

BMGM5001

by Paulina Skoczek

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Paulina Anna Skoczek

Marketing & Sales BMGM5001

Presentation [5minutes]

Ben Chong

Good Morning!



Dinner in the Sky



(Dinner in the Sky , 2018.)

A group of approximately 15 people, including several chefs in white uniforms and tall hats, are seated and standing on a suspended outdoor dining platform. The platform is a long, narrow structure with a white canopy top and several large, round, white pendant lights hanging from it. It is suspended by ropes or cables against a backdrop of a blue sky with scattered white clouds. The people are holding glasses and appear to be celebrating or toasting. The text "Elevating More Than Just Dining" is overlaid in the center of the image.

Elevating More Than Just Dining



VS

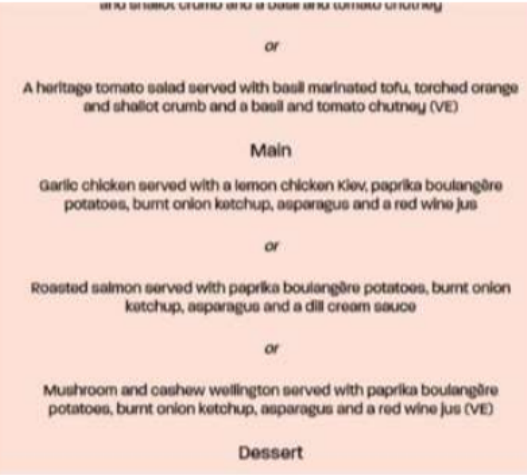


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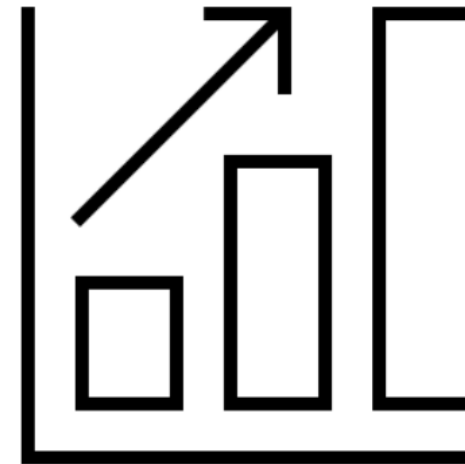
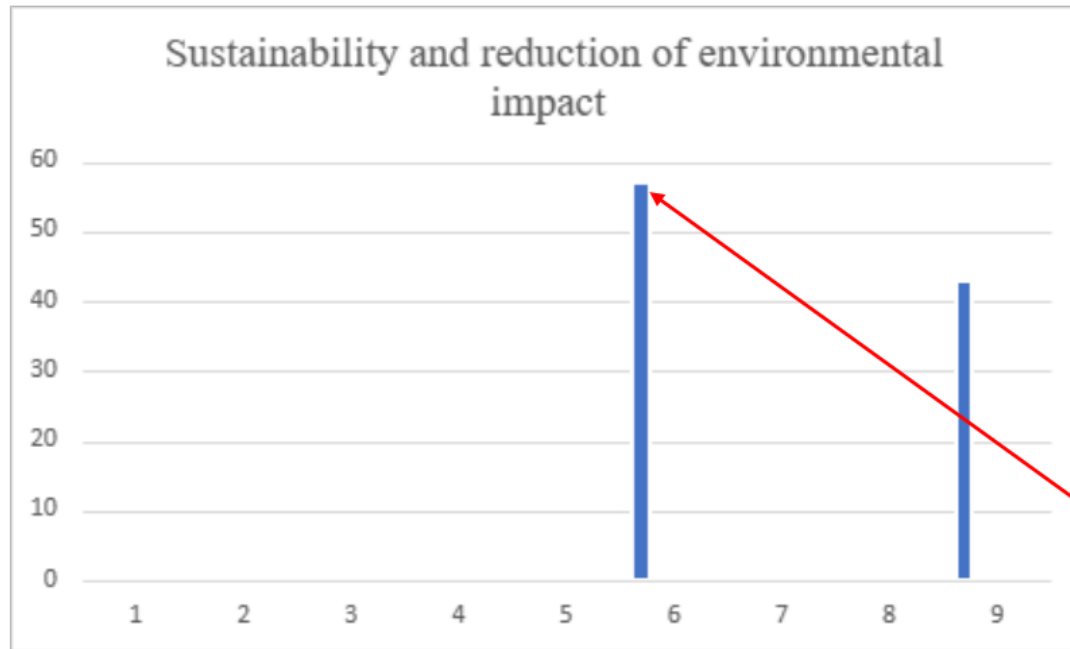
- Increasing temperatures.
- Deforestation
- Plastic pollution
- Biodiversity loss



