

BMGM5001

by Paulina Skoczek

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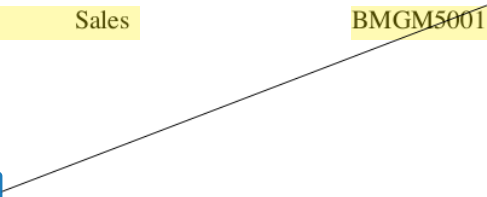
Marketing

&

Sales

BMGM5001

Ben Chong



Why there is a section blank?

Good understanding

Marketing can only be defined as “providing customer satisfaction rather than simply producing” (Fahy and Jobber, 2019). Clarifying, marketing discovers the silhouette of customer needs and desires. It shapes value, provide diversity, creates engagement and builds customer relationship. This essay aims to examine the sales and marketing concept of the Dinner in the Sky restaurant. Furthermore, the essay will review restaurant marketing strategy utilising the situational analysis of the marketing mix. This study will also discuss and establish the use of segmentation targeting and positioning as well as, marketing communications strategies used to interact with targeted audience. In addition, the essay it will aspire, to make



recommendations for the restaurant considering strategies used and relevant concerns in the hospitality market, to enhance the organisational marketing activities that will aid potential future growth.

In an evolving era of gastronomy, diners want to be taken on a journey not only through the cuisine but also through the surroundings, the experience and the innovation. (Superb, 2022) was a useful and supportive piece of information. The research has established that "73% of people claim that dining experience is an important factor in purchasing decisions". The restaurant clearly follows that idea and distinctly defines innovation and the mechanic service experience they deliver, as their unique selling point and their value proposition. This analysis suggests being accurate. The original creators of the product cite "The sky is a dream that has always fascinated human beings. Today people want to have extraordinary experiences. We want to deliver the most unique and unforgettable dining experience in the world". Ghysels and Kerkhofs (2023). Accordingly, the restaurant market positioning focuses on creating a brand, that is fully concentrated in delivering high product and service quality, luxury experience and unforgettable emotions. The quintessence of that ideology is hidden under Michelin starred chefs openly cooking in front of guests, remarkably trained front house cadre, unforgettable gastronomic adventure in the sky surrounded with unparalleled panorama and a pinch of adrenaline, which also acts as a selling engine and customer attractor. The further investigation supports the fact that a unique selling point, market positioning and value proposition is crucial to become a pure blue ocean on the market and educate that "Today marketers should position their brands powerfully and manage them well to create value brand experiences". (Armstrong and Kotler, 2022).

Improper Citation

Awk.

Although the positioning and a unique selling point of the restaurant turns out to be well contemplated and rationalized it is worth considering how the restaurant developed this skill of an accurate positioning on the market and how it cultivated an understanding of its target needs and desires. Persuading this further, the momentum of a Dinner in the Sky concept starts its quantum leap in the sphere of the restaurant target segmentation because it plays a vital aspect in business decision making. Said et al., (2015 pp.1158–1179). First of all, it is distinctly noticeable from the concept of the restaurant that the restaurant target market was dominantly defined by psychographic aspects and that the first segmentation was based on lifestyle and interests of the public. (Dinner in the sky, 2023) was a useful source to back the above judgment because the content enclosed, inform that the restaurant aims to target predominantly, independent individuals and extroverts. This hypothesis is based on the fact that as mentioned before, the restaurant goal is to offer unforgettable experience and emotions. Consequently, the restaurant aims to connect with a target persona who enjoy the adrenaline, seek for adventure, and easily adopt and accept changes. Therefore, the restaurant strategy to reach exactly this particular target market is marketing the product by using an incremental innovation which, slowly implements changes to existing products. For example, improved architecture and design of the restaurant conception, seasonal menu, modernized entertainments such as Dinner in the Sky 2.0 which offers a fantastic opportunity to meet for conference or business meeting, concerts in the sky, personalised events, for instance: birthday and anniversary, or special occasion for example, marriage in the sky. Although product innovation is a proactive response

Improper Citation

Awk.

to customer expectations, those same will continue to evolve so as the luxury gastronomy market, raising the bar in terms of experience. This is a threat and a big dilemma to Dinner in the Sky restaurant because this means that the enthusiasm towards the product may no longer seem as exciting for the target market in future. Therefore, "if new products following new trends will not be introduced, there is a chance for the business to evaporate". (Kotler, 2012).

