels of research and development funding Intellectual property rights & copyright Lifecycle of a product Government investment in technology Internet connectivity	Legislation in areas such as competition, Health & Safety and employment laws Environmental legislation Changes and effects of EU law and Brexit Pandemic law changes Regulatory bodies	Global warming Pollution levels Plastic waste Attitude of customers, media, protestors, and law makers on the environment Renewable energy Deforestation Green issues Sustainability Environmental protection



PESTLE Analysis Task



01

Choose a restaurant



02

Complete a PESTLE
examining factors
effecting your chosen
restaurants

03

Identify three factors
affecting a restaurant
business today and explain
whether they are an
opportunity or threat.

SWOT Analysis



Industry Trends



Industry trends
influence customer
Behaviour and
restaurant operations



Industry Trends



Sustainability

Customers increasingly expect:

- Reduced waste
- Sustainable packaging
- Ethical sourcing

Health and Wellness

Customers increasingly expect:

- Vegan options
- Plant-based menus
- Healthier alternatives

Technology

Growth of:

- QR code menus
- Mobile ordering
- Delivery apps
- AI-driven customer experiences

Industry Trends



Experience-Led Dining

Customers seek:

- Themed restaurants
- Interactive dining
- Instagrammable experiences

Delivery and Convenience

Continued growth of:

- Deliveroo
- Uber Eats
- Click-and-collect services

Which trend do you think will have the biggest impact on restaurants over the next five years and why?

Discussion



Successful restaurants do not try to appeal to everyone. They identify their ideal customers and create experiences specifically for them

Consumer Behaviour



Personal factors

- Age
- Income
- Lifestyle
- Dietary preferences



Consumer Behaviour



Psychological Factors

- Motivation
- Perception
- Attitudes
- Previous experiences



Consumer Behaviour



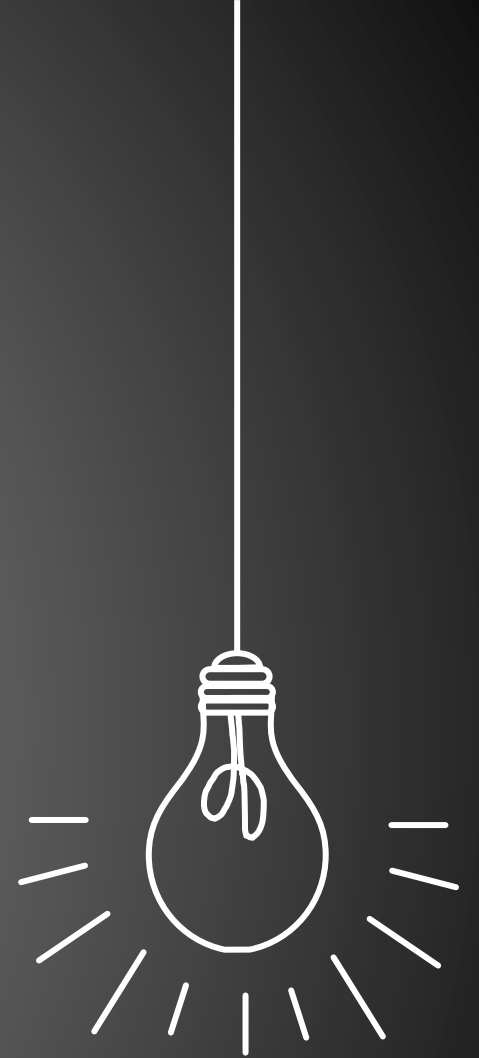
Social Factors

- Family
- Friends
- Social media
- Culture





Customer profiles and Personas



Customer Profile



Young Professional Profile

- Aged 25-40
- Full-time employment
- Disposable income
- Value convenience and quality
- Influenced by online reviews



Customer Persona



Customer Persona

- **Sarah Jones**
- **Age:** 29
- **Occupation:** Marketing Executive
- **Income:** £35,000
- **Dining Habits:**
- Eats out twice weekly
- Uses Instagram for recommendations
- Enjoys premium casual dining
- **Needs:**
- Quick service
- Good atmosphere
- Online booking
- Pain Points:
- Long waiting times
- Poor customer service



