

NORBERT

by Norbert Orji

Submission date: 23-Jun-2019 01:36PM (UTC+0100)

Submission ID: 109018943

File name: 15476_Norbert_Orji_NORBERT_182759_1385072808.pptx (651.66K)

Word count: 1173

Character count: 5951

Marketing Environmental Audit

Title :-CHAIWALA.

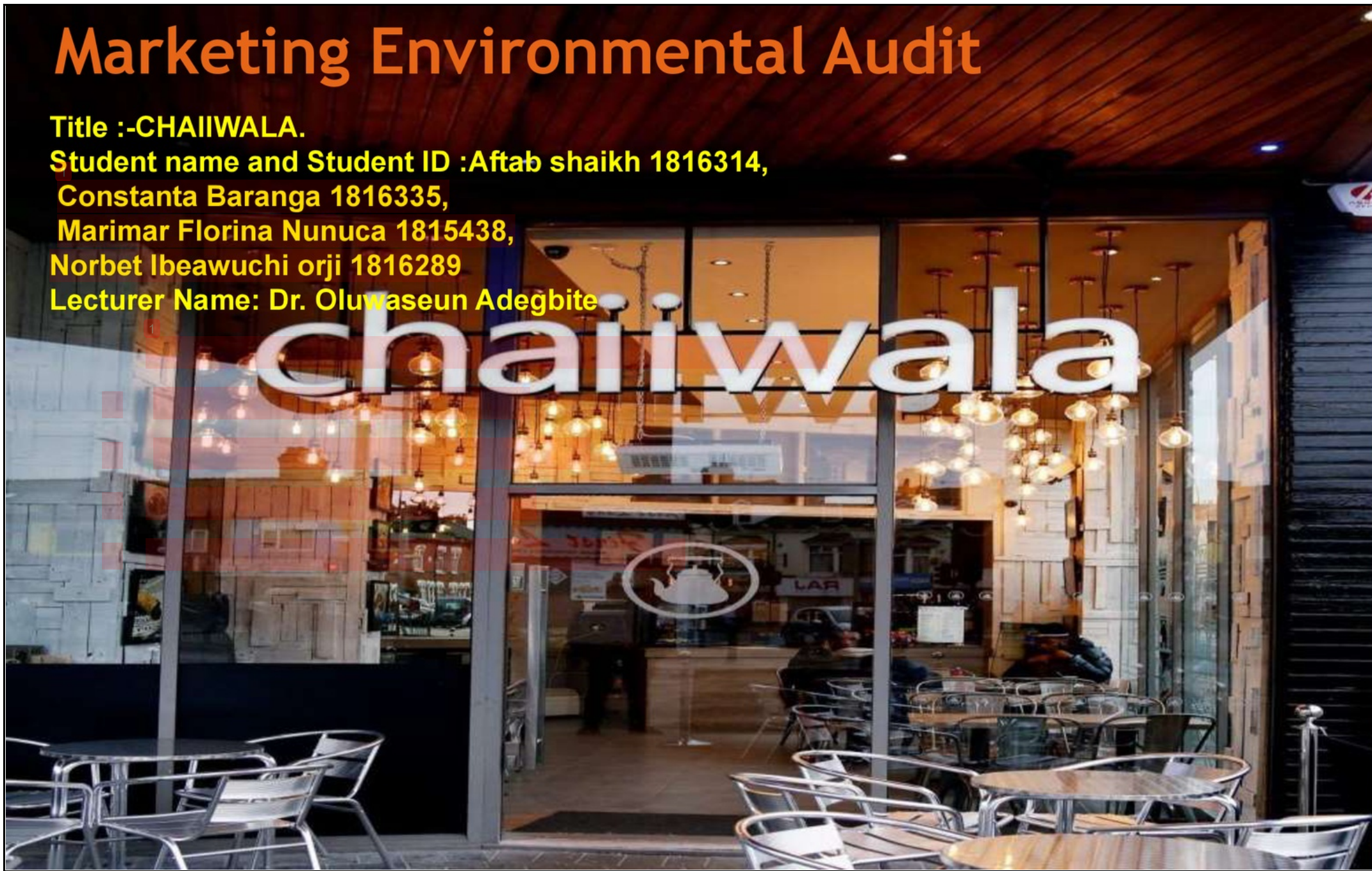
Student name and Student ID :Aftab shaikh 1816314,

