

BMGM5001

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Marketing

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Marketing and Sales Plan 2023



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Market competitiveness, heightened customer demands, and improved innovativeness are aspects that often contribute to a market failure. As this become a threat to restaurants it is crucial to enrich the business strategies. Therefore, this project is being undertaken to create sales and marketing plan for a case restaurant Dinner in the Sky in order to propose a development that will drive the business forward. The plan will delve into a strategic framework to escalate the visibility and sales of the restaurant to both existing and new clientele.



“ELEVATE AND SUSTAIN”

Dinner in the Sky marketing plan was set to revolutionize not only the dining experiences but the very aspect of sustainable luxury. Our ‘Elevate and Sustain’ vision is clear to position Dinner in the Sky not only as a restaurant in the clouds but as the epitome of sustainable gastronomy indulgence, which revolves around guests looking for both, memorable experiences and ethical dining.

This plan aims to:

1. Brand reinvention: Build Dinner in the Sky as a pioneer in sustainability while still staying true to the current clientele and restaurant guiding principles: delivering exclusivity and safety to guests. *The aims need to be SMART.*

2. Audience engagement: Attract new customer base of eco-mindful individuals who focus on fostering responsibility and inspiring positive change towards the planet.

3. Community Integration: Foster relationships with communities to strengthen the highest sustainability ethos and become an unparalleled and impactful business.

The new concept is planned to be delivered through eco-conscious improvement where every dish tells a story through testament to innovation where luxury gastronomy and environment waltz in pure harmony. The new concept also aims to woven into the fabrics of society to create a shared narrative of eco-consciousness and lastly, it aims to embrace a future with only one master: nature.

2. Field of Observation

In the face of complex global challenges, the need for conscious and impactful solutions has never been more prominent. As the world stand at the intersection of environmental concerns such as climate change, deforestation, plastic pollution or biodiversity loss the use of planet resources and balancing the human needs with the responsibility to conserve the environment is crucial (World Wildlife Fund, 2022). Dinner in the Sky restaurant marks itself as a global symbol of luxury dining offering a beautiful once-in-a-lifetime experience, where dinners are suspended high above the ground, surrounded with unparalleled panorama and a gold assurance guiding all activities: exclusivity and safety.-(Hypnotized,2023). However, with the respect to all positive aspects offered, the current concept of the restaurant fails to adequately respond to the global challenges, risking to several consequences in future with the most controversial to be market evaporation.

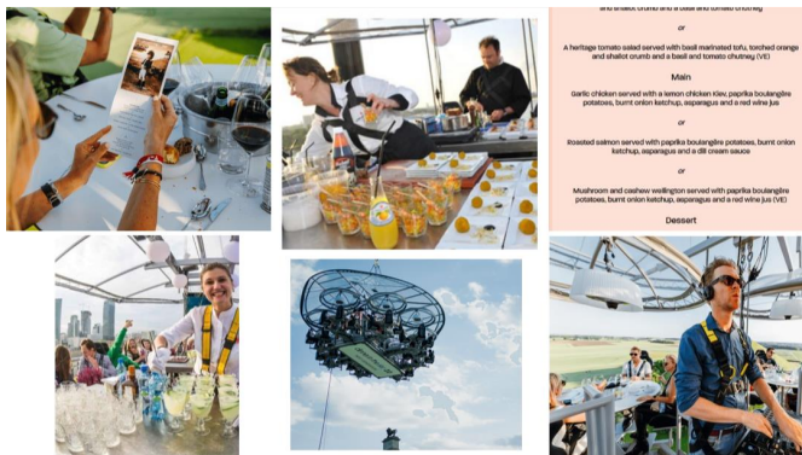


Figure.2

Source:
(Dinner in the sky, 2023)

