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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

1

***Study of
Tai Hing Restaurants 's
current promotional
methods
for proposing new
technology orientated
strategies***

Subject: HKBM 7012 –Marketing Management Group 2

Au Yeung Yat Hei, Jeremy (2227329)
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Submission date: 8 July 2023



2

Table of Contents

1. Project Motivations
2. Company Background of Tai Hing Restaurants
3. Internal Analysis of Tai Hing Restaurants
 - 3.1 Segmentation, Targeting and Positioning
 - 3.2 Marketing Mix
4. External Analysis of Tai Hing Restaurants
 - 4.1 PEST Analysis
 - 4.2 Competitors Analysis
5. SWOT Analysis of Tai Hing Restaurants
6. Recommendation for Tai Hing Restaurants on Social Media Marketing Strategy
7. References

Kami

3

1. Project Motivations

- Revenue decrease
 - To increase brand awareness (Hall, 2022)
 - To increase the number of followers of social media platforms
- => To boost the sales for Tai Hing Restaurants (Lockett, 2018)

Kami

4



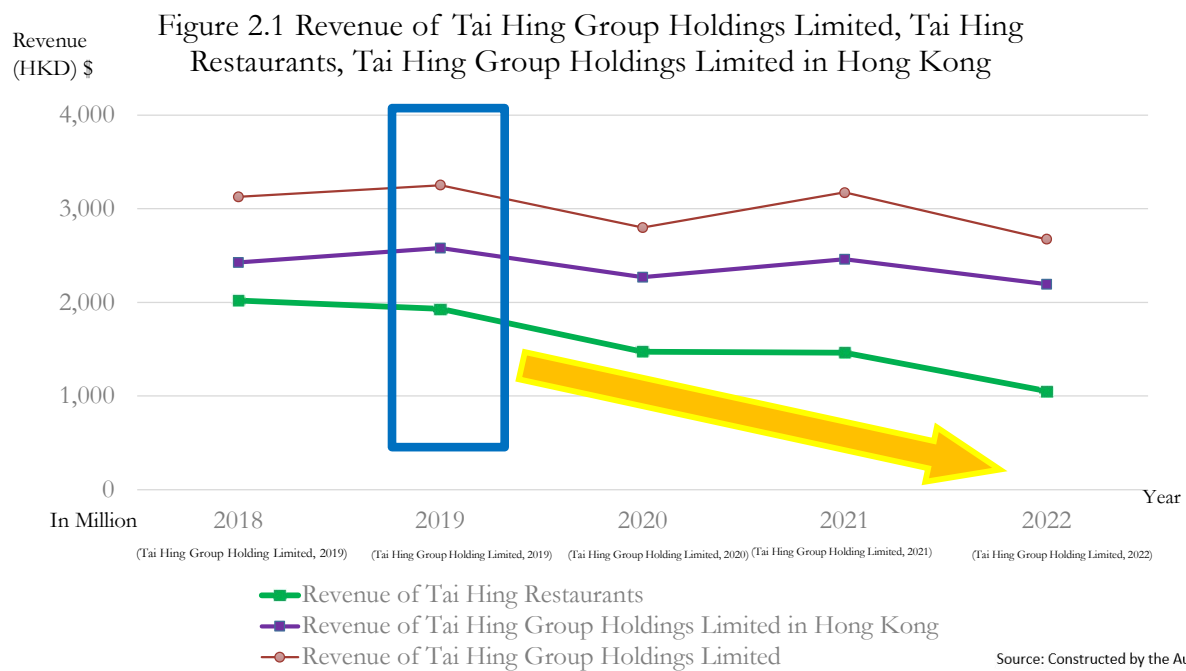
2. Company Background

- **Tai Hing Restaurants**
 - Founded in 1989
 - Flagship brand owned by Tai Hing Group Holdings Limited
 - Multi-brand casual dining restaurant group
 - Listed in 2019 (HKEX 06811)

Source: Tai Hing Group Holdings Limited, 2022

Kami

5



Kami

6

3. Internal Analysis of Tai Hing Restaurants

Jeremy

7

3.1 Segmentation, Targeting and Positioning

3.1.1 Segmentation :

Divide into groups of customers or with specified needs and wants. (Goyat S. ,2010)

3.1.2 Targeting:

Company reaches certain groups of customers easier, higher customer satisfaction, loyalty, increased sales (Targeting, 2023)

- Hong Kong style express and easy comfort food (Tai Hing Group Holdings Limited, 2023)
- Mass market (Michel, 2002)

Jeremy

8

3.1.3 Positioning :

Strategy of how current or products to be put in the market place by the customers (KARADENIZ M., 2009).