Furthermore, the demographic segmentation chosen by the business and marketing activities acting upon it has also been investigated in this assignment. Clearly, the demographic segmentation aspects can be seen in pricing, which according to the (Dinner in the Sky, 2023) price list, starts approximately at 200 pounds per person. This is an important determinant because it evidently indicates that the restaurant uses premium pricing strategy and has segmented its target according to income status. Therefore, Dinner in the Sky seek to cater to those who embody the innovation and modernity in gastronomy. The restaurant resonates with individuals that appreciate the exclusive culinary adventure, elegance and relentless pursuit of excellence. This restaurant also identifies itself and appeals to the young and the young at heart and mind and the restaurant expertise extends inclusively to all genders. On these grounds, the pricing strategy is like a testament to the restaurant business guarantee providing its clientele with the extravagance, value and satisfaction. To deliver the value for the price the restaurant is strongly focused on premium quality of products and their life cycle offering extraordinary taste and aroma. The qualified cadre, which contributes to delivering unforgettable experience act as a guarantee of perfection. Furthermore, the price is also based on the materials used for the product design and architecture which is completed by the world-renowned brand, reassuring the highest level of safety. (Kotler et al. 2019), is a creditable source of information to support the restaurant pricing activities and cites "attract new customers by promising superior value, grow current customers by delivering value and satisfaction". (The American Management Association, 2019) also supports this and says "Satisfied customers have a strong emotional attachment to the company".

Awk.

4

Limited evidence support.

Improper Citation

Improper Citation

How its linked to demographic segmentation?

Improper Citation

Additionally, Dinner in the Sky used the geographical segmentation, to meet the product value and this can be seen in a place marketing activity. (Insider, 2017) has proven that the restaurant locates its dining experience in the centre of the most prestige, tourists full, climate friendly and view guaranteed locations where the aimed target market is most likely to visit and be attracted to the dining entertainment offered. The source also demonstrates that the restaurant has successfully established itself as a global business and with a multifaceted identity that can adapt to various cultural contexts and diversity. For example, the restaurant adapts its menu according to the country food traditions or religious beliefs. The restaurant also celebrates diversity serving individuals from different backgrounds. This shows how the restaurant exceeds its boundaries and puts the customer satisfaction at spotlight.

Too general. Do you have specific examples about localization?

To communicate with the targeted audience the restaurant uses promotion activities. However, the carried exploration gives an impression of this particular sphere being limited. The

restaurant handles their promotional activities by using a form of media advertising. Photos from dinnerinthesky_official (2022), was a credible and authentic source of information to confirm this. The source demonstrates that the restaurant communication with the target audience and promotional activity includes uploading posts and 'reels' containing live information that interact with the viewer. For instance, the restaurant reveals experiences of the previous clientele, showcase chefs in operation, exclusive restaurant entrance, food presentation or panorama. This is a smart move to connect and communicate with the audience and promote the product because the internet has a transformative impact on customers and is an extremely efficient source for accessing and communicating information Peterson et al (1997, p. 329-346). Additionally, the internet investigation has found that the restaurant can proud of many national newspaper articles. This is a great promotional activity because newspapers often have many loyal and regular readers. Ghéraille (2019) the author of one of them, clearly exhibit his fascination towards the restaurant through his precise writing and truly promotes the restaurant to the audience. This acts as a huge means of word-of-mouth promotion. The restaurant also communicates with the target market through the newsletter to send personalised information and updates about their products and offers a live booking system to customers to handle any requests over the phone. Giving the customers the service satisfaction, they need to feel safe and cared of.

