

Marketing Plan Tara! Pop-up Kitchen

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Marketing Plan (Tara! Pop-up Kitchen)

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Introduction

Marketing is essential in guiding a business's strategy by enabling the creation and exchange of value between companies and customers. Marketing is identifying customer needs, analysing competitors, and utilising the organisation's strengths to meet customer demands effectively and profitably. For marketing to be successful, it requires a thorough understanding of customers, competitors, and partners, as well as the ability to use resources strategically to achieve business objectives (Harvard Business Review and Silk, 2015). A well-executed marketing strategy not only drives business growth but also enhances brand positioning and customer engagement. By integrating insights from consumer behaviour, market trends, and promotional tactics, businesses can develop strong relationships with their target audience and sustain a competitive advantage in the marketplace.



Purpose of the Marketing Plan

This marketing plan aims to define the strategy for launching and promoting Tara! Pop-Up Kitchen, an experimental dining concept. The plan will outline the marketing tactics to introduce the pop-up kitchen to the target market, position it within the competitive landscape, and generate sustainable revenue while testing innovative approaches to dining. It is being prepared for stakeholders such as potential investors, the management team, and marketing professionals who will execute the strategies. This plan serves as a key step in evaluating the viability and growth potential of the pop-up concept before potentially expanding into a permanent establishment.



Pop-ups

The concept of pop-ups has existed since colonial times, initially seen through traveling salespeople and entertainment stages. Over time, this evolved into temporary, local establishments such as lemonade stands, barber shops, food carts and stalls, and even circus attractions and festivals (Milwood et al., 2022). Pop-ups have always reflected a temporary nature, and more recently, they have expanded to incorporate diverse elements such as art, music, wine, and gastronomy, creating unique experiences (Pret a Diner, 2013).

Pop-ups are used to introduce new chefs or highlight seasonal ingredients, offering an exciting opportunity to experiment with flavours and themes (Aaltojärvi, Kontukoski, and Hopia, 2017). Tara! Pop-Up Kitchen brings this concept to life by offering a unique culinary experience that blends traditional Filipino flavours with locally sourced Welsh produce. This combination celebrates not only the rich heritage of Filipino cuisine but also the vibrant food culture of Wales.

The name "Tara!" embodies the Filipino warmth and hospitality, inviting guests to come together and enjoy a shared experience. The Welsh "Ta ra" adds a heartfelt farewell, fostering camaraderie and a sense of connection with every meal. Tara! Pop-Up Kitchen is more than just a temporary establishment; it is a journey of cultural connection through food, inviting guests to experience and savour the flavours of both cultures.



Key Frameworks

Marketing Mix (7P's)

The marketing mix is a fundamental concept in marketing that involves key elements crucial for creating a successful strategy: product, price, place, and promotion (McCarthy, 1964). Initially derived from the single P (price) of microeconomic theory (Chong, 2003), McCarthy expanded this into the "4 Ps" as a framework for translating marketing planning into practice, which was later elaborated by Bennett (1997). The marketing mix has been expanded to include three additional Ps—People, Process, and Physical Evidence—addressing the unique challenges of marketing services (Booms & Bitner, 1982). These seven components work together to create a well-rounded strategy that meets customer expectations and provides a competitive edge.



Ansoff's Matrix

According to Loredana (2017), this concept continues to be recognised as one of the most essential tools for business development and market entry. Studies indicate that entrepreneurs successfully implement Ansoff's Matrix as an effective growth strategy. This model, introduced by Ansoff (1957), will evaluate growth strategies through market penetration, market development, product development, and diversification.

Segmentation, Targeting, and Positioning

Marketing strategies enable companies to identify and create specific customer groups within their target markets (segmentation). These strategies also encompass the decision-making process of selecting which customer groups to serve (targeting) and determining the best way to position products or services in the minds of target consumers (positioning).A framework for defining customer segments, targeting specific audiences, and positioning the restaurant in the minds of consumers (Azzie, 2013).

Product

Tara! Pop-Up Kitchen embodies the essence of the modern pop-up dining movement by offering a dynamic and immersive culinary experience. The concept is deeply rooted in the increasing consumer demand for creativity, sustainability, and exclusivity in dining (Metro, 2024). Unlike traditional restaurants with fixed locations and menus, Tara! embraces the flexibility and innovation that pop-up restaurants are known for, allowing it to experiment with seasonal ingredients, diverse locations, and evolving menu offerings (King, 2024).