- Hong Kong Style Sui Mei Restaurant (Tai Hing Group Holdings Limited, 2023)



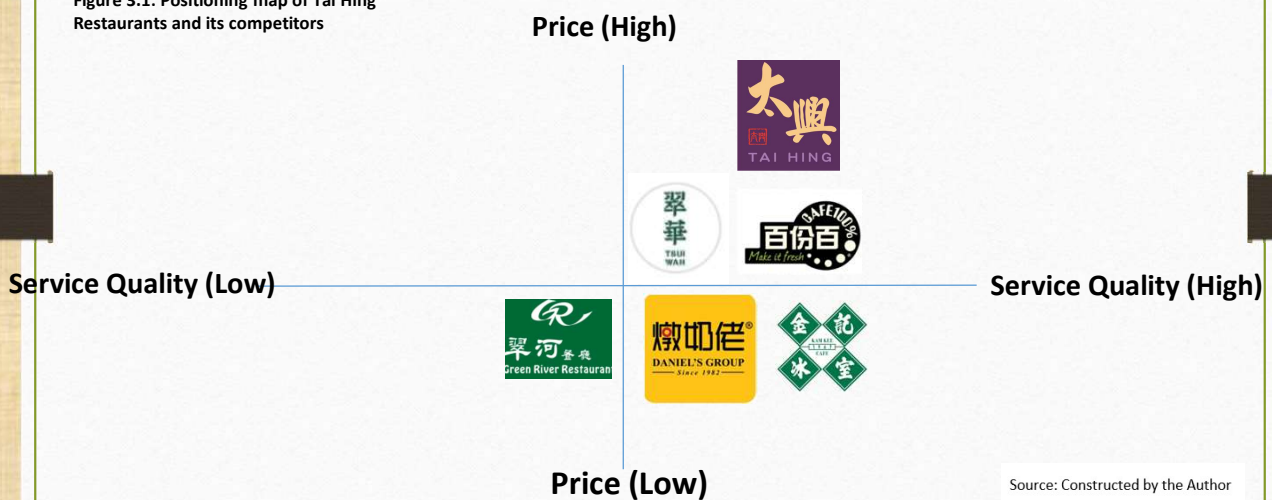
Source: Tai Hing Group Holding Limited, 2023

Jeremy

9

3.1.4 Positioning Map of Tai Hing Restaurants and its competitors

Figure 3.1: Positioning map of Tai Hing Restaurants and its competitors



Jeremy

10

3.2 Marketing Mix

3.2.1 Product

Tangible goods or intangible services currently set for consumers to pay for it (Singh M.,2012)

Chilled Milk Tea, 5-star Roasted Pork and Sweet and sour pork, Barbecued and Marinated Platter, Tai Hing Supreme Roast Goose, Luncheon Meat and Scrambled Egg Instant Noodles, Rice Noodles with Beef in Swiss Sauce and Spicy Fried Rice Vermicelli, processed and semi-processed meat, noodles, bread and sauces, seasonings and spices used in dishes



Source: Tai Hing Group Holding Limited, 2023

Jeremy

11

3.2.2 Price

Determine the selling price by the organization which can be competitive in the market (Darmanwan D. and Grenier E., 2021)



Source: Tai Hing Group Holding Limited, 2023



Source: Hang Lung Malls, 2021



Source: Tsui Wah's website, N.D.

	Tai Hing	Kam Kee Café	Tsui Wah
Product name	Chilled Milk Tea	Cylon Milk Tea	Milk Tea (Iced)
Price (Menus of Tai Hing, Kam Kee Café, Tsui Wah, accessed on 18 th June 2023)	HKD 22	HKD 22	HKD 25

Jeremy

Source: Constructed by the Author

12

3.2.3 Place

Place is nowadays added with convenience also means easy to purchase and search information about products (Nezakati, Abu and Toh, 2011)

Number of restaurants in Hong Kong :

- 65 restaurants (Tai Hing Group Holdings Limited, 2022)

Internet: Self-developed online ordering platform

- FanfansLife.com (Tai Hing Group Holdings Limited, 2020)



Tai Hing Restaurant
(source: Tai Hing Group Holding Ltd, 2023)



FanfansLife.com
(Source: Tai Hing Group Holding Ltd, 2023)

Jeremy

13

3.2.4 Promotion

Ways that transfer messages about products or services for common consumers on the company's event and even to general public (Novak D., 2011)

- Discount
- Special offer
- Online advertising (Facebook: 46,000 followers; Instagram: 2088 followers)
- Transit advertising
- TV advertising



Facebook ads of Tai Hing (Tai Hing 2023)



Instagram ads of Tai Hing (Tai Hing, 2022)



(Jestsoclub.com, 2023)

Jeremy

14

3.2.4 Promotion

Transit and TV advertising



Source : Buslightyear's Facebook, 2022



Source: Lifeneews HK, 2022

Jeremy

15

4. External Analysis of Tai Hing Restaurants

Kami & Kitty

16

4.1 PEST Analysis

- PEST Analysis is used for understanding the strategic risk in the external environment factors: Political, Economic, Social and Technological aspects (Sammut-Bonnici and Galea, 2014)

Kami

17

4.1.1 Political Factors

- Anti-epidemic Measurements to be eased (Hong Kong's Information Services Department, 2022)
- Covid-19 was treated as common flu (World Health Organization, 2023)