Create a Persona



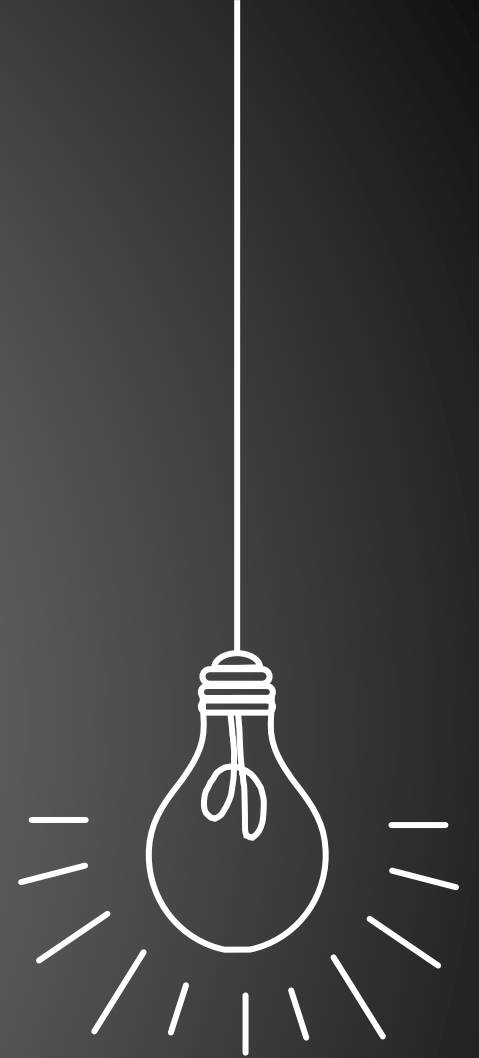
Pick One

- Family diners
- University students
- Business travellers
- Tourists





Competitor Analysis



Types of Competitors



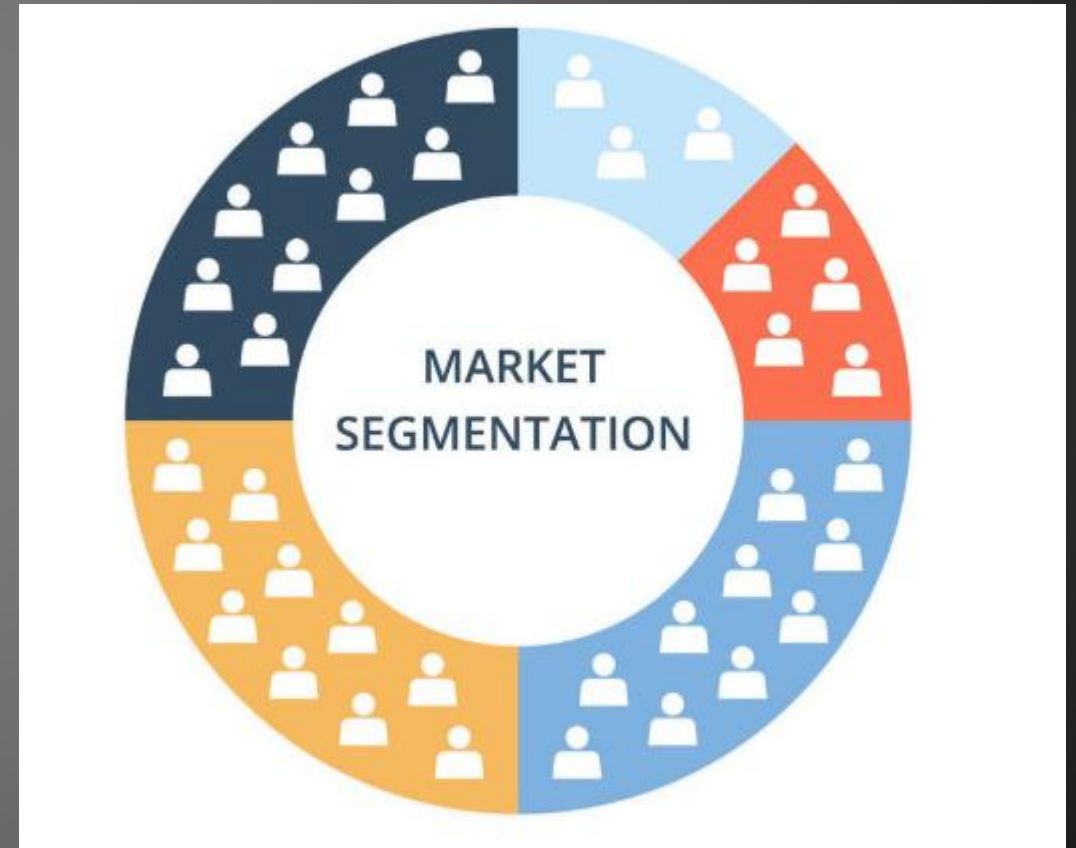
- Direct competitors
- Indirect competitors

Factor	Questions
Price	Are they cheaper or more expensive?
Menu	What food do they offer?
Location	Is it easily accessible?
Reputation	What do reviews say?
Technology	Online ordering available?
Service	How is the customer experience?

Market Segmentation



- Demographic Segmentation
- Geographic Segmentation
- Psychographic Segmentation
- Behavioural Segmentation

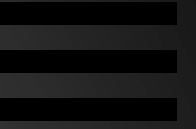


Target Market Selection



- Market Size
- Profitability
- Accessibility
- Strategic fit





Thank you!

Do you have any questions?

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