Constanta Baranga 1816335,

Marimar Florina Nunuca 1815438,

Norbet Ibeawuchi orji 1816289

Lecturer Name: Dr. Oluwaseun Adegbite



Executive Summary

- ▶ CHAIWALA (tea and coffee shop), This business was started by the great grand father of the owner of the Chaiiwala in Delhi capital of India , Sip of East come to UK Leicester and the second generation of Chaiiwala family open its first restaurant in Leicester 2015 , The restaurant was so popular that they started opening franchise in 2017, They started conquering the world of restaurants by their special recipes they got from their great grand father.
- ▶ This study shows the secret behind this business , How it has gone so popular and how this business making profit and attracting customer towards it , while using S.W.O.T Analysis and P.E.S.T.E.L. Analysis.

BUSINESS OVERVIEW

- ▶ The CHAIWALA Restaurant is a unique idea for UK street.
- ▶ Menu, the combination is totally different from other competitors.
- ▶ Place was chosen by Chaiwala owner for their 1st restaurant is Leicester (Asian community around business).

1 PRODUCT AND SERVICES

- ▶ CHAIWALA has unique menu for breakfast, Lunch, Dinner. Variety of teas and meals
- ▶ Example: Kadak chai, Masala chai, Desi breakfast meal, etc.
- ▶ the service provide by staff is so polite.
- ▶ neat and clean environment attract customers.



TARGET MARKETING

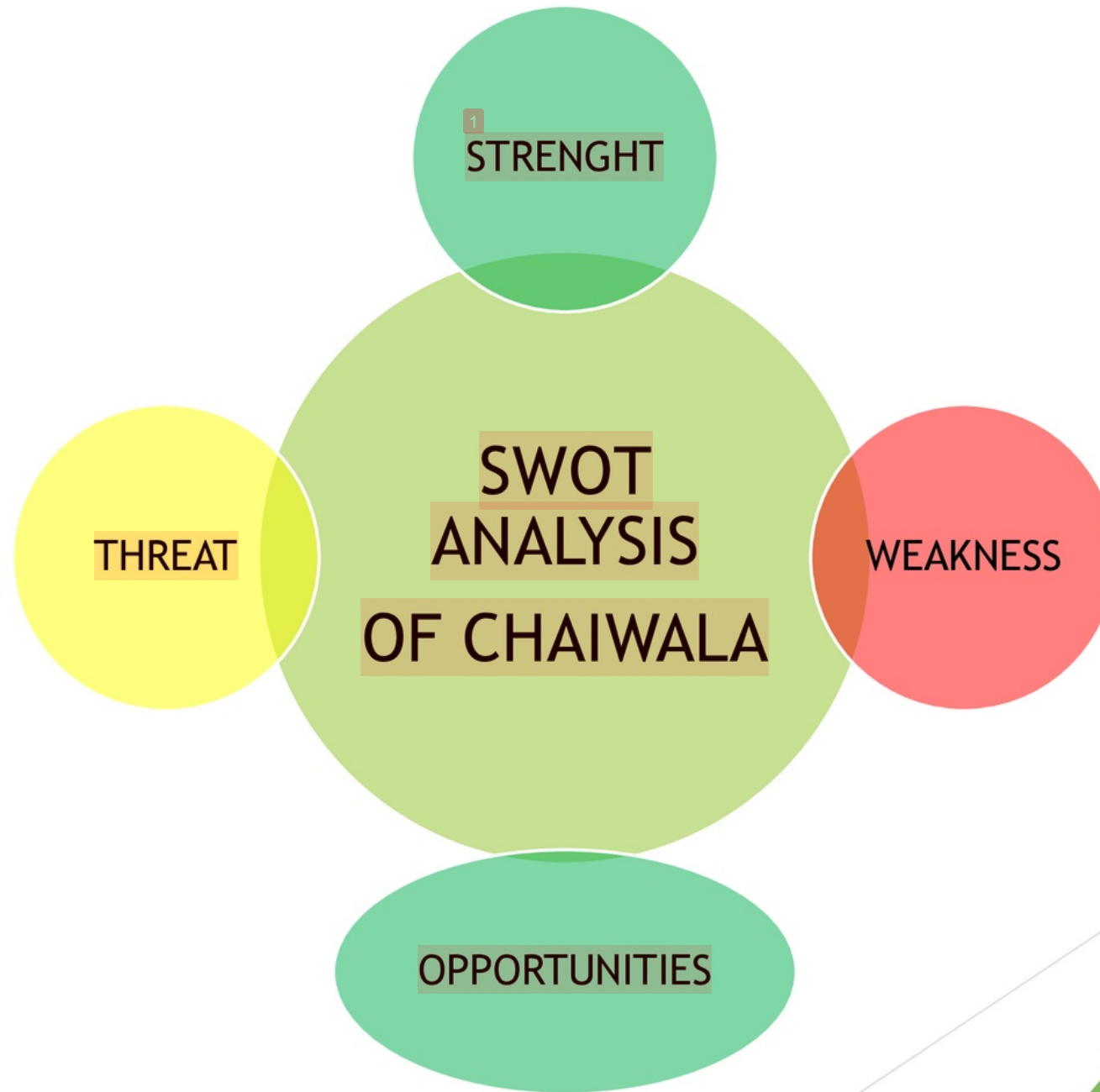
- ▶ When business is not making profit because of not satisfying customer needs.
- ▶ Many firm use strategy know as target market,
- ▶ This strategy separate market into segments and developed product and service
- ▶ Target Market is focusing on customer needs (Camilleri,2017)