Dinner in the Sky Environmental Impact



Customers recognize the urgency of incorporating sustainable practices. (Institute of Business Value, 2019) IBM.



**57% of
customers**

Elevating The Green side of the Sky

The Cornerstones:



Farm To Sky where Every Bite Is a Step Towards a Healthier Planet.



Eco-Partners: Green Together.



Sky for Biodiversity.

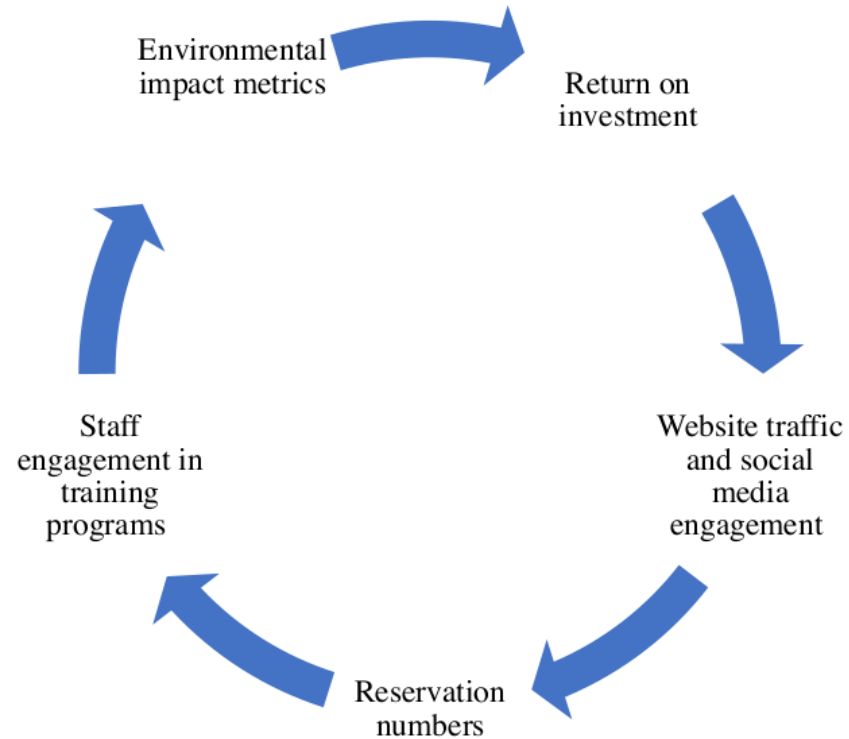


Beyond the Sky, Embracing Roots.



Dining sustainably in style.