2.1 Scope for improvement and market opportunity

Figure 2 clearly

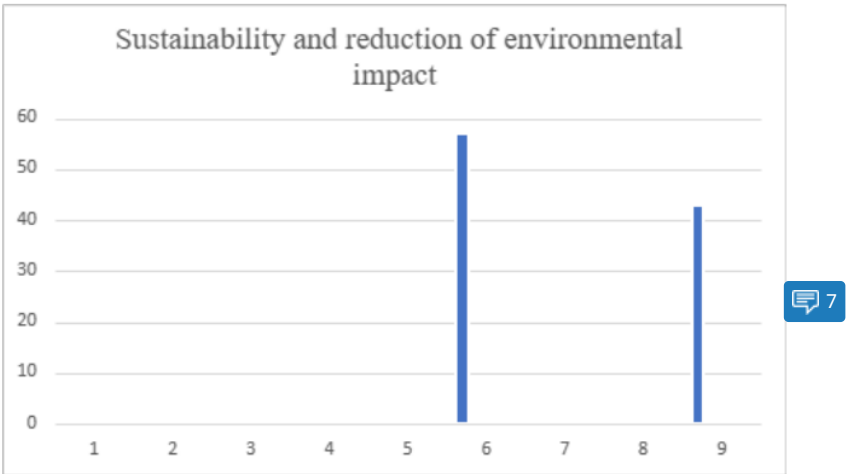
indicates, that Dinner in the Sky restaurant, pose several environmental challenges. For example, the restaurant is contributing to climate change due to machinery used, which requires significant amount of energy consumption to operate. (Coley, 2008). According to (UNICEF USA, 2016), changes in climate have already begun to affect people and nature across the globe. Furthermore, despite worldwide concern about plastic pollution, the restaurant content marketing demonstrates the usage of single use plastic such as, straws and water bottles firstly, creating a negative perception of the restaurant and secondly, escalating the fact that the food service industry is one of the biggest users of environment harmful resources (Hu, Parsa and Self, 2010). The restaurant also contributes to deforestation due to unnecessary usage of paper menus where growing era of technology allows for online ordering instead. Furthermore, through lights and instruments used, the restaurant can potentially affect surrounding wildlife potentially causing further catastrophic decline in the numbers of species. (Briggs, 2020). Additionally, there could be a problem with a sustainability approach because the restaurant content marketing or social media marketing does not hold information about sustainability practices used to minimize its environmental impact or future areas of focus to improve them. Lastly, the restaurant can contribute to carbon footprint associated with ingredients sourcing. This thesis was created after menu investigation, which does not promote sustainable choices.



These are fields that require an immediate improvement because customer now grow more educated on how their purchases impact the environment and seek products and brands that align with their values.

Figure

3.



Source: (Institute of Business Value, 2019) IBM.

Figure 3. demonstrates the results deducted from a IMB survey where customers were asked if they are willing to change purchase behaviours and habits to reduce the environmental impact. The graph illustrates 57% positive answers. Consequently, the restaurant conviction for sustainability must powerfully resonate to algin with customer expectations. Consequently, a scope for improvement for this restaurant is an eco-concept, which prioritizes commitment to environment and responds robustly to global concerns.

2.

3.SWOT Analysis of a new concept

Figure.4

Strengths Unique selling point. Eco-friendly brand image. Cost-saving. Employee Morale. Customer patronization.	Weaknesses High initial investment. Decrease in the customer base. Supply consistency and pricing. Additional training and expertise.
Opportunities New customer base. Positive publicity. Partnerships and collaborations.	Threats Competition. Cost fluctuations. Transparency and credibility. Economic downturn. Changes of environmental regulations.

