

Food & Beverage Operations

BMIH4002

Week 7: Marketing & Sales

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Please log into Moodle
and take 15 Minutes to
complete the Module
Evaluation Form!

Module Feedback Evaluation Form

Hotel Placement - Food & Beverage Operations (BMIH4002)

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Module Information

MODULE
INFORMATION

Week 1

WEEK 1

Assessment

ASSESSMENT

Week 2

WEEK 2

Resits & Reworks

RESITS &
REWORKS

Week 3

WEEK 3

Holiadur Adborth Modiwl /
Module Feedback
Questionnaire



Quickmail

- ✉ Compose Course Message
- 📧 View Drafts
- 📅 View Scheduled

Man Gen
Where Hi

www.uwl

Module Evaluation Questionnaire 22/23

...

Hi, Ffion. When you submit this form, the owner will see your name and email address.

* Required

1. Module Code *

BMIH4002

2. Module Name *

Food & Beverage Operations

3. Institute

- ☐ Wales Institute of Science and Art
- ☒ Institute of Management and Health
- ☐ Yr Athrofa: Education and Humanities
- ☐ Institute of Health and Social Sciences

1. BMIH4002

2. Food & Beverage Operations

3. Institute of Management & Health

4. Swansea, Business Campus



* Required

Teaching and Learning

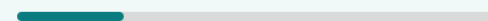
5. Teaching and Learning *

	Definitely agree	Mostly agree	Neither agree nor disagree	Mostly disagree	Definitely disagree	Not Applicable
The content of the module has been explained in a way that I understand	☒	☐	☐	☐	☐	☐
The module has challenged me to achieve my best work	☒	☐	☐	☐	☐	☐
I have had opportunities to work with other students as part of this module	☒	☐	☐	☐	☐	☐

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**Provide valuable
comments**

11. Please comment on one thing that has been most enjoyable or interesting on this module

Enter your answer

12. Please comment on one thing that would most improve your experience of this module

Enter your answer

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Some questions will need to
be marked as Not Applicable

15. Teaching Online *

	Definitely agree	Mostly agree	Neither agree nor disagree	Mostly disagree	Definitely disagree	Not Applicable
I have been able to access live classes via Microsoft Teams (or equivalent platform)	☒	☐	☐	☐	☐	☐
I have been able to download vidcasts or podcasts from Moodle	☐	☐	☐	☐	☐	☒
I have been able to access submission links on Moodle	☒	☐	☐	☐	☐	☐
I have found the video content helpful	☒	☐	☐	☐	☐	☐
I have used content on Panopto	☐	☐	☐	☐	☐	☒
I have been able to access reading material online	☒	☐	☐	☐	☐	☐
I have been able to interact with other students	☒	☐	☐	☐	☐	☐
I have been able to access appropriate learning support	☒	☐	☐	☐	☐	☐

Module Assignments & Deadlines

Assignment 2 Menu Engineering 25%

Deadline:

Friday 9th of June 2023

Assignment 3 Multiple Choice Exam 50%

Deadline:

Thursday 15th of June 2PM 2023



Week 7 Content

- Introduction to Marketing & Sales
- Current Trends
- Importance of Segmentation
- Marketing
- Branding
- Marketing Channels
- Sales
- Sales Techniques
- Customer Relationship Management

Importance of Marketing & Sales



Attracting Customers



Building Brand Awareness



Increasing Sales & Revenue



Differentiating from Competitors



Engaging with Guests & Potential Customers



Adapting to Market Trends

Current Market Trends in the Food & Beverage Industry

Health & Wellness

Sustainability and Ethical Practices

Technology Integration

Delivery and Ghost Kitchens

Personalisation and Experiential Dining

Changing Consumer Behaviours



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What do you think Marketing is?

How would you define it?

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Marketing is a set of activities and processes aimed at-

- Developing an offering that proves to be valuable to the customers
- Communicating about the offering to the prospective and existing customers
- Transacting with buyers the offering in exchange for money or similar assets.
- Delivering the offering as promised

Sales, on the other hand, is a part of marketing and is focused only on the transaction aspect and activities which result in this transaction.

Importance of Market Research & Target Customers



Helps restaurants understand their target customers and what they want.



Conducting market research helps restaurants identify gaps in the market.



Helps restaurants to understand the competitive landscape.



Market research helps restaurants with new ideas mitigate risks.



