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Essay (Assessment 1)

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Introduction

The Midlands Greek and Cypriot Restaurant, founded in 1974, is an industrial and judicious society in England and Wales that was moved to the Community Centre in Erdington later in 1983. (Craig *et al.*, 2019, p. 66). The restaurant is a non-profit organisation that offers a range of facilities that supports the Greek as well as the Cypriot community in the Midlands and helps in the promotion of Hellenic culture in the region. The restaurant highly values the work of the volunteers and also takes donations by which the centre is being run. They have a traditional Taverna, a banqueting suite, a Greek school and an orthodox church (Aspinall *et al.*, 2019, p. 65). The further essay will be explaining about the organisation's marketing activities followed by the managerial implications of the organization's marketing strategy and further recommendations for improving the marketing strategy of the organization.

Task 1: Provide a critical evaluation of the elected live organization's marketing activities

Concept and Importance of marketing

The process of promoting and selling products, services, and goods to the target customers with the help of channels or digital technology is marketing. The marketing concept of the Midlands Greek and Cypriot restaurant comprises the promotion of the services and initiatives to all the members in Erdington and also the midlands region of the UK. In 2008, the HMRC provided charity and funds to the Cypriot restaurants through which it can claim aid on the donations and maintain its presence in the second city of the United Kingdom. The restaurant while aiding the Greek and Cypriot community in the Midlands needs to have a clear understanding of the demographics, issues, and also needs of the people (Musa *et al.*, 2019, p. 290). This can help the community in preaching their marketing agenda and activities to be more relevant and appealing to the audience. The Midlands Greek and Cypriot restaurant aims to grow its membership base amongst the people of the Greek and Cypriot community. Different social media platforms such as Facebook have been used by the restaurants to reach the target audience effectively. The Facebook page has more than three thousand followers and also reaches other people in the Midlands region of the UK through the people of the community. The page has been provided with a contact number and email id to connect with the restaurant administration regarding any queries. With the help of social media platforms, the messaging system of the restaurant can be improved and also be in correspondence with the interests and needs of the target audience. Through different advertisements and promotions on social media

platforms, and by conducting surveys, the restaurants can be developed and reach an even reach large population (Veltri *et al.*, 2019, p. 31).

Alongside the promotion of the restaurant, a specific outline of activities and services is made as per the monthly and yearly timeline and the budget.

The structure requires efficient marketing, as it can help in raising awareness among the people of the Greek and Cypriot community in the Midlands. It can increase its members and their participation by increasing its visibility and promotion of events and initiatives. Marketing can also help the restaurant in building and maintaining relationships with its members through effective communication and engagement and ascend their community.

Internal, macro, and microenvironment of the organization

In the Midlands Greek and Cypriot organization (specifically restaurants), marketing is influenced by the tactics and strategies of the internal, macro, and micro environmental factors.

Internal environment- The internal environment of the café influences the marketing strategies through the culture and resources present in the organization. Since the organization is not yet highly popular, the marketing strategies that are implemented in the café can be developed with more resources and also with the help of digital technology. The present members of the organization by hosting events and programs can diversify their engagement with more people in the community and build a strong culture (Stavrou *et al.*, 2022, p. 89).

Macro environment- On the other hand, the macro environment has a strong hold over the marketing strategy of the restaurants. The factors of the macro environment such as economical, technological, cultural, political, and social can regulate the economic control of the café and lead them to focus on its marketing efforts by providing value to the members of the restaurants with affordable memberships. Additionally, technological factors are responsible for the enhancement of marketing strategies through social media platforms like Facebook and its advertisements (Klevebro *et al.*, 2019, p. 216).

Micro-environment- The microenvironment mainly consists of the stakeholders that also influence the marketing strategies of the firm. It can enhance their community with the help of their marketing strategy and also the stakeholders to stand out amongst other communities in the midland region of the UK. Also, through communication with the members, their specific needs or preferences can be acknowledged in tailoring the system of the association to improve its community (Voskou *et al.*, 2021, p. 219).