The motivation behind Tara! Pop-Up Kitchen aligns with key factors driving the success of pop-ups: innovation, creativity, and the pursuit of uniqueness (Leirdal et al., 2024). By operating in rotating locations and focusing on locally sourced produce, the brand not only adapts to changing consumer preferences but also enhances engagement with customers who seek novel and socially interactive dining experiences. Research suggests that pop-ups serve as an experimental space for restaurateurs, enabling them to refine their concepts and gauge market response before committing to permanent ventures (King, 2024). This strategy is particularly beneficial for Tara! as it explores its positioning within the competitive food industry.

Furthermore, the rise of open kitchens plays a crucial role in Tara!'s identity. The demand for food transparency and ethical dining practices has increased significantly, with customers seeking assurance about ingredients, preparation methods, and overall food quality (Basu, 2022). By incorporating an open kitchen concept, Tara! fosters trust and engagement, allowing guests to witness the preparation of their meals firsthand. This transparency aligns with consumer expectations for clean-label and plant-based foods, reinforcing the brand's commitment to sustainability and authenticity (Basu, 2022).

Tara! Pop-Up Kitchen is more than just a dining experience, it reflects evolving industry trends and consumer preferences. Through its seasonal, sustainable approach, open kitchen concept, and immersive atmosphere, Tara! capitalises on the core principles that make pop-up restaurants a thriving and innovative business model.

Customer Profile for Tara! Pop-Up Kitchen

Target Audience

Tara! Pop-Up Kitchen caters to a diverse yet niche market of food-conscious consumers who value sustainability, authenticity, and unique dining experiences. The primary target segments include:

1. Young Professionals (Ages 25-35)

This demographic seeks trendy, convenient, and socially engaging dining experiences. They prefer sustainable food options and are highly influenced by social media when choosing where to dine. Studies show that 63% of young consumers are driven by experiences, making them more inclined to participate in unique dining events (Currie, 2023). Additionally, 52% of 18-34-year-olds are willing to pay more for sustainable dining options (TWC Group, 2023).

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2. Health-Conscious Diners (Ages 30-45)

Health-conscious consumers prefer plant-based and fresh ingredients, appreciating food that is both nutritious and environmentally friendly. The increasing demand for sustainability and locally sourced produce aligns well with Tara! Pop-Up Kitchen's concept (Bidfood, 2025).

3. Food Enthusiasts (Ages 35-50)

Passionate about exploring new culinary trends and exclusive dining experiences, food enthusiasts value authenticity and quality. They are willing to spend more on immersive dining events, making them an ideal audience for pop-up concepts. The rise of pop-up restaurants caters to their desire for novel and immersive culinary events, such as those seen in The Pop-Up Club, which transforms spaces into vibrant markets (O'Brien, 2025).

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Market Demand & Consumer Behaviour

The Rise of Experiential and Sustainable Dining

- Foodies drive demand: 56% of UK consumers identify as "foodies," and 53% are eager to explore new dining trends, indicating strong interest in innovative culinary experiences (Bidfood, 2025).
- Younger consumers favour experience-driven dining: Two-thirds of Gen Z and Millennials are likely to participate in chef's table or tasting dinners, compared to half of Gen Xers and only a third of Boomers (National Restaurant Association, 2023).
- Sustainability is a key driver: Consumers increasingly favour restaurants that implement environmentally friendly and sustainable practices (Mintel, 2025).

Similar

Pop-Up Dining & Consumer Preferences

- Pop-up restaurants are rapidly growing in popularity due to their ability to provide exclusive, immersive, and authentic food experiences (Eventflare, 2024).
- A sizeable proportion of UK diners eat at sit-down restaurants regularly, with 25% of 18-24-year-olds dining out a few times a month, while 6% dine out weekly (Statista, 2020).
- Younger consumers are more open to ordering multi-course meals for takeout, using meal kits, subscribing to restaurant meal plans, and purchasing restaurant-branded merchandise (National Restaurant Association, 2023).

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Place

Place strategy, as distribution, involves decisions about where and how services are delivered to consumers. It encompasses both physical and electronic distribution channels, ensuring that the product is easily accessible (Jain & Jain, 2022). Traditionally, markets have been designed for easy access, bringing products and services closer to consumers (Saha, 2020). For Tara! Pop-Up Kitchen, the place strategy is essential in determining where and how the brand will operate, maximising reach and engagement with its target audience.