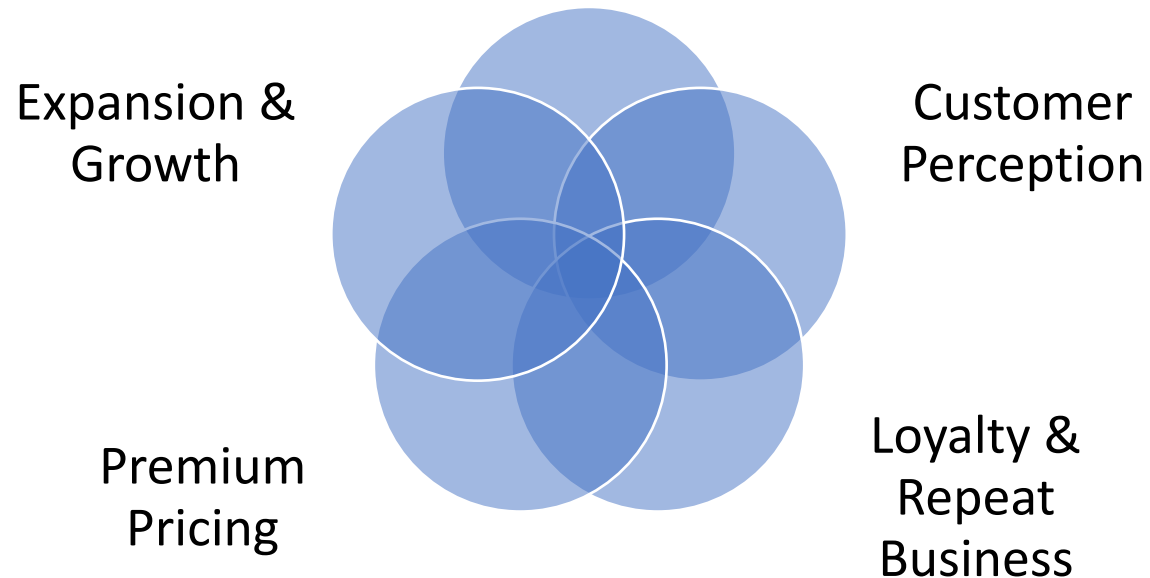
Customer Segments: Why are they important?

- We can focus on marketing the restaurant to distinct groups.
- We can identify the most profitable segments.
- We can use targeted promotions and offers.
- Can assist in product development and menu engineering.
- Helps businesses stay responsive to change.

Branding

Branding refers to the process of creating a distinct identity and perception for a product, service, or company in the minds of consumers.

Differentiation



Elements of a Strong Brand

Logo & Visual
Identity

Name &
Tagline

Ambiance &
Interior Design

Customer
Experience

Online
Presence



Marketing Channels

- Print Media
- Radio
- Television
- Billboards
- Direct Mail



- Restaurant Website
- Online Listing & Review Platforms
- Social Media
- Food Delivery Platforms
- Mobile Apps

Pick a place that you know well – restaurant, hotel, good local café, gastro-pub

Examine how they market themselves. What channels do they use? What colours, fonts or images? Do you think this is effective?

How does the business sell their products? Do they use multiple channels? Are they passive or active in selling to the customer in person?

Case Study – Llanerch Vineyard www.llanerch.co.uk

Look at this business

What does it do

Who does it cater to

How would you define it?

Take 30 mins to start to draw up a picture of what the business is, how it has developed over the years and how it presents itself to its potential clientele



How do you define Sales?

the process of persuading and convincing potential customers to purchase a product or service. It involves the exchange of goods, services, or ideas for a mutually agreed-upon value or price

Upselling

Upselling in a restaurant refers to the practice of encouraging customers to upgrade or purchase a higher-priced item or add-on in addition to their original order. It involves suggesting premium menu items, larger portions, or additional services to increase the overall value of the customer's order and boost the average check size. The goal of upselling is to enhance the dining experience for the customer while increasing the restaurant's revenue.

A server at a restaurant may suggest a higher-priced steak or seafood option to a customer who initially ordered a less expensive dish, highlighting the superior quality, flavor, or preparation method of the upsell item.

Cross-Selling

Cross-selling in a restaurant involves recommending additional items or products that complement the customer's original order. It is the practice of suggesting related or supplementary menu items to enhance the customer's meal and provide a more comprehensive dining experience.

The aim is to increase the total sales value by offering items that pair well or go hand-in-hand with the customer's initial choice.

Example: A server may suggest a specific wine or beverage that pairs well with the customer's selected entree or offer a side dish or appetizer that complements the main course.

Suggestive Selling

Suggestive selling is a technique used in restaurants to recommend specific menu items or upgrades based on the customer's preferences, interests, or popular choices. It involves making personalized suggestions to guide the customer's decision-making process and enhance their dining experience. Suggestive selling aims to provide valuable recommendations that align with the customer's tastes and preferences.

