

BLACK AND WHITE HOSPITALITY

MARCO PIERRE WHITE BRANDS
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MARKETING PRESENTATION

MARKETING ENVIRONMENTAL AUDIT

EXECUTIVE SUMMARY

- ▶ Marco Pierre White (MPW) Is a renowned Michelin star chef, restraunteur an TV personality, he has established himself as a brand, being dubbed the godfather of modern British cuisine, The entrepreneur has dedicated his love and knowledge of great food for all to experience, He's established a sizeable chain of restaurants in the food industry and has now become internationally recognised.
- ▶ “The customer experience across all our brands sits with Marco's mantra of providing 'affordable glamour' to our guests. Quite simply, our goal is to deliver an aspiring, glamorous setting that is accessible to all of our target audiences.” (MPW)
- ▶ His desire to make good, quality restaurant food that is accessible to all.

BUISNESS/ COMPANY OVERVIEW

- ▶ Marco moved to Restaurant Marco Pierre White at Forte's Hyde Park hotel in 1992 where he made history in 1995, by becoming the first Briton and youngest ever chef to attain **three Michelin stars**. In 1999, Marco **hung up his apron** and retired from cooking. After returning his three Michelin stars, he cooked his last meal as commercial chef at the Oak Room in the Le Meridien Piccadilly hotel.
- ▶ Black and White hospitality(B&W) Is the company that delivers and manages the restaurants under the MPW name and group. He is an active director and shareholder at **Black and White Hospitality**
- ▶ His restaurants focus on delivering good, quality food at affordable prices. He currently has 50 plus restaurants in the UK.
- ▶ The following businesses are all part of the MPW group and are endorsed by himself and his brand
- ▶ MPW Steakhouse Bar & Grill Wheeler's of St. James's Mr. White's English Chophouse
- ▶ Koffmann & Mr. White's New York Italian Marconi Bardolino Wheeler's Fish & Chip

Products and services

- ▶ MPW is dedicated to rolling-out his restaurant concepts to share his love and passion for food. His restaurants focus on delivering good, quality food at affordable prices. The following are restaurants all under the MPW brand and have the same focus of delivering a good quality of service aswell as great food in a elegant and stylish surrounding.

marco's
NEW YORK ITALIAN
BY MARCO PIERRE WHITE

MARCO PIERRE WHITE
WHEELER'S
OF ST.JAMES'S EST 1856
OYSTER BAR & GRILL ROOM

BARDOLINO
PIZZERIA BELLINI & ESPRESSO BAR
BY MARCO PIERRE WHITE

MARCO PIERRE WHITE
STEAKHOUSE BAR & GRILL

MARCO PIERRE WHITE
MR. WHITE'S
ENGLISH CHOPHOUSE ESTD 2015

MARCONI
COFFEE AND JUICE BAR

**Koffmann &
Mr. White's**
ENGLISH FRENCH BRASSERIE
ESTD. 2018

Target market

- ▶ Black and white offer many varied types of dining experiences, from burgers and steaks to fine dining at some of the top Hotels in London, with emphasis on good food and great service
- ▶ As the company's sales have grown, it has also been able to expand as its products gain more traction in the marketplace, its target market has gone international there are now franchises in Dublin, Abu Dhabi, Singapore and Australia
- ▶ Black and white Hospitality (B&W) target markets are typically segregated by age, location, income and lifestyle. B&W defines its target market by the consumers that are likely to have a need for its product. Defining a specific target market allows B&W to hone in on specific market factors to reach and connect with customers through sales and marketing efforts.

Market Segments

- ▶ B&W Market segment is large and profitable with varied menus and options, The Demographic Market Segmentation is used as well as Geographic Area Segmentation
- ▶ Demographic market segmentation. With this strategy, B&W simply divides the larger market into groups based on several defined traits. Age, race, gender, marital status, occupation, education and income are among the commonly considered demographics segmentation traits.
- ▶ Geographic segmentation is used by B&W to sell the experiences, products and service specific to a certain community, region, country or group of countries.
- ▶ Psychographics or lifestyle segmentation has become increasingly common as companies look to identify consumers based on interests food preferences and activities in lieu of demographics. MPW now offer a vegetarian and vegan menu to accommodate this.
- ▶ Behavioural Tendency Segmentation, Behavioral segmentation is based on user behaviors, including patterns of use, price sensitivity, brand loyalty and benefits sought. Business Customer Segmentation
- ▶ Business customers, Segmenting for business customers often has overlap but commonly includes geographic, customer type and behavior-based strategies. Geographic business segmentation is similar to that with consumer segmenting.