MARKET SEGMENT

- ▶ Market Segments is a process which firms use in identifying different segments of market.
- ▶ This process is a consumer oriented process and can be applied on any kind of business (Camilleri,2017).

MICRO AND MACRO ENVIROMENT

- ▶ There are two types of external marketing environments ² MICRO and MACRO,
- ▶ Micro and Macro environments have important role on the success of marketing campaign,
- ▶ ³ These factors will help in the success of organisation marketing campaign and reputation of product. (OXFORD COLLAGE OF MARKETING)



SWOT ANALYSIS DEFINITION

According to Gurel ,(2017) SWOT analysis is:

a tool used for strategic management in organisations, it can be used effectively to built organisational strategy and competitive strategy.

In accordance with the system approach organisation are wholes that are in interaction with the environment.

It consists of 4 elements through which the organisation assess its internal and external environment.

Internal (Strength and Opportunity) and;

External(Weakness and Threat).

Strength

```
graph LR; Strength --> Location[Good Location and Clean Environment]; Strength --> Team[Qualified and Experienced Team]; Strength --> Menu[Innovative and Unique Menu];
```

Good Location and
Clean Environment

Qualified and
Experienced Team

Innovative and Unique
Menu

Weakness

```
graph LR; A[Weakness] --- B[Lack of Finance]; A --- C[Lack of Modern Technological Instrument]; A --- D[High Cost of Maintenance];
```

Lack of Finance

Lack of Modern
Technological
Instrument

High Cost of
Maintenance

Opportunities

```
graph LR; A[Opportunities] --- B[Low Tax Opportunities]; A --- C[Online Services / Door to Door Services]; A --- D[Tourist Opportunities]
```

Low Tax
Opportunities

Online Services /
Door to Door Services

Tourist Opportunities

Threat

```
graph LR; Threat --> Competitors[Competitors Already in Market]; Threat --> Law[Law Effectiveness];
```