The macro and micro environment of the Midlands Greek and Cypriot restaurant can provide certain shortcomings for the current marketing strategy. If the community focuses on improving

its events and services in the community, it can differentiate itself from other such charitable-cause restaurants and also stand out from the competition in the midland regions of the UK. Developing more digital marketing tactics into the current marketing strategy of the restaurants, the events and services of the restaurants can be promoted and advertised on social media platforms that can help in developing the reach amongst more communities. With effective communication and surveys, they can track any changes or developments in the demographics of the Greek and Cypriot community and update their strategies and tactics according to the needs of the audience (Otter *et al.*, 2020, p. 135).

Target market

The Midlands Greek and Cypriot restaurant associated with a charitable trust mainly aid the people of the Greek and Cypriot community of the Midlands region of the UK. This includes the families and friends of the Greek and Cypriot community who are interested in the cultures and traditions of the Greek and the Cypriot community. It also targets the local businesses and organizations of the midland regions of the UK that are interested in promoting or supporting the Greek and Cypriot community.

The Midlands Greek and Cypriot restaurants targets its audience by using a range of marketing tactics to reach the different segments of the Greek and Cypriot community in the Midlands region of the UK. It organizes events and community services that include cultural celebrations, social gatherings, seminars, and also conferences to communicate the needs and issues in the community (Panagopoulos *et al.*, 2021, p. 113). The main tactic that is adopted by the restaurant to engage more people in the community and capture the target market is social media advertising on the platforms like Facebook and Instagram. In the beginning, it used to engage the audience by employing email marketing, newspapers, distributing leaflets, etc. But with the advanced technology these days, with the help of social media advertisements, it has reached even more people in the community and organized programs and events for them in enhancing their community.

While reaching people of the broader communities, the restaurant also engaged in providing different foods and cuisines in its events and programs accommodating people of all places in the community. Apart from that, the restaurant aimed its vision to reach more people in the community by locating itself in a Greek-dominated area of Birmingham (Karatsareas *et al.*, 2021, p. 121).

Selection of media

To engage more people in the community, the community organised events appealing to specific segments of the audience of all ages. The events are organised considering various celebrations and occasions of the Greek and Cypriot community. Earlier the community focused on advertising in local newspapers, and magazines, and distributing leaflets and posters to attain the attention of the people of the community. Then they developed their mode of communication in marketing through social media advertising on platforms like Facebook and Instagram, email marketing and also by developing algorithms for their website and search optimization.

On platforms like Facebook and Instagram, they created their pages and provided the details through which people of the community can reach out to them regarding any queries, and through different advertisements on the platforms, reaching out to other communities was even easier. The Cypriot restaurants also used email marketing to keep the members informed about all the upcoming events, news, and other updates related to the association. This helps the them in encouraging individuals in attending the events and programs and also joins as members (Wiltshire *et al.*, 2022, p. 284).

The marketing strategies of the Cypriot restaurants are quite effective amongst the Greek and Cypriot community as it has provided services considering the needs and requirements of the community. Through digital technology, effective understanding and communication of the mission of the restaurants were established in even other communities as well.

Measuring success

Measurement metrics of effectiveness in the restaurants - The Midlands Greek and Cypriot restaurants adopted different strategies to enhance their audience in the Greek and Cypriot community in the midland regions of the UK. It can be measured by the social media impressions and traffic of the restaurants that how many people were present in the campaigns and amongst them how many people assigned themselves as members. Through social media comments, activities, and website clicks, the people's interaction in the events can also be measured. Feedback from the audience can be gathered through surveys or focus groups that will help in gaining insights into the effectiveness of the campaign.

Employing cost analysis, the campaign can measure the cost required for the arrangement of events, revenue generated by the campaigns, etc. Since it is a non-profit organization,

arrangements of fundraisers can also help in understanding the reach of the campaign and help reach target money that will further help in improving resources for the community.