MICRO AND MACRO ENVIRONMENT

Micro systems: Internal Data Gathering

- According to the B&W marketing experts the following is used in pertaining information's to future develop the micro environment and Internal data systems
- Investigate Customer experiences, to research there customer feedback
- Develop Company's Internal data systems to pertain suppliers and distributors information and data.
- Competitive Marketing Intelligence see who is there main competition as this is constantly evolving.
- Marketing Research of similar restaurants and eateries in there proximity.
- Internal Data is gathered through customer databases, financial records, and operations reports. Some information is also purchased through data sourcing companies.

Macro systems: External Data Gathering

- ▶ The use and implementation of ethically sourced products to fit in with there ethos and help maintain UK base of sourcing products.
- ▶ To constantly evolve and implement the use of new technologies to aid in political and social changes in society.
- ▶ The continuous growth and evolution of customer relation, continuously obtaining customer data on a constant basis.

SWOT ANALYSIS

- ▶ STREATHS : The product and services are in demand and there is little completion offering this services like this nationally.
- ▶ WEAKNESSES: consistency across the all restaurants and bad customer reviews.
- ▶ OPPORTUNITIES : Has started to offer the service internationally.
- ▶ THREATS: bad customer reviews, lake of consistency

PESTLE ANALYSIS

- ▶ Political: H&S continuous assessment of cleanliness and hygiene at Franchises should be maintained. Continuous implementation of professional development for staff.
- ▶ Economical: Economic changes can effect cost of goods and prices can increase especially with Brexit on the horizon.
- ▶ Social: Food sourcing and variations on food as consumers are now more informed than ever.
- ▶ Technological: Constantly updating customers of what is being offered, promos, news on seasonal and updated products.
- ▶ Legal: The variations on the quality and supply of food in the industry, also safeguarding the employees rights and welfare in the work place this is a legal obligation.
- ▶ Environmental: How the company are reducing there carbon foot print. Implementing eco friendly decisions.

MARKETING COMMUNICATION MIX

B&W consider these elements to attribute greatly to there communication strategies which include the following.

- ▶ Social Media Marketing
- ▶ Search Engine Optimisation
- ▶ Email Marketing
- ▶ Google AdWords
- ▶ Local Marketing
- ▶ Creative Campaigns
- ▶ Groupon deals

BUISNESS STRATGIES TO ACHIEVE COMMUNICATION MARKETING MIX

- ▶ Superior Training and development programmes internationally
- ▶ Industry leading Digital, Social, Creative and PR support
- ▶ Access elite IT systems, processes, policies and procedures.
- ▶ Pre-opening team support providing a dedicated resource to all new openings
- ▶ Extensive Food & Beverage knowledge across the board
- ▶ Brand selection study - B&W will select the best brands to fit in with your hotel guest and location

CONCLUSION

- ▶ B&W Have developed and establishes a large and varied business within the hospitality sector, they are still in there growing faze and plan to develop the brand future, as with many businesses there success depends on the quality and consistency of products and services that are offered, MPW is a leading name within the industry and I expect to see many more franchises opening globally they have reported there profits are up by **“The Results**

The figures and information provided highlighted how the business has gone from strength-to-strength since the hotel owners switched management to Black and White Hospitality Management.”

Total Sales YoY increase: 10.2%

Total EBITDA YoY increase: 52.9%

They have the following brands and partners involved and I feel it will continue to evolve and have ongoing success.

“We work alongside some of the world's leading brands including: InterContinental Hotels Group, Hilton Worldwide, Wyndham Worldwide and Marco Pierre White. Our partners include: Lloyds Banking Group, Barclays, Coutts, Matthew Clark and Downing.” (B&WHOSPITALITY 01/03/19)

REFERENCES

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