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Dynamic Locations

Tara! Pop-Up Kitchen will strategically set up in high-traffic areas such as local markets, food festivals, and collaborations with established venues. This aligns with the principle that distribution decisions focus on making the product available where customers are most likely to engage with it

(Sadq et al., 2019). These locations ensure visibility, foot traffic, and accessibility, allowing Tara! to build brand awareness while catering to food enthusiasts seeking unique dining experiences.

Pop-Up Flexibility

Each new venue will offer a distinct dining experience while maintaining Tara!'s core brand identity. This strategy reflects the modern trend of pop-up restaurants, where mobility and exclusivity drive consumer interest (King, 2024). The flexibility to adapt ambiance, layout, and service style based on location further strengthens Tara!'s appeal to an audience looking for fresh and engaging dining experiences.

Accessibility

Ensuring easy access to Tara!'s pop-up locations is a critical part of its distribution strategy. Research emphasises that location plays a fundamental role in customer reach and satisfaction, particularly in service-based industries (Gopal et al., 2019). Tara! will prioritise events and spaces that align with its target demographic young professionals, food enthusiasts, and health-conscious diners by setting up in urban centres, cultural events, and community gatherings. This approach increases the likelihood of repeat visits while also attracting new customers through strategic positioning.

By integrating a well-planned place strategy, Tara! Pop-Up Kitchen maximises exposure and accessibility while embracing the essence of pop-up dining: a dynamic, immersive, and ever-evolving culinary experience. This approach aligns with the broader marketing plan by ensuring that the brand reaches the right audience at the right time and place, strengthening its market presence.

Physical Evidence

Physical evidence refers to the tangible elements that shape the overall customer experience, fostering a stronger emotional and sensory connection with the brand (Akiraman, 1998). In a pop-up setting, where permanence is absent, the physical environment plays an even more critical role in delivering a memorable and immersive dining experience (Booms & Bitner, 1981). Research highlights that the service environment significantly impacts customer satisfaction, influencing not just purchasing decisions but also brand loyalty (Duncan & Elliott, 2004).

Service (Professionalism and Engagement)

At Tara! Pop-Up Kitchen, all staff, including chefs and front-of-house members, will wear a uniform to ensure a consistent and professional brand image. Uniformity in appearance has been shown to increase consumer trust and perception of service quality in hospitality settings (Narasimhan et al., 2017). The service approach will be friendly, interactive, and engaging, with well-trained staff knowledgeable about the ingredients, origins, and cultural significance of each dish. This aligns with experience-based dining trends, where guests seek deeper engagement beyond just consuming food (King, 2024).

Internal Ambience (Open Kitchen Concept)

Tara! will adopt an open kitchen model, allowing guests to see the food preparation process, reinforcing transparency and authenticity—key factors in modern dining experiences (Basu, 2022). An open kitchen fosters trust and interaction, enhancing customer satisfaction by making them feel involved in the experience (Duncan & Elliott, 2004). The interior design will integrate Filipino warmth with contemporary Welsh aesthetics, using reclaimed wood, bamboo, and greenery to establish a natural, inviting setting. The blend of organic materials with minimalist Welsh design aligns with the growing demand for sustainable and experience-driven dining environments (Sadq et al., 2019).

External Ambience (Attracting Attention)

A well-designed external setup enhances customer engagement and draws attention, an important aspect for temporary dining spaces like pop-ups (Ogiemwonyi et al., 2019). Tara! will feature eye-catching signage, fresh flowers, and natural lighting, seamlessly blending vibrant Filipino cultural aesthetics with modern Welsh simplicity. This combination will create an inviting and aesthetically appealing atmosphere, making it stand out in high-footfall areas. Good

Menu Design (Visual Appeal and Brand Storytelling)

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Salloum & Ajaka, 2013). Poorly designed processes can frustrate customers due to inefficiencies, while well-structured processes ensure speed, consistent quality, and ease of service (Zeithaml, et.al., 2008).

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To enhance operational efficiency, Tara! will implement a Point of Sale (POS) system that integrates multiple restaurant services. This technology will streamline order processing, track inventory, and improve transaction speed, ensuring a smooth experience for both staff and customers. A well-integrated POS system significantly enhances service efficiency while reducing operational costs, making it an essential tool for modern restaurant management (Shreeja & Vigneshwar, 2019).