Newspaper can be a paid media, however, it seems that you are talking about the news media report the restaurant to the public.

Improper Citation

The great recommendation to aid potential future growth of the restaurant would be introducing "doing well by doing good" concept for the environmental factor issue. For example, purchasing ingredients within 'Zero km' concept, creating too good to go bags, or recycle food by donating to charities, food banks or homeless shelters. This environmental factor is the domain that could influence the purchase decisions because the eco-shaming has prompted customers to live more sustainably in order to alleviate the planet and society. Research has shown that, consumers are willing to pay a premium price only for goods from brands that are environmentally responsible and 80% of consumers indicate, sustainability is important to them Haller et al (2020). Taking into consideration that the product is premium priced the expectations towards the restaurant have a great potential to drastically change. The above analysis clearly demonstrates that the restaurant doesn't inform its targeted audience enough about the sustainability, which is recognized as the significance of responsible luxury. Consequently, a recommendation for the restaurant future growth is to embrace customer education regarding the restaurant sustainability efforts, because it can strengthen the business ability to reach even the most demanding and environment conscious customers. To improve the technological factor and product innovation matter, the restaurant should focus their efforts on research to create more ingenious and extraordinary products that are not yet introduced on the market. This will limit the market saturation and therefore, create an advantage for the business because it will help the restaurant differentiate, race ahead of competitors and create a perception in customer minds of never being irrelevant or out of date. Additionally, there is an open market or regions where the restaurant existence can be introduced giving the restaurant a chance to explore different audience and maximize profits.

6

Improper Citation

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Vague

Also, the recommendation for the previously mentioned 'limited promotional activity' has the potential to be greatly enhanced. Yes, social media marketing is powerful. However, could

Awk.

sometimes create no favourable publicity and also it is a time-consuming practice heavily relying on content creation. In order to showcase the product, the restaurant should consider an outdoor marketing to create an awareness and improve brand recall. It is a favourable promotion marketing strategy because it is cost saving effective as it allows to reach many people without a massive investment. In addition, it offers a unique opportunity to connect with customers more and create a sense of connection between the business and the brand. Another activity worth introducing would be sponsorships and hosting events in return for advertising opportunities. Influencer marketing so has a massive potential because influencers inspire purchases. Max Iskiev (2022), supports this and described the influencer marketing to be the most popular and effective trend in generating authentic content for business, as well as a worth tool in establishing social proof, and building brand awareness. *Need further evaluation.*

Weak Tran

In conclusion, one of the most significant factors to emerge from this study is that marketing is a driving force and a valuable tool for a growing business. The investigation has clearly demonstrated that marketing allows the business to reach its highest potential and discover customer needs and desires in order to deliver superior value and satisfaction. The evidence uncovered that careful planning of the restaurant concept and unique selling point and careful consideration of marketing mix, segmentation, positioning and marketing environment is what gives the business the strength to evolve and develop, generate profit and expand networks. This investigation clearly construes marketing as single most important element in a business success and a solid foundation for communication, creating brand awareness, delivering concept and business mission and creating customer engagement and positive relationships, which are vital for a long-term survival of the business.

Check reference guidance!

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FINAL GRADE

51 / 100

GENERAL COMMENTS

Overall, the essay is of a fair standard. You have shown your understanding of some of the marketing theories and concepts.

You have tried to explain the USP and market positioning and use the market segmentation to analyse the marketing activities. However, where is the situational analysis? Your examples and recommendations are not reasonable. It needs to be more convincing to suggest a high-end restaurant develop too good-to-go bags and donate food to charities, etc.

The in-text citation and the reference structures need to be corrected. Please revise it.

PAGE 1



Comment 1

Need better structure. Please google what is cover page / title page.

PAGE 2

Text Comment. Why there is a section blank?

Text Comment. Good understanding



Comment 2

Can be more specify

PAGE 3



Awk.