Competitors
Already in Market

Law
Effectiveness

P.E.S.T.E.L ANALYSIS

Political
factors

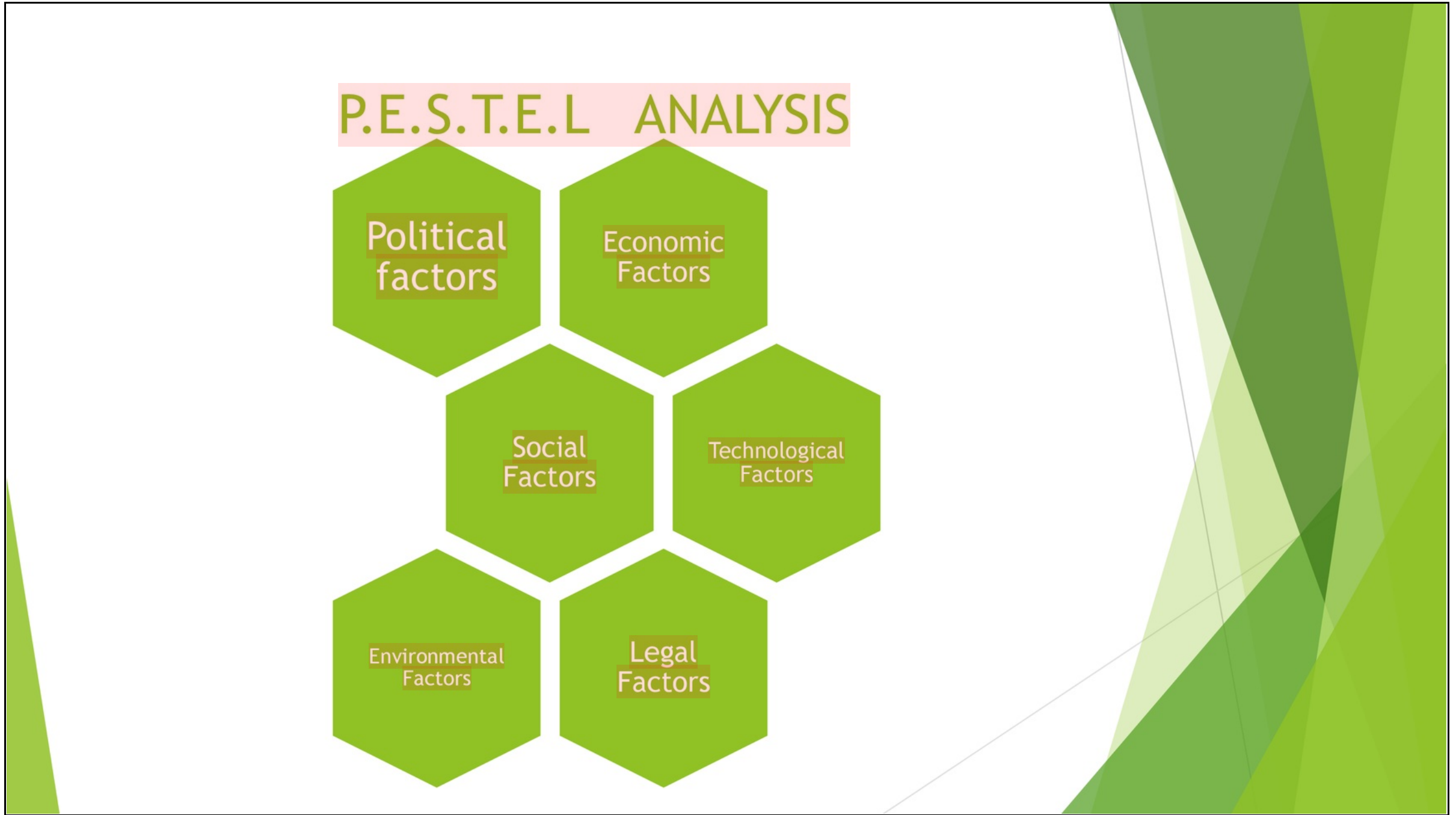
Economic
Factors

Social
Factors

Technological
Factors

Environmental
Factors

Legal
Factors



Political Factor

- ▶ The Political Factor .Constant changes in government policies affects the business,
- ▶ Example :- Midnight law after 11pm we cant keep open our business in certain area.