Example: A server may suggest a popular dessert or signature dish, highlighting its unique features, flavours, or presentation, based on the customer's expressed preferences or previous ordering history.



STRIVE FOR 5!

1. Starter
 2. Main
 3. Side
 4. Dessert
 5. Hot Drink
-



SUMO



SELL



UP – Upselling



MORE – Sell more



ON – Special events



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Effective sales techniques should always be combined with genuine customer service and a focus on enhancing the dining experience.

Encourage your staff to be attentive, knowledgeable, and passionate about the menu offerings to create a positive and memorable experience for your customers.

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Role of Customer Reviews and Reputation Management

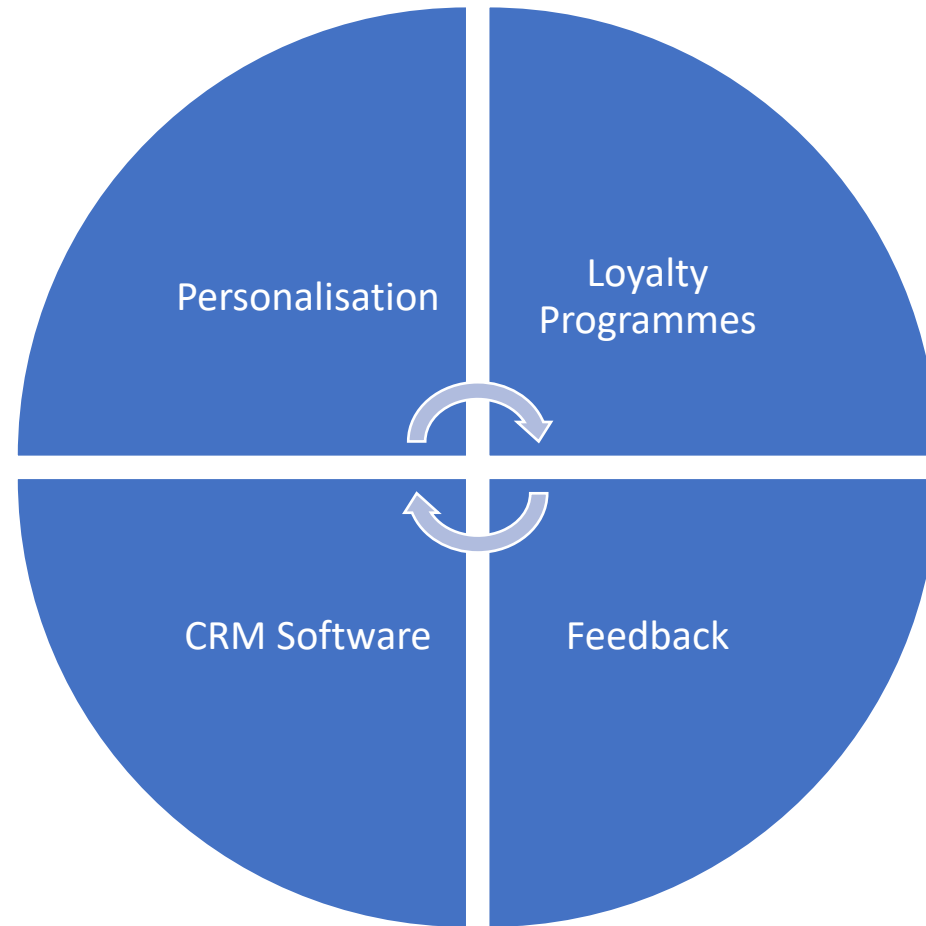


Customer reviews play a crucial role in shaping public perception and influencing dining decisions. Positive reviews can attract new customers, while negative reviews can deter potential diners. Encourage customers to leave reviews and respond promptly and courteously to both positive and negative feedback.

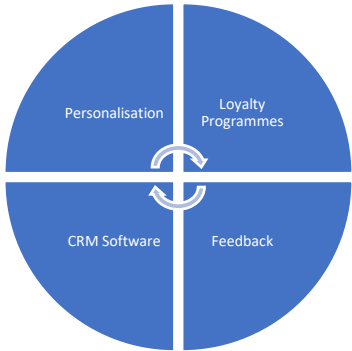
Managing your restaurant's online reputation involves actively monitoring and addressing customer feedback on review platforms, social media, and other channels. It allows you to maintain a positive brand image, address concerns promptly, and show that you value customer feedback. A strong reputation helps build trust, attract new customers, and drive repeat business.