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The rapid growth of technology has led to increased demand for innovations that make transactions faster and easier. In the food industry, adopting new techniques to improve business functions results in higher revenue and customer satisfaction. Enhancing ordering, billing, and payment processes is essential to improving customer satisfaction. To address these needs, researchers have proposed web-based systems with Quick Response (QR) code functionality, which are easy for mobile users to navigate and enhance customer convenience (Intal et al., 2020). Tara! will incorporate digital engagement touchpoints, such as QR codes for menu access and app-based ordering, while maintaining traditional ordering options for customers who prefer face-to-face interactions. Real-time customer feedback will be collected via social media and direct interactions, allowing for continuous service improvement.

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By focusing on the People and Process elements, Tara! Pop-Up Kitchen will create a service environment that is both efficient and customer-centric. The combination of well-trained staff and streamlined operational processes will ensure a high-quality dining experience that aligns with the brand's mission and values.

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See Appendices 1.

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Price

Price is a critical element of the marketing mix, as it not only determines the cost a customer pays for a product or service but also reflects the value of the exchange. According to Kotler and Armstrong, price is defined as the amount of money customers must pay to acquire a product or service. E. including Ehmke, Fulton, and Lusk (2016), emphasise that a fair price should match the quality of the product. Price plays a key role in driving profitability and market share, and it is also one of the most flexible elements of the marketing mix, capable of adapting quickly to market changes. As the only component that directly generates revenue, price is crucial for customer satisfaction and loyalty (Išoraitė, 2016). Pricing is a crucial factor in determining Tara! Pop-Up Kitchen's market position, competitiveness, and profitability. A well-structured pricing strategy ensures that the brand remains accessible while maintaining financial sustainability.

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Market Positioning

Tara! Pop-Up Kitchen will be positioned as a premium casual dining experience, blending Filipino and Welsh influences while using high-quality, locally sourced ingredients. It is above street food vendors and casual fast dining but remains below fine dining establishments, offering a balance between affordability and quality.

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Competitive Pricing Analysis

A price-benefit positioning map allows you to visualize, from your customers' perspective, how your product compares to its competitors in the market. This map can be created quickly and objectively, without the need for expensive, time-consuming consumer surveys or subjective evaluations of your product's strengths and the weaknesses of others (D'Aveni, 2007). Below is a

Similar

positioning map comparing price and quality perception, illustrating where Tara! Pop-Up Kitchen will be positioned in relation to its competitors.

A comparison of similar concepts in the UK market:

Restaurant Type	Example	Price Range (per person)
High-End Filipino Dining	Romulo Café, London	£35 - £55
Modern Pop-Up Restaurants	Various pop-ups in Cardiff	£25 - £40
Casual Asian Street Food	Mowgli, London	£10 - £20
Traditional Filipino Dining	Kasa and Kin, London	£10 - £25

(Sqauremeal, 2022; Punctuator, 2025)

Pricing Strategy for Tara! Pop-Up Kitchen

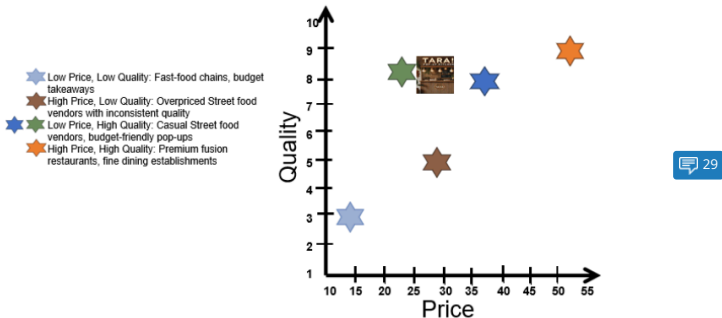
Tara! will adopt a value-based pricing strategy, ensuring that prices reflect the quality, unique flavours, and overall customer experience. The menu pricing will be positioned in the mid-to-premium range:

- Starters: £6 - £9
- Mains: £14 - £22
- Desserts: £6 - £9
- Signature Drinks: £4 - £7

This pricing structure ensures that Tara! remains competitive while maintaining the perception of value and quality.

Positioning Map

Below is a positioning map comparing price and quality perception, showing where Tara! Pop-Up Kitchen sits in relation to competitors.



Tara! Pop-Up Kitchen sits between high-end Filipino dining and modern pop-up restaurants, offering premium quality at an accessible price.

By adopting this pricing strategy, Tara! ensures a strong competitive edge, balancing affordability with premium-quality dishes.