If the current marketing strategies of the Midlands Greek and Cypriot restaurants are ineffective, then it should improve its marketing agendas and strategies by involving more research about the community and their needs and preferences. It should also develop a thorough idea of their values communicating the benefits and opportunities of joining the restaurants to the target audience. By implementing certain developments, the Midlands Greek and Cypriot association can develop a more effective marketing strategy to achieve more audience in the community (COJOCARIU *et al.*, 2020, p. 66).

Contributions of these marketing activities and their management to the overall organization's performance

The Midlands Greek and Cypriot restaurants has developed many strategies using both manual and digital to develop the audience of the café amongst the Greek and Cypriot community. These strategies have helped in increasing the awareness of the association by making it more recognizable and reachable to its target audience. More people in the community were enthusiastic about attending events, engaging in programs arranged by the association, etc. Through social media advertising and email marketing, the reach of the Cypriot restaurant increased amongst the community and other communities as it is able to serve more than 270 people in single time as well and therefore it led to increased participation in activities, greater retention rates, and also better feedback.

These strategies focussed more on membership growth by attracting more people of the community to the Midlands Greek and Cypriot restaurants (Chairta *et al.*, 2020, p. 317). This helps in creating a larger and more diverse community of members with different backgrounds, opinions, and interests that can enrich restaurant and its services. The marketing strategies of the association have also contributed to improved opportunities for fundraising. With the promotion of events, programs and services, the restaurant can attract sponsors, donations and support.

The Midlands Greek and Cypriot restaurant has raised its profile in the broader community by promoting its cultural and social contributions. This helped them to build even better relationships with the local organizations, government personnel, and also other restaurants which can eventually help in the collaboration and growth of the Midlands Greek and Cypriot association. Building strong relationships among the people of the community and the members and also the wider communities can help pave the growth of the association (Clarke *et al.*, 2021,

p. 45). It attracts their community by hosting an event on every Saturday night with live Greek music which helps it attract more people towards the restaurant.

Mission /vision of restaurant-

- The mission of the restaurant is to increase funds for charitable trusts.
- Increase the number of staff so that more people can become aware about the needs of people
- To strengthen and grow the commercial, industrial, and economic ties between the Republic of Cyprus and the United States, as well as the commercial exchanges between their industries, trades, and businesses.
- And to help its members reach their business goals in the US, in Cyprus, and in other countries around the world.

Task 2- Managerial implication on the organization's - marketing strategy

The 7Ps of the marketing strategy adopted by the above-mentioned restaurant service can be discussed as

Product and service to the customer as it is the primary component for judging the product lines accordingly. The product standards mostly involve design, quality of the food, features, options, and packaging for the delivery services, it mainly serves Koupes, Sandwiches, Greek coffee etc. and it also sells goods from Cyprus and Greece.

Price is another essentiality needed to be considered for maintaining high-quality standards and gaining a competitive edge over the other rivals in the field

Promotion is included for increasing brand awareness among the customers while opting for social media strategies, email marketing, digital strategies, and also promotes by offering entrainment events on every month etc.

The **Place** is the criteria that are decided by the product plan to be served and pricing is judged as per user availability and also considering users' accessibility to the e-commerce websites.

People are referred to as the ones whom the customers reach out to for their queries and responses and also help the restaurant to formulate further marketing strategies.

Packaging is the new measure for attracting customers to restaurant services while ensuring their value and authenticity.

The **Process** is specifying the smoothness of the operations and the expertise of the staff in carrying out the tasks in the most seamless manner.

As opined by Anthias *et al.*, (2022, p. 10), Marketing Strategy can be considered as a long-term plan formulated by any organization to achieve the company's goals and objectives by pursuing the needs and preferences of the customers and creating a distinct, noticeable, and sustainable competitive advantage above the market rivals. A successful marketing strategy is usually facilitated by the incorporation of the following qualities which include

Understanding the market and competition by management is initiated by understanding the customer preference for a product and the greatest mistake in this context is that most organizations lead towards selling a product without understanding the prevailing market trends and demands. The basis of a profitable market lies in the unmet demands of the customers, and if they perceive the product of an organization to be fulfilling, then they opt for consuming the same (Leitão *et al.*, 2019, p. 3803).