Kami

18

4.1.2 Economic Factors



- Market Size of catering industry is decreasing (Hong Kong Census and Statistics Department, 2023)
- Household spending and Purchasing power decreased (The Standard, 2023)
- Decrease in local spending after travel restrictions released (NOW 新聞, 2023)
- Decrease in employment rate (Hong Kong Census and Statistics Department, 2023)

Kam

19

4.1.3 Social Factors

- Rising concerns on health issue after pandemic (Dartnell, 2022, Fabius et al, 2020)
- People tends to not choose Siu mei as so much sodium, not health (Consumer Council, 2020)
- Superbug found in Siu mei (Centre for Food Safety, 2023, Ng , 2023)
- Restaurants need to change the business mode in post-COVID era (Morgan, 2021)
- New generations are not interested in dining-in (Deloitte, 2022)

Kam

20

4.1.4 Technology Factors

- Online ordering platform was mature in market (Becker et al, 2020, McKinsey & Company, 2020)
- QR code ordering and self-serve payment are the trend (Criniti & Anthony, 2020, Murphy, 2021, Neiman, 2021)
- Social media is a way of life (Mekky, 2022, Wong , 2023)

Kami

21

4.2 Competitors Analysis

Kitty

22

4.2 Company Profile of Tai Hing and its competitors

* Famous casual dining restaurants in Hong Kong

- > **Tai Hing Restaurants (Listed company, 65 shops)** (Tai Hing Group Holdings Limited, 2023)
- > **Daniel's Restaurant (8 shops)** (Daniel's Group Holdings Limited, 2021)
- > **Green River Restaurant (25 shops)** (Green River Restaurant, N.D.)
- > **Kam Kee Café (25 shops)** (Kam Kee Catering Group, 2023)
- > **Tsui Wah Restaurant (Listed company; 8 shops)** (Tsui Wah Group, 2023)
- > **Cafe 100% (41 shops)** (taste of asia, 2022)



Kitty

23

4.2 Company profiles of Tai Hing and its competitors

Table 4.1: Analysis of Tai Hing and competitors' company profiles

Source: Constructed by the Author

						
	Tai Hing Roast Restaurant 太興餐廳	Daniel's Restaurant 焗奶佬	Green River Restaurant 翠河餐廳	Kam Kee Café 金記冰室	Tsui Wah Restaurant 翠華餐廳	Cafe 100% 百份百餐廳
Group company	Tai Hing Group Holdings Limited	Daniel's Group Holdings Limited	Green River Restaurant Group	Kam Kee Catering Group	Tsui Wah Holdings Limited	Taste of Asia Group Limited
Group company listed in Hong Kong	Yes, HKEX Stock Code: 6811	No	No	No	Yes, HKEX Stock Code: 1314	No
Year of company establishment	1989	1982	1994	1967	1967	2007
No. of restaurants	65	8	25	25	8	41
Main Dishes	Chilled Milk Tea, 5-Star Roast Pork, Sweet and Sour Pork, Barbecued and Marinated Platter, Tai Hing Supreme Roast Goose, Luncheon Meat and Scrambled Egg Instant Noodles, Rice Noodles with Beef in Swiss Sauce and Spicy Fried Rice Vermicelli	Dessert, noodles and stir-fried products	Stir-fried products	Products of classic Hong Kong Café: Ceylon Milk Tea, Signature Pig Liver with Macaroni, Curry Pork Chop with Rice	Multi-national dishes Top 10 dishes: Sizzling King Prawns w/ Fried Noodles, Shredded Pork & Mushroom w/ Fried Noodles (w/ Abalone Taste), Malaysian Beef Brisket Curry w/ Rice, Kagoshima Style Pork Cartilage w/ Tossed Instant Noodles, Jumbo Frankfurter Hot Dog, Milk Tea, Crispy Bun Served w/ Sweet Condensed Milk, Swiss Sauce Chicken Wings, Fish Balls & Fish Cakes w/ Flat Rice Noodles in Fish Soup, Hainanese Chicken Rice	Milk tea, Curry beef brisket rice
Source	Tai Hing Group Holdings Limited, 2023	Daniel's Group Holdings Limited, 2021	Green River Restaurant, N.D.	Kam Kee Catering Group, 2023	Tsui Wah Group, 2023	taste of asia, 2022

Kitty

24

4.2 Usage of Social Media Platforms by Tai Hing and its competitors

Table 4.2: Analysis of the usage of social media platforms by Tai Hing and its five competitors

						
1) Facebook 	Yes	Yes	Yes	Yes	Yes	No
No. of followers	46,000	36,000	347	12,000	16000	-
No. of likes	46,000	36,000	304	11,000	16000	-
Latest updated	14 Jun 2023 (8 days ago)	31 Jan 2023 (about 5 months ago)	15 Jan 2019 (about 4.5 years ago)	22 Jun 2023 (1 day ago)	19 Jun 2023 (4 days ago)	-
Source	Tai Hing Group Holdings Limited, 2023	Daniel's Group Holdings Limited, 2023	Green River Group Restaurant, N.D.	Kam Kee Catering Group, 2023	Tsui Wah Group, 2023	-
2) Instagram 	Yes	Yes	No	Yes	No	No
No. of followers	2088	20	-	1387	-	-
No. of posts	180	18	-	38	-	-
Source	Tai Hing Group Holdings Limited, 2023	Daniel's Group Holdings Limited, N.D.	-	Kam Kee Catering Group, 2023	-	-
3) QR code 	No	No	No	No	Website shows QR code but it does not work	No
Source	-	-	-	-	Tsui Wah Group, 2023	-
Accessed:	23 Jun 2023					