Promotion

Promotion is a continuous communication process between a business and its customers to foster positive attitudes toward its products and services, which influences consumer purchasing behaviour (Novak, 2011). The key promotional goal for Tara! Pop-Up Kitchen is to increase brand awareness, attract food enthusiasts (ages 20-30), eager to explore Filipino cuisine with a modern twist, and build customer engagement around the unique use of locally sourced Welsh ingredients in traditional Filipino dishes. This approach aligns with Novak's (2011) view that promotion helps create favourable perceptions, driving customers toward the product.

Promotion also plays a significant role in assisting sales teams and traders in representing products to consumers effectively, inducing them to make a purchase (Singh, 2012). To this end, Tara! Pop-Up Kitchen will use various promotional tactics to ensure that Filipino-inspired dishes, made with Welsh produce, are introduced to the target audience in an appealing manner. These tactics will include engaging content on social media, collaborations with local influencers, and hosting immersive pop-up events that highlight the unique cultural fusion of the brand.

Task	Start Date	End Date	Notes
Brand Awareness	April 2025	April 2025	Initial Buzz and Community Engagement
Social Media Setup (Instagram, Tiktok, FB)	1 April 2025	5 April 2025	Create Accounts, branding, First Posts
Content Strategy & Planning	1 April 2025	10 April 2025	Define content themes (Asian Filipino, Welsh ingredients, behind the scenes)
First Social Media Campaign (Teasers)	5 April 2025	30 April 2025	Daily Stories, Reels, 3-4 posts per week
Community Engagement (Polls, Giveaways)	10 April 2025	30 April 2025	Build interaction, followers, and anticipation

Pre-Launch & Influencer Collaborations

| April 2025 – May 2025 | Build credibility, expand reach | | Partner with Local Food Influencers | 10-Apr-25 | 10-May-25 | Invite food bloggers to taste test | | Feature Behind-the-Scenes Content | 15-Apr-25 | 15-May-25 | Showcase ingredient sourcing, cooking prep | | Email Newsletter Signup Launch | 15-Apr-25 | 30-May-25 | Collect emails for exclusive invites | | First Pop-Up Event & Promotion | May 2025 | May 2025 | Test operations and public response | | Announce First Pop-Up Location | 01-May-25 | 05-May-25 | Hype up event | | Event Promo (Countdown, IG Lives, Collabs) | 05-May-25 | 20-May-25 | Generate buzz before the event | | First Pop-Up Event (Soft Launch) | 25-May-25 | 26-May-25 | Limited seating, invite-only | | Offer Discount for First-Time Visitors | 25-May-25 | 30-May-25 | Collect feedback and reviews | | Social Media Engagement (Recap Posts) | 27-May-25 | 30-May-25 | Share event highlights and testimonials | | Scaling & Expansion Phase | Late May 2025 | Strengthen brand identity | | Second Pop-Up Event (Wider Audience) | 30-May-25 | 31-May-25 | Paid event with wider promotions | | Collaboration with Local Businesses | 30-May-25 | 31-May-25 | Partner with breweries, markets | | Loyalty Program Launch | 30-May-25 | 31-May-25 | Reward repeat customers

Measurement & Adjustments

| Ongoing | Track success and optimize | | Track Social Media Engagement | Weekly | Adjust content strategies | | Monitor Event Attendance & Sales | Per pop-up | Optimize pricing & menu | | Collect Customer Feedback | Ongoing | Improve experience |

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Sample Approach for Tara! Pop-up Kitchen

- April builds hype and online engagement.
- May focuses on pop-up execution and growing the audience.
- Low-cost, high-impact strategy using social media, influencers, and community engagement.
- Scalable—if the first pop-up succeeds, you can expand quickly.

Conclusion 33

Tara! Pop-Up Kitchen, with its unique blend of Filipino cuisine and Welsh produce, presents a promising culinary concept. However, as with any new business venture, it faces challenges in developing a marketing plan that resonates with the target audience while ensuring operational success. These challenges range from defining the brand and creating the right ambiance to effectively engaging the target audience and managing planning and finances. To address these hurdles, several strategic recommendations can help overcome the obstacles and set Tara! Pop-Up Kitchen on the path to success.