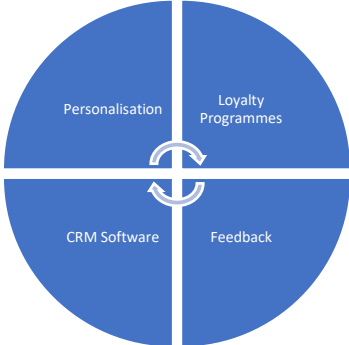
Customer Relationship Management (CRM)



Customer Relationship Management (CRM)



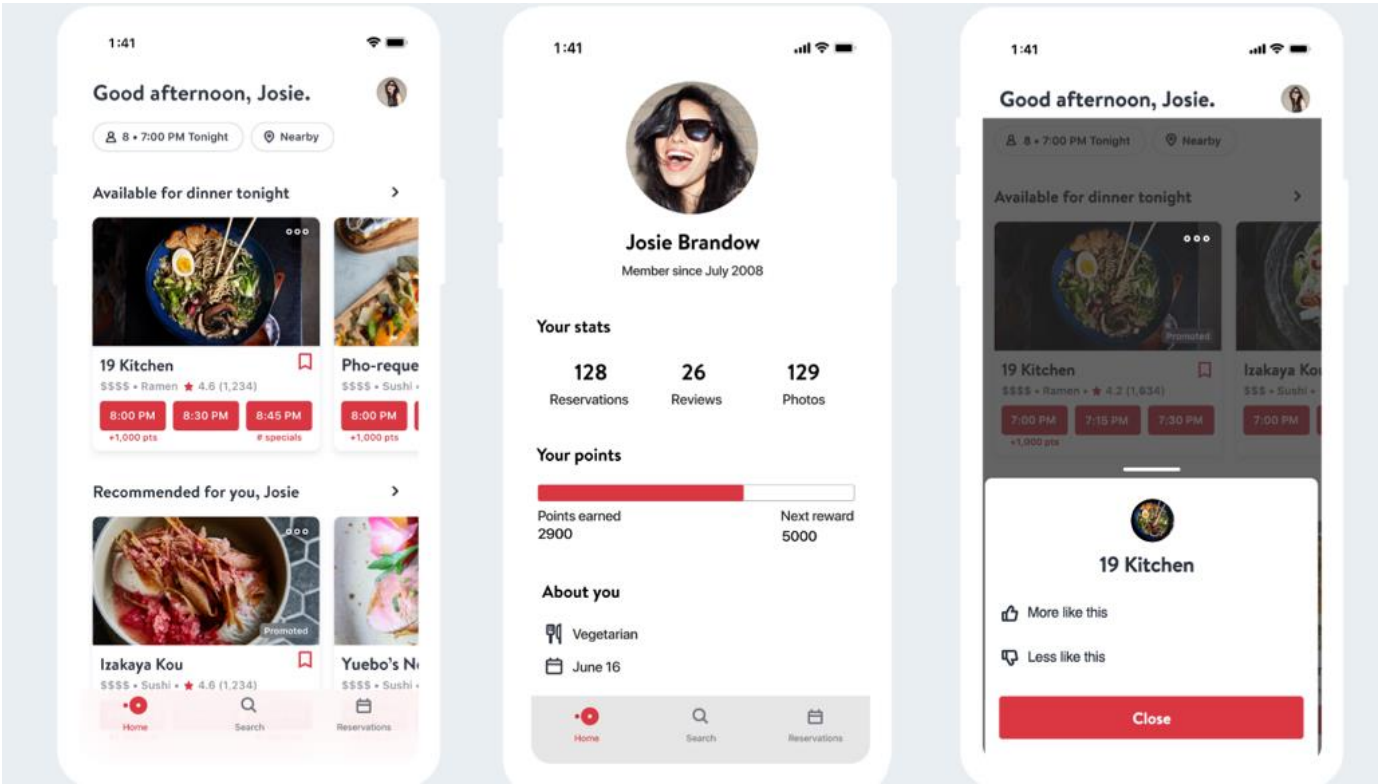
Customer Relationship Management (CRM)





Based on your recent experience, please rate your satisfaction with the following:

	Extremely Satisfied			Not at all Satisfied	
Cleanliness of the restaurant	5	4	3	2	1
Friendliness of our staff	5	4	3	2	1
Ease of placing your order	5	4	3	2	1
Taste of your food	5	4	3	2	1
Speed of service	5	4	3	2	1