Kitty

Source: Constructed by the Author

25

4.2 Usage of Social Media Platforms by Tai Hing and its competitors

Table 4.3: Analysis of the usage of social media platforms by Tai Hing and two selected competitors

			
1) Facebook 	Yes	Yes	Yes
No. of followers	46,000	12,000	16000
No. of likes	46,000	11,000	16000
Latest updated	14 Jun 2023 (8 days ago)	22 Jun 2023 (1 day ago)	19 Jun 2023 (4 days ago)
Source	Tai Hing Group Holdings Limited, 2023	Kam Kee Catering Group, 2023	Tsui Wah Group, 2023
2) Instagram 	Yes	Yes	No
No. of followers	2088	1387	-
No. of posts	180	38	-
Source	Tai Hing Group Holdings Limited, 2023	Kam Kee Catering Group, 2023	-
3) QR code 	No	No	Website shows QR code but it does not work
Source	-	-	Tsui Wah Group, 2023
Accessed:	23 Jun 2023		

Kitty

Source: Constructed by the Author

26

4.2.1 Promotion by Social Media-Facebook of Tai Hing

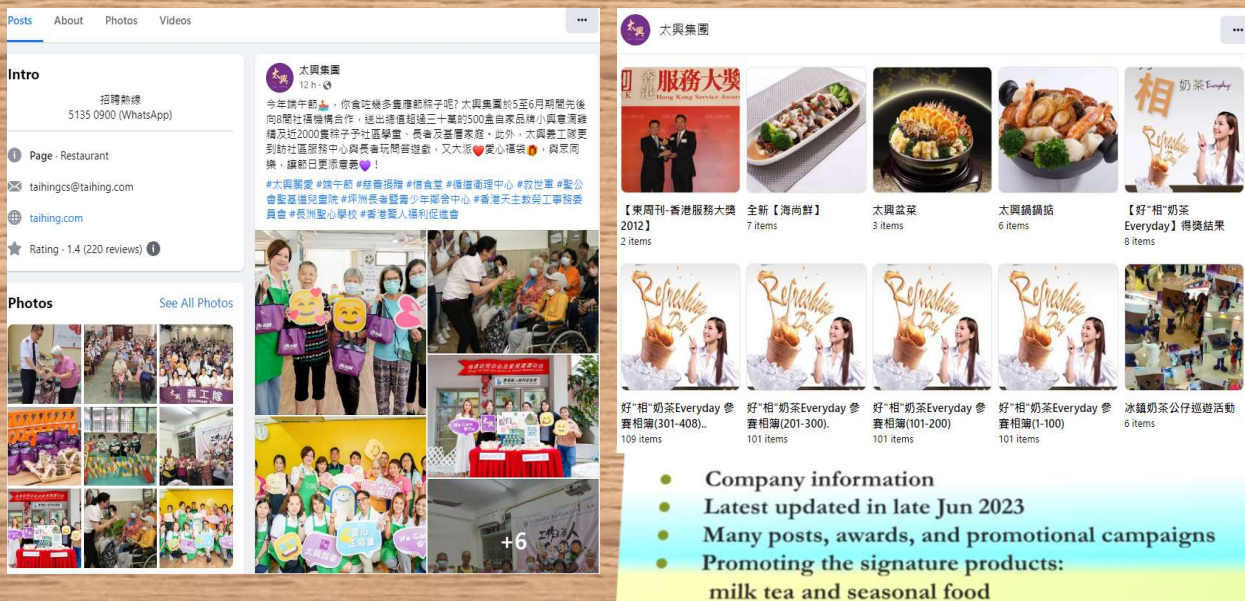


Kitty

Source: Tai Hing Group Holdings Limited, 2023

27

4.2.1 Promotion by Social Media – Facebook of Tai Hing



Kitty

Source: Tai Hing Group Holdings Limited, 2023

28

4.2.1 Promotion by Social Media – Facebook of Tai Hing

The screenshot shows the Facebook profile of 'Tai Hing Group' (太興集團). The 'Photos' tab is active, displaying a grid of photo albums. The 'Videos' tab is also visible, showing several video posts. A text box on the right highlights the content of the albums and videos.

Albums and videos :
Collections of Tai Hing's timeline photos and advertisements

Kitty

Source: Tai Hing Group Holdings Limited, 2023

29

4.2.2 Promotion by Social Media –Instagram of Tai Hing

The screenshot shows the Instagram profile of 'taihinghk'. The profile includes a bio, follower count, and a grid of posts. A text box on the right highlights the content of the posts.