For managerial implications, understanding the customer is the first step towards predicted sales and an effective marketing strategy cannot be formulated until having complete knowledge about the customer's need and the motivation for their consumption, as people prefer things that they desire not the ones they need.

As mentioned by Hackett *et al.*, (2022, p. 174), Having a defined market niche which comprises the people, organizations, and the issue that the business is going to address and the greatest challenge is the wrong choice of niche which is non-communicable or quite expensive. But defining a particular niche helps the business to focus and maximize its marketing efforts. This speciality helps the organization to stand out from its competitors.

Developing an attractive market message not only describes an organization's prospects but also persuades the customer to prefer them. Here, the first type of marketing strategy must be simple and short and the second will be the one included in the organization's marketing materials and promotional activities.

Determining the marketing medium is utilizing a communication channel to decipher the organization's marketing message and it is essential for gaining the highest profit against investment. Marketing activities might include direct meet-ups or network building, public speaking, writing, publicity, promotions, or advertisements.

GOALS are critical for success and the foundation of a successful marketing strategy is determined by the specification of the sales and marketing goals by the organization, and it's best to utilize the S.M.A.R.T formula for the purpose.

Finally, generating an efficient marketing budget which can be formulated either from the estimated budget needed to be spent on every specific customer or by simply multiplying it by the unit sales or customer acquisition goals of the organization. The result of this simple calculation theory would help to facilitate the business with a rough idea about the investments needed to be made in the future for meeting the sales goals.

Before implementing the marketing strategies, all organizations need to remember the 80-20 rule which is defined as 80% of the outcomes will be generated from 20% of the efforts, and the ultimate aim of an effective marketing strategy is coping with the competition and work as per the market trends.

The four types of marketing strategies highly prevalent in the market are:

- ***Cost Leadership Strategy***
- ***Differentiation Strategy***
- ***Market Segmentation***
- ***Innovation Strategies***

The organization focused in this study is the MIDLANDS GREEK CYPRIOT RESTAURANT, founded in 1974, and is a community-supporting organization facilitating some services for supporting the Greek and Cypriot Communities in the Midlands to promoting the Hellenic Culture regionally. These services mostly include Traditional Tavernas, Banqueting suites, Greek Schools, and Orthodox churches. However, the report focuses on the restaurant and banqueting sector of it and focuses on the marketing strategies adopted by this sector of the restaurant (Petrakides *et al.*, 2022, p. 10).

The restaurant implements the two fundamentals of marketing strategies into effect which are the adoption of appropriate strategic behaviors like customer orientation, competition orientation, innovation, pricing, and cost control.

Being a charitable restaurant, it focuses on solidifying the brand image facilitating a stringent mission statement as the reason for the restaurant's existence and this must be short and attractive. It defines the restaurant's values, Inspiring the customer, staff, and stakeholders,

plausible and realistic with point specificity. It also facilitates a Vision Statement explaining the restaurant's future target and the Value proposition is describing the unique value the restaurant is providing for its customers and towards societal welfare as well. While pricing the menu, the restaurant reminds itself of the targeted audience section mostly depending on the demographics, psychographics, and behaviours of the customers. This is only possible through the implementation of a recognizable communicative medium for transparent and free interaction with the customers addressing their grievances and feedback. Moreover, the restaurant builds its marketing strategies depending on the outcomes of the SWOT analysis which defines the Strengths (including uniqueness in the activities), Weaknesses (competitor's uniqueness and why they are ahead in the race) Opportunities (chances for exploiting the customers), and threats (competitors offering some special service). Moreover, it also includes the strategy of defining it to an unknown person in a minute by mentioning its name and concept, types of cuisine offered (traditional Greek Cypriot specialities cooked over charcoal and in clay ovens), services offered for the targeted audience, and uniqueness.

Task 3- Recommendations for improving the marketing strategies of the organization

The marketing strategies are needed to be improved owing to certain noticeable drawbacks of the restaurant which include

The restaurant launched quite a few decades back has turned into an old and worn-out structure requiring proper renovation and refurbishment for gaining back its lost glory and reputation.

