

Market Segmentation

To effectively serve and attract customers, the market will be segmented using four main bases:

1. Demographic Segmentation

- **Age:** 18–45 years old
- **Gender:** All genders
- **Income Level:** Middle to upper-middle income earners who dine out or order frequently (monthly income of \$1,500–\$5,000+)
- **Occupation:** Working professionals, students, young entrepreneurs

2. Psychographic Segmentation

- **Lifestyle:** Urban, culturally curious, social media-savvy, food enthusiasts
- **Values:** Appreciate authenticity, cultural diversity, health-conscious but flavor-driven
- **Interests:** Cooking, food blogging, cultural events, travel

3. Geographic Segmentation

- **Location:** Urban areas with a high concentration of students and professionals (e.g., central business districts, college towns, tech hubs)
- **City Focus:** Launch in a metropolitan area with a diverse population (e.g., London, New York, Nairobi, or Lagos)

4. Behavioural Segmentation

- **Dining habits:** Enjoys trying new cuisines, eats out 2–4 times a week
- **Spending habits:** Willing to pay a premium for authentic and quality food
- **Tech behaviour:** Frequently uses food delivery apps and engages with brands on Instagram or TikTok

Targeting

Primary Target Segment

- **Young urban professionals and students** aged 20–35 who enjoy trying new and exotic food experiences.

Why This Segment?

- They are digitally active and more open to trying new cuisines, especially those with cultural stories.
- They are highly influenced by social media and food trends.
- This group has disposable income and is likely to share their food experiences online, generating organic marketing.

Secondary Segment

- **Diaspora Africans** who seek a nostalgic connection to home through food.
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Positioning

Unique Value Proposition (UVP)

"Bringing the heart of Africa to your table – one authentic bite at a time."

Positioning Strategy

- **Authenticity:** Traditional African recipes with a modern twist, sourced from native ingredients.
- **Cultural Experience:** More than food – it's a cultural immersion through décor, music, and storytelling (e.g., menu stories about dishes).
- **Accessibility:** High-quality meals offered both in-store and via delivery apps.
- **Visual Appeal:** Instagram-worthy plating and interior aesthetics to encourage sharing.

We position ourselves as the **go-to African food brand** for millennials and Gen Zs looking for flavor, culture, and connection.

Reaching Your Audience

Channels and Tactics

1. Social Media Marketing

- Platforms: Instagram, TikTok, Facebook
- Tactics: Behind-the-scenes cooking videos, recipe reels, cultural spotlights, influencer tastings
- Hashtags: #TasteAfrica, #AfroBiteEats, #FoodWithCulture

2. Influencer Partnerships

- Collaborate with food bloggers, lifestyle influencers, and African diaspora creators
- Host tasting events and food review giveaways

3. Content Marketing

- Blog posts about African ingredients and traditions
- YouTube mini-series: "The Story Behind the Dish"

4. Email Marketing

- Monthly newsletters with promo codes, event invites, and food tips

5. Local SEO & Delivery Apps

- Ensure visibility on Google Maps, Uber Eats, Deliveroo, etc.

- Positive reviews and optimized listings

Promotion Strategy

1. Launch Promotions

- Grand opening discounts (e.g., 25% off first order)
- “Bring a friend” campaign: Buy one, get one 50% off

2. Social Media Contests

- “Tag & Win” giveaways: Share your plate + tag the restaurant
- #MyAfricanDishChallenge with prizes (e.g., free meals, merch)

3. User-Generated Content (UGC)

- Feature customer photos and testimonials on social pages
- Monthly “Fan of the Month” wall in-store and online

4. Pop-Up Events and Collaborations

- Cultural nights with music, dance, and traditional attire
- Partner with local African fashion or art brands

5. Loyalty Program

- Points-based app for frequent customers
- Birthday meal discounts or free dessert after a certain number of visits

Summary

By targeting young, adventurous, and culturally curious urban dwellers, and positioning the brand as an authentic yet modern African dining experience, the restaurant can carve a unique niche in the market. A strong digital presence, compelling storytelling, and interactive promotions will help attract, engage, and retain customers while celebrating the richness of African cuisine and culture.