Tai Hing's photos of restaurants, signature dishes and milk tea, seasonal food, advertisements, and coupons

Main Celebrity : Eric Kwok and Mike Tsang

2088 followers

180 posts

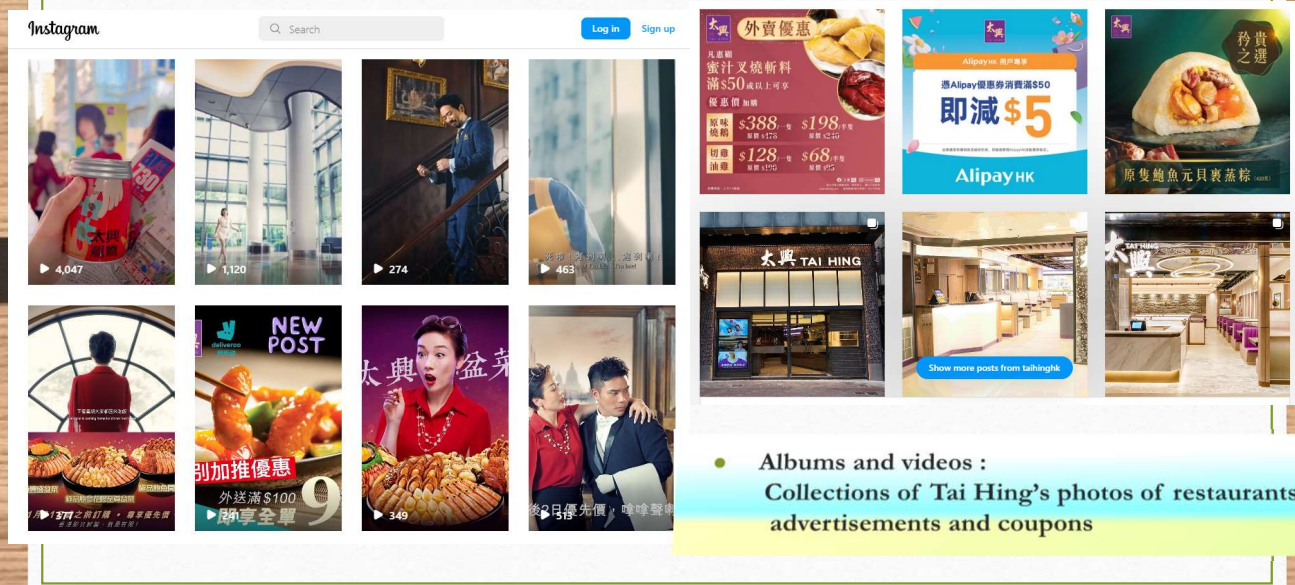
= > Consistent with other promotional activities

Kitty

Source: Tai Hing Group Holdings Limited, 2023

30

4.2.2 Promotion by Social Media –Instagram of Tai Hing



Instagram

Search

Log in Sign up

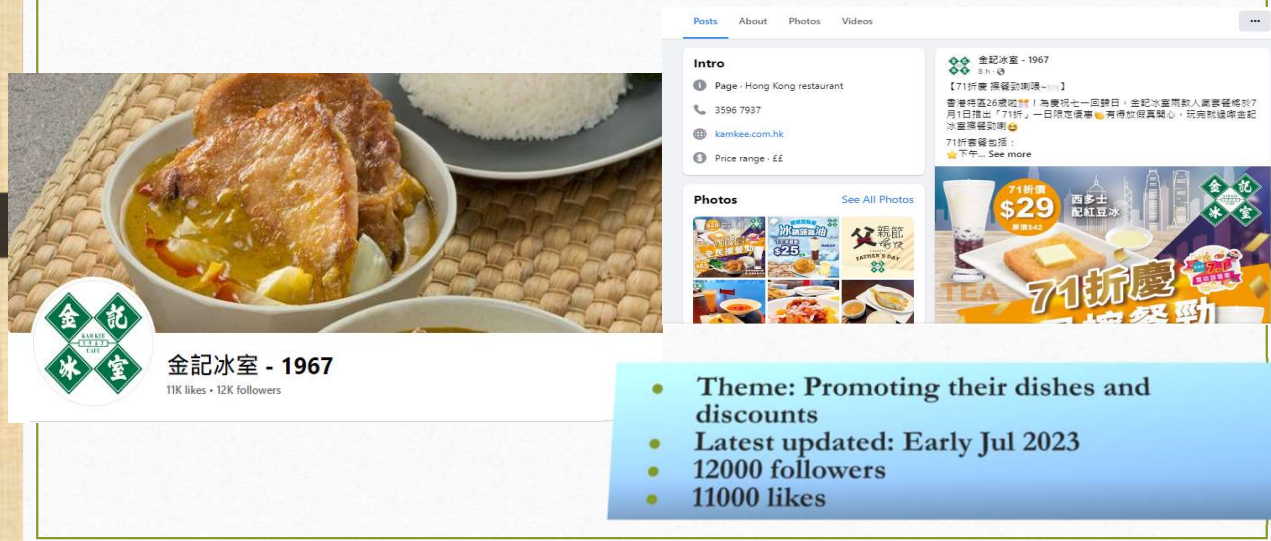
Albums and videos :
Collections of Tai Hing's photos of restaurants,
advertisements and coupons