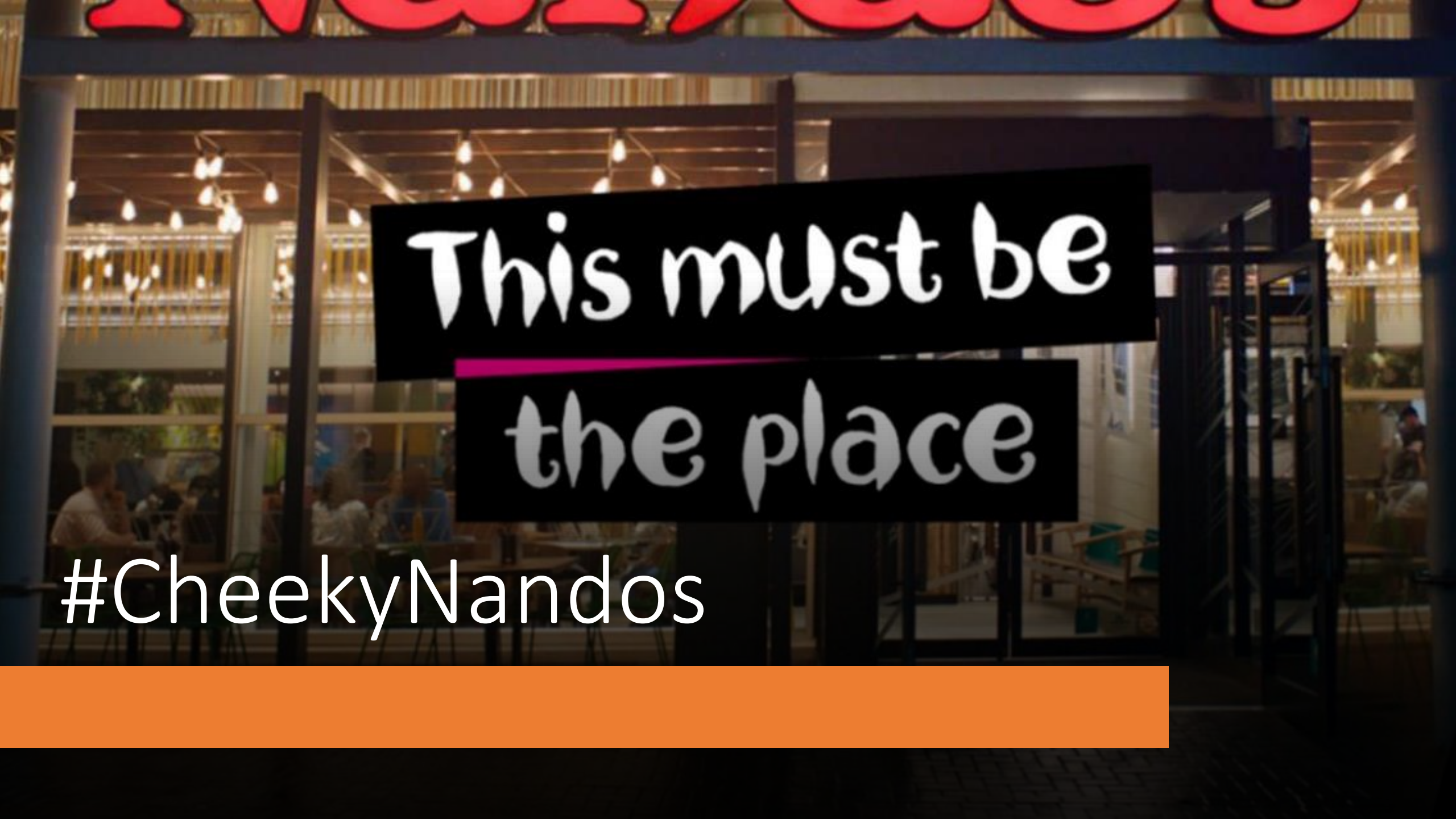
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Real-life case studies of successful marketing and sales strategies in restaurants

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A photograph of a Nando's restaurant interior. The scene is lit with warm, yellow string lights hanging from the ceiling. In the background, several patrons are seated at tables, some looking towards the camera. The restaurant has a modern, casual feel with wooden accents and large windows. A large black rectangular box is superimposed over the center of the image, containing the text "This must be the place".

This must be
the place

#CheekyNandos



Wahaca Street Food Market



MyPizzaExpress

Revision

Create a
Study
Schedule

Review
Class Notes

Summarize
Key Points

Seek
Clarification

Form Study
Groups

Use Visual
Aids

Practice
Active
Learning
Techniques

Take Breaks

We will not have a lecture next week due to it being exam week, you are required to attend your exam on Thursday 15th of June at 2PM.

Exam questions will be based on content from Week 1 – Week 7. An Overview can be found in the Module Handbook

References

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