Awkward:

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



Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding

specific citation styles: http://www.plagiarism.org/plag_article_citation_styles.html

Strikethrough.

QM

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QM

Awk.

Awkward:

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

PAGE 4

QM

Awk.

Awkward:

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



Comment 4

Do you have specific examples in target persona / market?

Text Comment. Limited evidence support.

QM

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Strikethrough.

Text Comment. How its linked to demographic segmentation?

QM

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QM

Improper Citation

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Text Comment. Too general. Do you have specific examples about localization?

Text Comment. Newspaper can be a paid media, however, it seems that you are talking about the news media report the restaurant to the public.

QM

Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: http://www.plagiarism.org/plag_article_citation_styles.html



Comment 6

Not reasonable. It is good to promote sustainability but your examples and explanation are weird.

QM

Improper Citation

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QM



New paragraph:

When a paragraph gets too long your reasoning may appear jumbled and confused.

Paragraphs are the steps that allow your reader to make progress through your paper.

Without enough steps, the argument becomes difficult to follow. Usually there are subtle shifts of emphasis within a long paragraph that can become a paragraph break. Try to figure out what your paragraph's main point is so that your reader doesn't have to.

QM

Vague

Unclear:

When making a point in one of your body paragraphs, one of the most common mistakes is to not offer enough details. A paragraph without much detail will seem vague and sketchy. A paper is always strengthened when your claims are as specific as possible. The more detailed evidence you offer, the more reference points your reader will have. Remember that you are communicating your argument to a reader who has only your description to go by. Someone who reads your essay will not automatically know what you mean to express, so you have to supply details, to show the reader what you mean, not just tell him or her.

QM

Awk.

Awkward:

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

QM

Weak Transition

Weak paragraph transition:

Although paragraphs are separate, individual steps of your paper, it is important to clearly demonstrate a logical connection between them. Generally speaking, the way your paragraphs relate to one another displays how sound your argument really is. A paragraph

that begins with "also" or "in addition" offers a weak transition from the previous point, even though it may develop a highly interesting and related point.

Text Comment. Need further evaluation.

PAGE 7

Text Comment. Check reference guidance!

PAGE 8

PAGE 9

GRADING FORM: MARKETING & SALES

PAULINA SKOCZEK

51

ENGAGEMENT WITH LITERATURE /10

Guidance specific to this assessment: List of recommended titles and further reading listed in the handbook. All are online, so ensure use and reference to the works using the Harvard Reference system.



You have applied various scholarly sources. The real life examples are support with evidence. However, the intext-citation is not precisely. The reference list should be alphabetically. You should revise the Harvard Reference guidance before the submission.

7

KNOWLEDGE AND UNDERSTANDING/30

Guidance specific to this assessment: Using specific Hospitality outlets as working examples will help demonstrate the practical application and effect of both global and locally targeted marketing and sales campaigns.



There are some evidence to show your understanding in marketing and sales campaigns. You have good understanding in some of the key factors e.g. definition of marketing, influencer marketing and positioning. There is no evidence in situational analysis, like SWOT or PESTEL.

18

COGNITIVE AND INTELLECTUAL /30

Guidance specific to this assessment: Use your restaurant as a practical model – it's a source of huge amounts of information. Ask questions and think how the answers effect your views and the views of others.



Your analysis has a room to improve. There are limited connection to your scholarly sources and analysis. It is not clear how you use the information and research to support your ideas and evaluation.

12

PRACTICAL SKILLS /15

Guidance specific to this assessment: Effective communication. Keep it simple and back it up with the data



There are evidence in using real-life examples to support your evaluation and the use of scholarly sources. However, it is not clear enough. If other

7

restaurant have the similar practice? The evaluation need to be more specific.

TRANSFERABLE & PROFESSIONAL/15

Guidance specific to this assessment: It will be great if you have real life examples to support your analysis. The essay format and style of writing is a key to show your professionalism.



The essay structure is fair. The transition and connection between the paragraphs and ideas are weak.

7