Kitty

Source: Tai Hing Group Holdings Limited, 2023

31

4.3.1 Promotion by Social Media- Facebook of Kam Kee Café



Facebook

Posts About Photos Videos

Intro

Page · Hong Kong restaurant

3596 7937

kamkee.com.hk

Price range · ££

Photos

See All Photos

金記冰室 - 1967

11K likes · 12K followers

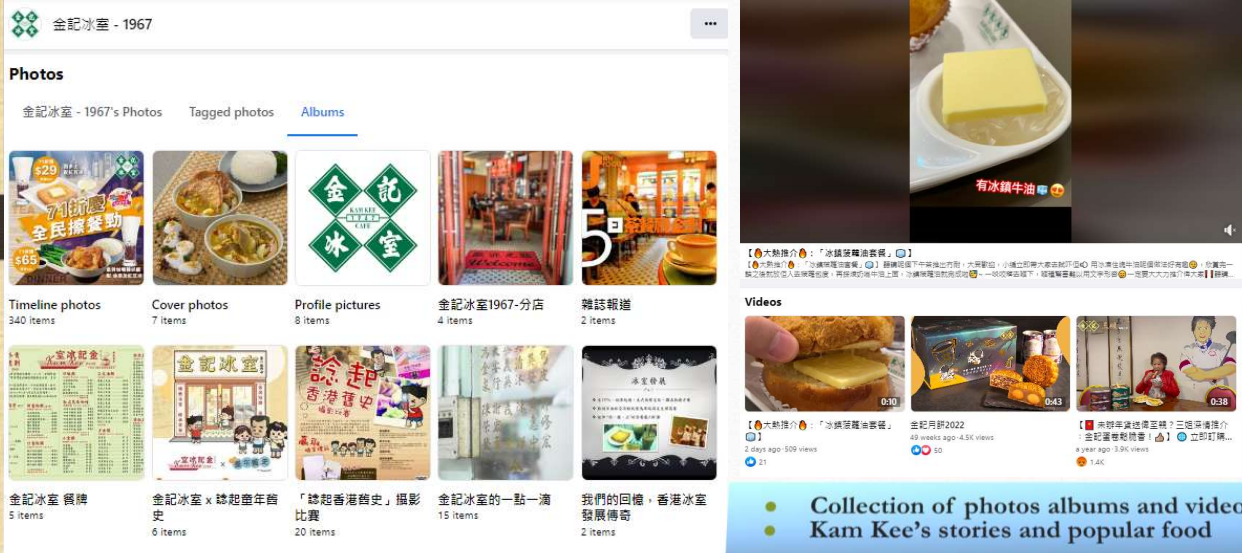
Theme: Promoting their dishes and discounts
Latest updated: Early Jul 2023
12000 followers
11000 likes

Kitty

Source: Kam Kee Catering Group, 2023

32

4.3.1 Promotion by Social Media- Facebook of Kam Kee Café

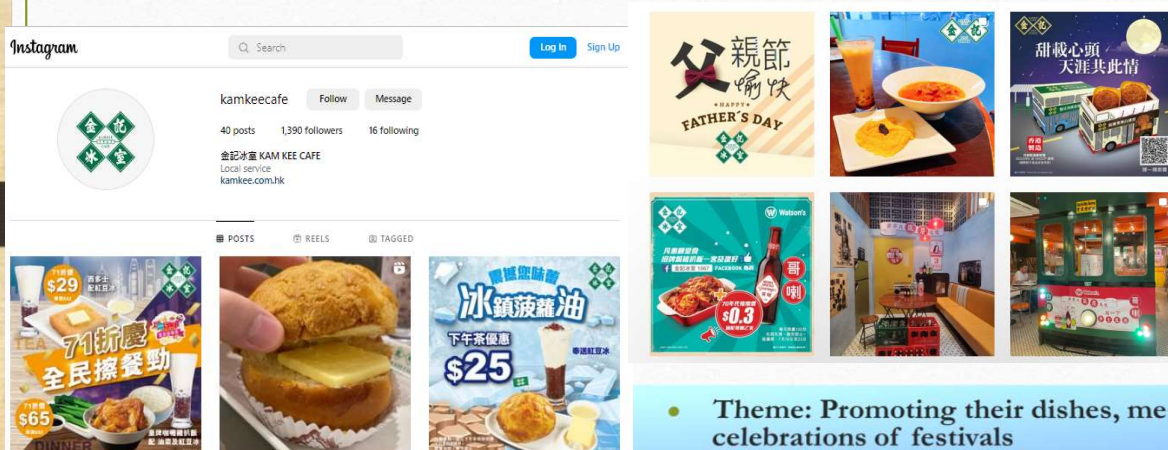


Kitty

Source: Kam Kee Catering Group, 2023

33

4.3.2 Promotion by Social Media- Instagram of Kam Kee Café



Kitty

Source: Kam Kee Catering Group, 2023

34

4.4.1 Promotion by Social Media

Facebook of Tsui Wah Restaurant



翠華餐廳 Tsui Wah Restaurant

16K likes • 16K followers

- Theme: Promoting their dishes
- Latest updated: Early Jul 2023
- 16000 followers
- 16000 likes