Moreover, owing to its old-restaurant structure, the area lacks facilitating customers with proper parking space and facilities which turns into a major cause for customer loss.

The restaurant also needs to upgrade the styles of the furniture and provide exclusive yet modern Greek-style furniture more attractive than the existing ones- antique yet unique. Thus, reflecting the aesthetic taste of the restaurant culture.

The internal arena is needed to be spacious, with clean and well-built washrooms with modern amenities.

The restaurant is also needed to keep itself functional regularly instead of two or three days, even on weekends as those days are the biggest crowd attractors since customer prefers dining out on weekends especially.

As opined by Worden *et al.*, (2021, p. 10), The marketing strategies adopted by the organization for the fulfillment of their noble target and to gain a competitive advantage over others need

some modifications for establishing itself to be the most preferred brand among all with the touch of uniqueness and humanity above all. The recommendations which would be proving beneficial for the organization for better implementation of its marketing strategies can be discussed below:

The reservation channels of the restaurant must be linked to an Internet browser for improving communication and making themselves easily accessible to the customers.

Sending personalized and automated marketing messages opting it as a better way of communicating with the targeted audience and it would also help the organization gain a competitive edge above the biggest brands being competed with. The email sent to the specific audience must be based on their history with the restaurant.

The restaurant providing a fine dining experience for the customers must be facilitated with the availability of online reservation platforms relieving them from the hustles associated with reservations and bookings, and keeping the process online would also help the customer to recognize whether the restaurant will be available for the preferred day or not before all other arrangements. This would in turn reduce all confusion regarding bookings and banquet availability

Focusing on search engine optimization would help the restaurant to remain on top of the frequently browsed searches, improving both visibility and reputation simultaneously. This would again be facilitated by the availability of visible engaging content, an easy website navigation facility, and prompt customer service provided by quick responses to customer queries and grievances.

Sometimes, one of the recommendations for improving the market presence of a restaurant brand is adopting an influencer marketing strategy. People nowadays becoming social creatures tends to incline towards the brands mostly promoted by influencers or media personalities. And the restaurant is under a charitable that can always use the opportunity of humanitarian deeds and convince the influencers to become their brand ambassadors based on a noble cause (Ferrell *et al.*, 2021, p. 10).

Developing an online delivery system would make the brand easily accessible for its targeted audience base and thus help in fulfilling the customer preferences who nowadays mostly like to have their food in the comfort of their homes. Moreover, this added benefit provided by the

brand will increase the customer base as well, as this facility would be an added advantage for drawing the customers to visit the restaurant physically.

As a part of a charitable organization, offering the customers a coupon-based discount facility would be highly helpful for the brand to gain a competitive advantage over the other brands. This can also be in the form of offering a significant discount for a particular meal and on particular days, and also offering free meals for a certain group of individuals. This might sound be a costly affair but will prove to be an added advantage for the future as it would help to promote the charitable objective of the restaurant to the targeted audience.

The restaurant must also concentrate on developing a website and a menu list easily comprehensible by all individuals keeping in mind its preferred target audience and suitable per everyone's background. Before ordering food online, most customers prefer visiting the restaurant's online website and browsing through the menu which must be kept easily accessible for the customers (Paley *et al.*, 2021, p. 10).

However, being a part of a charitable organization, the restaurant must focus on developing its physical accessibility as well since access to digital platforms might not be possible for every individual and they might encounter difficulties. The menu of the restaurant must also be based on locally preferred delicacies since the customers are much concerned regarding the quality and freshness of the ingredients and they must be assured about the standard of food and practices of food-making preferred by most.

The ultimate aim of the restaurant is to equip itself with better amenities and facilities along with a sumptuous platter at a reasonable price enough to be afforded by nearly all classes of people. This is a tactic for drawing more customers towards the restaurant and is an indirect attempt for increasing the overall revenue generation with a lumpsum profit percentage which would ultimately facilitate better renovation and refurbishment funds. All these are initiatives towards the achievement of restaurant objectives for gaining global recognition and international business expansion.

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