Source: Own source

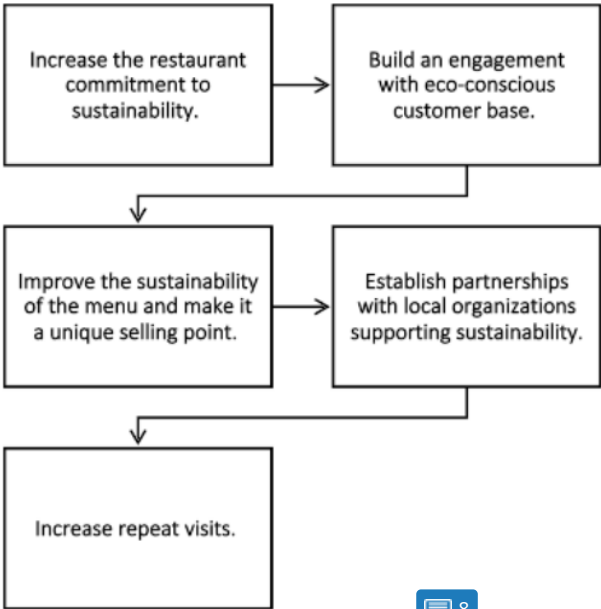
3.1 Target Market

By creating a new sustainable concept, the restaurant will be able to embody a vision for a better world and create more holistic dining experience for both existing and new customers. Furthermore, instead of promoting the business from ‘in the future’ perspective, the restaurant will be able showcase the ‘right now’ mindset allowing to achieve long-term resilience and adaptability for changing market dynamics. Additionally, by embracing sustainability as a deep-rooted vision the restaurant will be able to lead generation by example and therefore, differentiate and create another unique selling point. Thus, become more profitable.

Apart from improving the experiences of current clientele, the new concept can additionally be targeted at new customer base such as:

- Eco-conscious customers
- Health -conscious customers
- Educational Groups
- Ethical Dinners
- Environmentalists

Figure.5



Source: Own source

Product:

- To reduce carbon footprint, offer a 'green' luxury dining experience through menu evolution, which emphasizes sustainable choices. Communicate it through labelling such as, 'organic' or 'locally sourced' and through food preparation methods.
- Feature climate-friendly practices for instance, noise reduction measures, no single use plastic allowed and online ordering only.
- Create an interactive menu showcasing sustainability aspects of each dish.
- Join (The Sustainable Restaurant Association,2023).
- Invest in renewable energy resources

Support

Price:

- Set additional charges to sustainable menu items. Transparency is a key to ensuring customers understand that the extra charges are intended to support sustainable incentives.
- Offer benefits for guests who arrive via environmentally favourable transport.
- Create loyalty programs that benefit repeat customers and create rewards for those referring others to visit.

Place:

Awk.

- Offer educational tours or activities to educate about local wildlife and surroundings and the importance of sustainable practices used such as, the noise-reduction measures.
- Host eco-focused events or sustainability themed nights showing support to sustainability
- Invest in eco-friendly design

9

Promotion:

- Leverage social media marketing and showcase sustainability efforts through popular platforms.
- Create campaigns and share engaging website content related to sustainability initiatives.
- Partner with organizations and collaborate with community to fund raise for charity initiatives related to sustainability.
- Seek certifications such as 'USDA Organic', 'Green Restaurant Association' or ISO 14100 'The Environment Management System' and display them clearly.
- Take part in restaurant competitions for instance, (Sustainable Restaurant Awards,2023) to demonstrate commitment, respect and responsibility towards the environment.
- Introduce sustainability 'storytelling' at the table.
- Create Virtual Reality Experiences to provide a preview of the improved concept and atmosphere.

5.

4. Concept popularity

It is a fact that many restaurants already adopted an ecological and sustainable practices proving that the idea termed 'green restaurants' is expanding. (Starbucks, 2019) resolutely reflect and communicate their sustainability practices, planet intentions and purpose to customers actively through online marketing. Michelin starred chef (Handling,2021) also supports sustainability and showcase his restaurant: 'The Ugly Butterfly', as a sustainable luxury. Both, only proving that such concept can lead to an outstanding performance and market popularity.

10

Source: Own source

6.

1.Adam Handling (2021) Ugly Butterfly [online]
Available at: <https://www.uglybutterfly.co.uk/>.
[Accessed:07 Nov.2023]

2.Briggs, H. (2020). Wildlife in ‘catastrophic decline’, report warns. BBC News. [online] 10 Sep. Available at: <https://www.bbc.co.uk/news/science-environment-54091048>.
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3.Coley, D.A. (2008). Creating a sustainable future. Chichester: John Wiley & Sons Ltd.

4.Hu, H.-H., Parsa, H.G. and Self, J. (2010). The Dynamics of Green Restaurant Patronage. Cornell Hospitality Quarterly, [online] 51(3), pp.344–362.
Available at: doi:<https://doi.org/10.1177/1938965510370564>.