Kitty

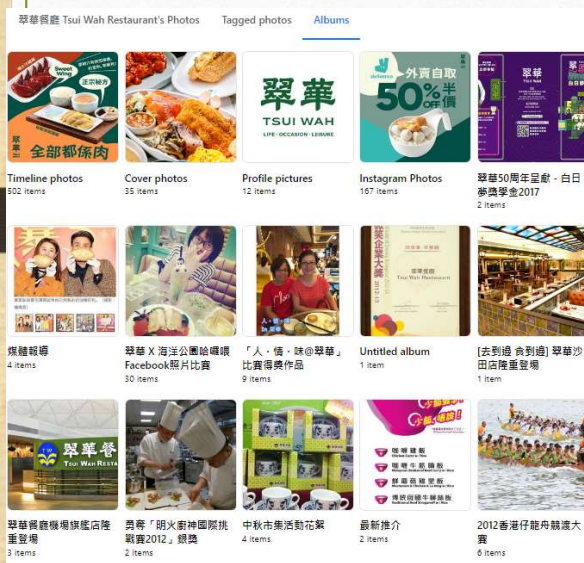
Source: Tsui Wah Group, 2023

35

4.4.1 Promotion by Social Media

Facebook of Tsui Wah Restaurant

Photos and video:
Promoting milk tea, seasonal food and
including the extras of competitions



Kitty

Source: Tsui Wah Group, 2023

36

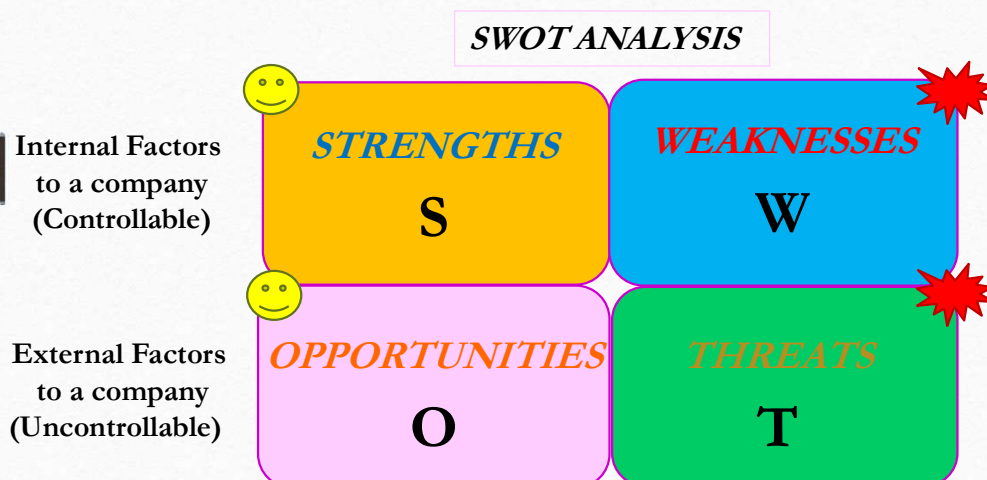
5. SWOT Analysis of Tai Hing Restaurants

Kitty

37

5. SWOT Analysis of Tai Hing Restaurants

SWOT analysis is used for studying a company's internal factors - strengths and weaknesses which can be controllable by the company, and its external factors - opportunities and threats which the company cannot control. It gives the picture to the company for understanding the current environment in order to develop its business decision accordingly. (Skye Schooley, 2023)



Kitty

Source: Constructed by the Author

38

5.1 SWOT Analysis (Internal factors)

– Strengths and Weaknesses of Tai Hing

Strengths

- **Many convenient restaurants** (65 restaurants in Hong Kong) (Tai Hing Group Holdings Limited, 2023)
- **Central processing food factories and automated wok**
=> **Keep food standard** (Tai Hing Group Holdings Limited, 2023)
- Tai Hing Group: More than 200 restaurants
=> **Enjoy economic of scales** on food and materials purchase (Tai Hing Group Holdings Limited, 2023)

Weaknesses

- **Lack of promotional activities via social media platforms** (Tai Hing Group Holdings Limited, 2023)
- **No membership campaigns** (Tai Hing Group Holdings Limited, 2023)

Kitty

39

5.2 SWOT Analysis (External factors)

– Opportunities and Threats of Tai Hing

Opportunities

- Restrictions of pandemic measures decreased
(The Government of the Hong Kong Special Administration Region, 2022)
- **About 90% Hong Kong people use social media platforms**
Top five: WhatsApp, Facebook, Instagram, Wechat and Youtube (Digital Limited, 2023)

Threats

- Market size of catering industry is decreasing (Hong Kong Census and Statistics Department, 2023)
- Household spending and purchasing power decrease (The Standard, 2023)
- Decrease in local spending after the release of travel (NOW 新聞, 2023)
- People decrease on eating out but self-cooking (Dartnell, 2022, Fabius et al, 2020)
- People increase to buy two-dish-rice (BBC News 中文, 2022)