One of the primary challenges lies in brand development and positioning. Tara! Pop-Up Kitchen aims to stand out by offering adventurous and locally sourced dishes that combine Filipino culinary traditions with Welsh ingredients. However, finding the right balance between staying authentic to Filipino flavours while incorporating modern Welsh influences can be a delicate task. The brand must communicate its unique identity clearly to its audience while avoiding confusion over its cultural roots. To address this, it is recommended to **focused** and storytelling, highlighting the narrative behind the concept, including the cultural fusion and the importance of sourcing ingredients locally. This can help create an **emotional connection** with potential customers, reinforcing Tara! Pop-Up Kitchen's identity.

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Another challenge lies in creating the right ambiance that reflects both Filipino culture and modern Welsh style. This task requires careful planning in terms of design, decor, and atmosphere to ensure authenticity and contemporary appeal. A solution to this challenge would be to integrate Filipino aesthetics through colour schemes, materials, or design elements that are emblematic of the Philippines, while incorporating sleek, modern Welsh influences. This balance will not only

create an inviting atmosphere but also enhance the dining experience, offering customers a memorable environment in which to enjoy their meals.

Engaging the target audience, foodies interested in new, bold, and locally sourced dishes presents another obstacle. Since Tara! Pop-Up Kitchen is a new concept, attracting the right audience and creating a community around it can be challenging. Effective social media marketing is essential here, and leveraging platforms like Instagram and TikTok can be particularly impactful for a pop-up kitchen. It is recommended to collaborate with local influencers and food bloggers who share an interest in local and adventurous dining experiences. Their endorsement can help build credibility and spread the word about the kitchen's offerings. Additionally, interactive content such as behind-the-scenes videos, cooking demos, and customer testimonials can keep the audience engaged and excited about the brand.

From an operational point, managing a pop-up kitchen comes with the challenge of logistical operations. Sourcing fresh, local produce and ensuring consistent quality in a temporary setup can be difficult. To navigate this, Tara! Pop-Up Kitchen should develop strong partnerships with local producers and suppliers, ensuring that the kitchen has access to high-quality ingredients while supporting the local community. This will also help to maintain the authenticity of the dishes, as well as reinforce the kitchen's commitment to using Welsh produce. Establishing streamlined planning for ingredient delivery and storage will also minimize potential challenges in maintaining flow of service.

Finally, one of the most pressing concerns for any business is the financial aspect. Budgeting for ingredients, labour, and marketing efforts, while ensuring profitability, can be particularly tricky for a pop-up business with limited resources. To tackle this, I recommend a flexible financial plan that allows for adjustments as the business grows. Running smaller-scale pop-up events initially will help gauge customer demand, optimize operational efficiency, and fine-tune the menu. Keeping tight control over expenses, especially during the initial stages, while being open to adjustments based on customer feedback will help keep Tara! Pop-Up Kitchen financially sustainable.

Tara! Pop-Up Kitchen has exciting potential. Despite the challenges of establishing a strong brand, creating the right ambiance, engaging the target audience, and managing planning and finances must be addressed. By focusing on brand storytelling, refining the ambiance, leveraging social media for customer engagement, partnering with local producers, and being adaptable with finances, Tara! Pop-Up Kitchen can successfully overcome these challenges. With careful planning and strategic execution, Tara! Pop-Up Kitchen will be well-positioned to thrive in the competitive food scene.

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Appendices

1.



Marketing Plan Tara! Pop-up Kitchen

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

65/100

Thank you for submitting your assignment.

This is a great concept.

You've made great use of exiting research.

Just watch your similarity score in places as 9% of your content (excluding the reference list) was highlighted re similarity.

PAGE 1

PAGE 2



Comment 1

You could have included an exec summary and a contents page.



How do you know this?

How do you know this? Citation needed



How do you know this?

How do you know this? Citation needed



Comment 2

Good, but back it up with more citations.



Comment 3

Nice justification. Would it sit along side a business plan?



How do you know this?

How do you know this? Citation needed

Additional Comment

Interesting, but cite your source immediately.



Good

good



Comment 4

are also used

?



Good

good



Comment 5

Lovely



Comment 6

Be aware of similarity.



Good

good

PAGE 3



Comment 7

be recognised

? tenses



Comment 8

Which bit of his matrix is relevant to Ta Ra?



Comment 9

Where's the purpose in this sentence?

Thus providing a framework...?



Good

good



Comment 10

Semi colon here?



Good

good



Good

good



Comment 11

Lovely justification and summation.

PAGE 4



Good

good



How do you know this?

How do you know this? Citation needed



How do you know this?