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[Accessed:02 Nov.2023]

7.Starbucks (2019). Starbucks. [online]
Available at: <https://stories.starbucks.com/>.
[Accessed:07 Nov. 2023]

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Available at: <https://sustainablerestaurantawards.co.uk/>
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Available at: How to get the Standard | The Sustainable Restaurant Association (thesra.org)
[Accessed: 7 Nov. 2023].

10.UNICEF USA (2016). Ten Environmental Problems the World Must Face Now. [online]
Available at: <https://www.unicefusa.org/stories/ten-environmental-problems-world-must-face-now>.
[Accessed: 12 Nov 2023]

7.

FINAL GRADE

51 /100

GENERAL COMMENTS

Overall, you need more literature review as evidence to support your knowledge and understanding. The layout is a disaster. Please be careful of the layout and structure. It is extremely important for a business plan/ sales plan.

PAGE 1



Comment 1

Terrible layout.

PAGE 2

PAGE 3



Comment 2

Please organized the layout. It is difficult to read.

PAGE 4



Comment 3

Need heading

PAGE 5

Text Comment. The aims need to be SMART.



Comment 4

why it is important?

PAGE 6

Strikethrough.



Comment 6

It is little bit awkward. How can a small restaurant contribute to deforestation?



Comment 7

Too general. Need to be specific. What is the unit to measure?



Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.



Comment 8

Need further explanation.



Support

Support Needed:

A well-written paper will include strong support for its thesis. Support for your thesis should come from primary (original documents, interviews, and personal experiences) and secondary (information that has been processed or interpreted by someone else) sources. To use your support effectively, you must elaborate upon the information, quotations, and examples taken from your sources and connect them to your thesis. It is also important to remember to cite the sources of the evidence and support you use in your paper.



Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.



Comment 9

for example?



Comment 10

GRADING FORM: MARKETING ASSESSMENT 2

PAULINA SKOCZEK

51

ENGAGEMENT WITH LITERATURE /10

Demonstrate the use of memorable and impactful phrasing of sometimes complicated ideas. Keep it simple and back it up. You have to tell the audience what is the marketing strategy to promote the product. Remember, you can think out of the box but the plan should be realistic and achievable.



Evidence in research with different real life examples. You need scholarly sources such as journal article and books to support the theories. Reference should be alphabetical but not numbering.

5

KNOWLEDGE AND UNDERSTANDING/25

Show you understand the concepts you're discussing and presenting. Be prepared for questions and have the examples in your pocket, even if not necessarily in the Plan itself.



You have good understanding in sustainability practice and satisfactory knowledge in marketing theories. You have used 4Ps to analysis the current situation but some of the elements are not accurate enough. Please revise the theory and consider 7Ps rather than 4Ps.

12

COGNITIVE AND INTELLECTUAL /25

You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts



You have explained the importance of sustainability and introduce a new concept for the restaurant. You have explained the current situation. However, your analysis is not accurate enough. The analysis is little bit ridiculous. Try to be realistic with real data and examples to support your analysis.

16

PRACTICAL SKILLS /25

Use the right sources to back up your plans. Consider the reliability of the sources. When presenting, preparation is key. Be comfortable with your plan and confident when presenting and explaining it. Keep it simple, but back it up with good, well researched data and be able to discuss that when questioned



Credible data from IBM to support your work. However, what is the sample size and the measure unit of the figure? You have recommendation on how they can do better in sustainability practice,

13

but what is the exact sales plan to increase the sales? You have figure five to support your idea but no evaluation. What is the strategy to promote the restaurant? You should create an agenda of the sales and marketing activities.

TRANSFERABLE SKILLS /15

The ability to conceive, research, write and present in front of a group is key. Remember you're trying to convince people to take your up on your plan. Don't rush it – its about getting your point across, not about the amount of slides you have or words you use. Make sure you have shown your professionalism. You should consider this is a real presentation to customers in business



Your layout and structure has a room to improve. I consider it is because you upload your work in doc rather than pdf. Please consider to submit your work in pdf version to ensure the accuracy of the layout.

5

Some paragraph are not 1.5 spacing.
All figure and table need a heading.
Missing conclusion.