Economic Factors

- ▶ Economies Factors :- positive and negative economic factors effect the business
- ▶ Example :- Increasing worker salary affect the business positively, while economic recession affects the business negatively

Social Factors

- ▶ Social Factors :- normally sociological factors such as age of the population, ethnic, economic status, e.tc affects the business.
- ▶ Example :- youth population boost the business, while old generation affects its negatively

Technology

- ▶ Technology could affect us in business positively or negatively.
- ▶ Example :- It helps to reach customer where ever they are and receive response from them, While wrong information or bad news can run the business.

Environmental Factors

- ▶ Environmental factors changes in bills and regulations on food additive, how it is grown this is factor that affects business.
- ▶ Example :- Using antibiotics to kill animals.

Legal Factors

- ▶ Legal Factors. Constant changes in legal requirement affects negatively the business. Food management and nutrition require constant alert on packaging, distribution and waste management. Changes that you are not aware of can bring a negative consequence.

MARKETING COMMUNICATION MIX

- ▶ Marketing Communication Mix, its functions¹ includes product research and development, selling and supply processes and pricing, as well as communication or promotion,
- ▶ The communication mix refers to specific methods used to promote the company or its products to targeted customers. Some representation of the promotional mix include five elements, while event sponsorship (Neil, 2019).

BUSINESS STRATEGY TO ACHIEVE MARKETING COMMUNICATOIN MIX

- ▶ Strategy which used by a company or individual to reach their target market through various type of communication.
- ▶ What to say , When to say, And where your massage reaches.
- ▶ marketing communications ¹ strategy define the entire range of activities you will do to market your products. This includes everything from paid marketing to media relations (Dmitry 2019).

CONCLUSION

- ▶ This studies shows how Chaiiwala business used SWOT and PESTEL analysis to know customer needs and satisfaction for their product,
- ▶ This business have several new ideas and many strategies which makes them¹ different from the other competitor,
- ▶ They have good grip on customers with their product, price and place.
- ▶ Chaiiwala needs increase business in future with some changes, They can sell Desert ,and curries.

1 REFERENCES

- ▶ (CHAIWALA 2017)
- ▶ <https://www.chaiwala.co.uk/menu-2/>
- ▶ (DMITRY DRAGILEV 2019)
- ▶ <https://www.criminallyprolific.com/marketing-communications-strategy/>
- ▶ (Gurel. E 2017)
- ▶ The journal of international social research vol 10 issue 51.
- ▶ www.sosyalarastirmalar.com
- ▶ (MARK. CAMILLER 2017)
- ▶ [5 https://www.researchgate.net/publication/319085560_Market_Segmentation_Targeting_and_Positioning](https://www.researchgate.net/publication/319085560_Market_Segmentation_Targeting_and_Positioning)
- ▶ (Neil Kokemuller; Reviewed by Michelle Seidel, B.Sc., LL.B., MBA; Updated March 08, 2019)
- ▶ <https://smallbusiness.chron.com/marketing-communication-mix-63541.html>
- ▶ (Oxford collage of marketing 2019)
- ▶ <https://blog.oxfordcollegeofmarketing.com/2014/11/04/the-impact-of-micro-and-macro-environment-factors-on-marketing/>
- ▶ (Susan ward 2019)
- ▶ <https://www.thebalancesmb.com/target-marketing-2948355>

NORBERT

ORIGINALITY REPORT

77%

SIMILARITY INDEX

15%

INTERNET SOURCES

0%

PUBLICATIONS

76%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to University of Wales, Lampeter

Student Paper

73%

2

Submitted to Southern New Hampshire University - Continuing Education

Student Paper

1%

3

Submitted to 93158

Student Paper

1%

4

Submitted to Edge Hill University

Student Paper

1%

5

macengdictionary.com

Internet Source

1%

Exclude quotes

Off

Exclude matches

Off

Exclude bibliography

Off