= > **Sales will decrease**

Kitty

40

6. Recommendation for Tai Hing Restaurants on Social Media Marketing Strategy

Kami , Jeremy and Kitty

41



6.1 Recommendation for Tai Hing Restaurants

Objectives:

Increase exposures to the public
and

Increase number of followers

- Facebook: 46000 -> 80000
- Instagram: 2088 -> 5000
- WhatsApp: No -> 3000

on 31 March 2024

facebook



Target Audience:

Mass market:

Users using common
social media in Hong Kong:

Facebook,
Instagram and WhatsApp

(Kamp, 2023)

Kami

42

6.1 Recommendation for Tai Hing Restaurants



Strategies:

Utilize digital marketing to promote brand and increase no. of followers

- By using digital channels to market the brands in social media platforms (The Economic Times, 2023)



Tactics:

Enhance social media marketing (SMM)

- Use social media and network to influence consumer behavior from content promotion, extraction of personal data, and creation of resonating message (Hall, 2022)
- Online sales promotion
- Product information sharing online

Kami

43

Expected Outcomes



Increase exposures to the public



Increase number of followers on social media platforms



Increase in revenue (Lockett, 2018)

Kami

44

6.2 Content creation of Tai Hing's Promotional Campaigns on Social Media Platforms



Type of marketing contents

- **Campaign 1** : Posting 6-GRID Storyboard Video on Social Media Platforms
- **Campaign 2**: Click, Like and Share (CLS) Programme- Offering 1 free signature milk tea
- **Campaign 3**: Launching a competition of cute emoji sticker design

Kami

45

6.2.1 Promotional Campaigns on Social Media Platforms Campaign 1: Posting 6-GRID Storyboard Video on Social Media Platforms

Table: 6.1 Details of Promotional Campaign 1

	Type of Marketing Contents	Brief of Tasks	Social Media Channels
1	Posting 6-GRID Storyboard video on social media platforms	• Casting of the characters • Filming the video • Posting the video on website, Instagram, Facebook and WhatsApp	Facebook, Instagram and WhatsApp

=> Motiving people to share the video with friends



facebook



Instagram



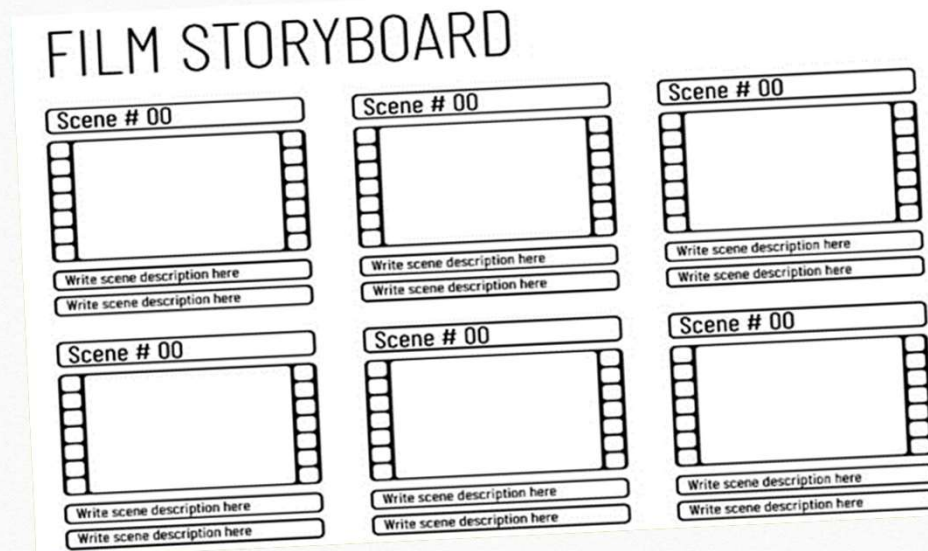
Kami

Source: Constructed by the Author

46

6.2.1 Promotional Campaigns on Social Media Platforms

Campaign 1: Posting 6-GRID Storyboard Video on Social Media Platforms



Kam

Source: Constructed by the Author

47

6.2.2 Promotional Campaigns on Social Media Platforms

Campaign 2: Click, Like and Share (CLS) Programme

- Offering 1 free signature milk tea



Source: Tai Hing Group Holding Limited, 2023

Table: 6.2 Details of Promotional Campaign 2

	Type of Marketing Contents	Brief of Tasks	Social Media Channels
2	 Click, like and share (CLS) Programme: Offering 1 free signature milk tea Person shows LIKE of any one social media and consumes any HKD 33 per person of each bill	• Designing print advertisements and posts • Circulating the advertisements to staff and training staff about this campaign • Posting the advertisements and posts on website, Instagram, Facebook and WhatsApp and in-stores restaurants	Facebook, Instagram, and WhatsApp

=> Attracting more customers to dine-in



facebook



Kitty

Source: Constructed by the Author

48

Source: Constructed by the Author

Jeremy

Q & A Session

Thank you

51

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52

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