How do you know this? Citation needed



Comment 12

Great but add a few more citations as evidence of the points you are making.



Similarity

Similarity



Comment 13

Great use of exiting research.



How do you know this?

How do you know this? Citation needed



Good

good



Good

good



Good

good

Additional Comment

But avoid repeating yourself from earlier.



Good

good



Good

good



Evidence

Evidence - support your work with examples and evidence.



Good

good



Comment 14

Were they specifically talking about pop-ups? What is it that they said that you are alluding to here?



Good

good



Comment 15

I can't find Murray in your references?



Good

good



Comment 16

How easy is that to do in a pop-up setting? Will it be moveable props?



Good

good

QM

Evidence

Evidence - support your work with examples and evidence.



Comment 17

Good ideas/ shows thought.



Comment 18

I can't find Ping in your reference list?

QM

Good

good



Comment 19

Evidence /how do you know this.

QM

Similarity

Similarity

QM

Good

good



Comment 20

Support this statement with a citation.



Comment 21

Again, support this statement with a citation.

QM

Similarity

Similarity

PAGE 7

QM

Good

good

QM

Good

good

QM

Similarity

Similarity



Comment 22

Avoid going over the same ground more than once.

QM

Good

good



Comment 23

Appendix 1 is a mood board?

Similarity



Similarity



Comment 24

Why aren't they in your reference list?



Comment 25

Nice final sentence here - could you have evidenced it with another citation?



Comment 26

positioned



Comment 27

It is priced/ it will be priced?



Similarity

Similarity

PAGE 8



Comment 28

This sentence is repeated below, so did you mean to type something else here to reflect the table's contents?



Punctuation

Punctuation



Comment 29

Nice, but could you have named a few actual restaurants?

PAGE 9



Comment 30

You've outlined your customers above - does this cover them all?



Good

good



Good

good



Comment 31

Any Metrics?

PAGE 10



Comment 32

Nice detail but any measurements? How will you know if things are working?



Comment 33

You could include citations in your conclusions to support statements.



Comment 34

focus



Comment 35

nice



Good

good

PAGE 11



Evidence

Evidence - support your work with examples and evidence.



Evidence

Evidence - support your work with examples and evidence.



Good

good



Evidence

Evidence - support your work with examples and evidence.



Use UK spelling

Use UK spelling



Good

good



Good

good



Use UK spelling

Use UK spelling



Comment 36

It does!



Comment 37

A good ending.

PAGE 12

PAGE 13

PAGE 14

PAGE 15

GRADING FORM: BMGM6002 MARCH 2025

JEF PASCUAL

65

LITERATURE SKILLS/10

At least 40 references showing evidence of a range of sources used to research the topic area.



You have found a range of sources to support your work, but I would have liked to have seen a few more text books. NB I couldn't find a few of your cited authors in the reference list? You generally use the correct citation format. Be mindful of your similarity score.

5

KNOWLEDGE/UNDERSTANDING /20

You need to show your understanding and application of how the Marketing Mix can be used in the context of the task.



Your work shows a high level of knowledge and understanding. It shows how you can use the Marketing mix in the context of the task.

15

COGNITIVE SKILLS /20

Show that you can assimilate data from various sources to help justify your decisions relating to your restaurant concept. Always defend your choices using academic and/or industry sources.



You have been able to apply a range of sources and research to effectively justify your decisions. Make sure you include all cited authors' work in the reference list.

15

PRACTICAL SKILLS /40

Demonstrate how the Marketing Mix can be used to help drive forward a new restaurant concept. Compare and contrast with real world restaurant brands.



You have effectively demonstrated how the mix can be used to drive your concept forward. However, whilst you do refer to competitors, I would have liked some real world examples used in the positioning maps etc. You could also have made better application of Ansoff's matrix as that section was purely descriptive. Your Gantt chart lacked KPI's/metrics so I'm not sure how you would know/track which elements are achieving what you expected.

25

On balance though, this was a strong piece of work.

TRANSFERRABLE SKILLS/ 10

This will be achieved through demonstrating your understanding of the marketing mix within the plan you have written, and the benefits that you hope to achieve. This will also show your understanding of how this could be used within a professional context, especially within the context of international restaurant management.



You generally write well, but be sure to use UK spelling and check your tenses.
Avoid repetition. You could have used more illustrations/graphs etc in your report and adopted elements such as an exec summary and a contents page.

5