Quantitative data and Qualitative feedback



A Sky-high innovation to those who

Values- Prioritize sustainability and society

Lifestyle- Seek New Era of Eco-Friendly Experiences

Attitudes- Crave Innovative Culinary Voyage

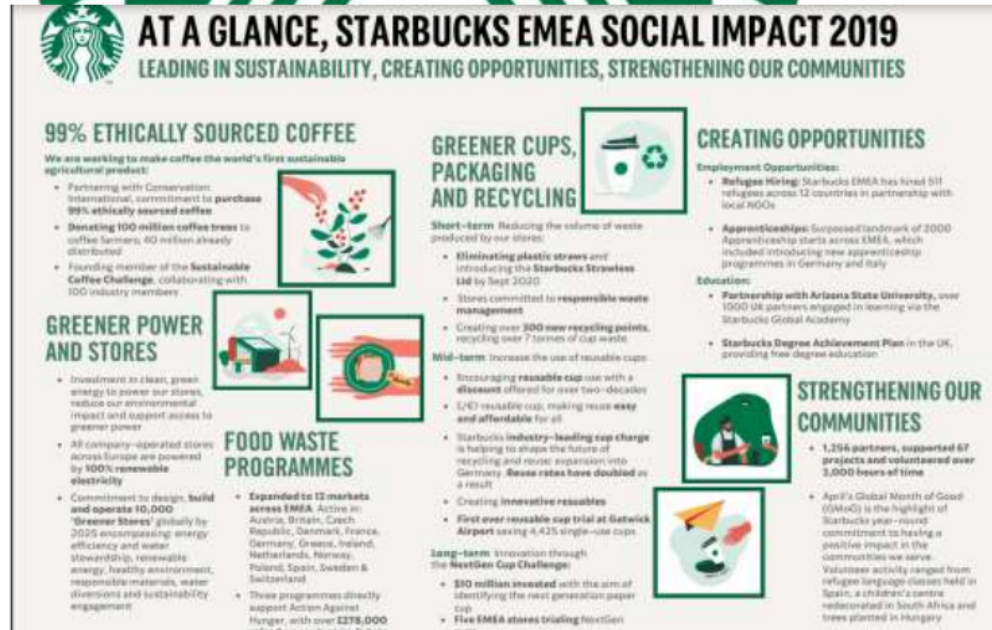
Preferences: Healthy Habits



Ugly Butterfly – people often ask about this one, wondering why Adam would call such a beautiful restaurant something that includes such a negative word... ‘ugly’. The reason why is because this restaurant is built on sustainability and zero-waste. Adam and the team all believe that food waste shouldn’t exist – it’s a passion that runs through all our veins, since Adam really learnt and understood about the concept of zero-waste from his time spent in Japan. The point is both food waste and butterflies are beautiful.

There is no such thing as an Ugly Butterfly, in the same way that – with skilled people – there is no such thing as food waste!

(Handling,2023)



(Starbucks,2019).

 Sky is NOT the limit: It is only the  beginning

References

Adam Handling (2021) *Ugly Butterfly* [online]
Available at: <https://www.uglybutterfly.co.uk/>.
[Accessed:07 Novemeber 2023]

Dinner in the Sky, (2018)- *Kuala Lumpur*. [online]
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Institute for Business value (IBM) (2019). *IBM - United Kingdom*. [online]
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[Accessed:11 Nov 2023]

FINAL GRADE

GENERAL COMMENTS

57 /100

PAGE 1

PAGE 2

 **Comment 1**
Add table of content

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8



Comment 2

Too small. Consider to break in different pages.



Comment 3

Good graphic but need further evaluation.

GRADING FORM: MARKETING ASSESSMENT 2

PAULINA SKOCZEK

57

ENGAGEMENT WITH LITERATURE /10

Demonstrate the use of memorable and impactful phrasing of sometimes complicated ideas. Keep it simple and back it up. You have to tell the audience what is the marketing strategy to promote the product. Remember, you can think out of the box

but the plan should be realistic and achievable.

-  Limited evidence in research. You have to increase scholarly sources in your presentation. Apparently, you have good understanding in market research methods, and you create a chart to support your idea. However, it has zero reference to support your work.

4

The IBM is a credible source. Good.

KNOWLEDGE AND UNDERSTANDING/25

Show you understand the concepts you're discussing and presenting. Be prepared for questions and have the examples in your pocket, even if not necessarily in the Plan itself.

-  Evidence in very good understanding in sustainability.. However, misunderstanding in marketing plan. You should tell me how to promote the concept rather than focus on the concept itself. Limited evaluation in marketing strategy. What is the marketing strategy? which platform you are going to use? Traditional marketing? Digital marketing?

10

COGNITIVE AND INTELLECTUAL /25

You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts

-  Real data support your argument why the restaurant has to improve sustainability in marketing. You have mentioned how to measure the restaurant success but too general.

18

PRACTICAL SKILLS /25

Use the right sources to back up your plans. Consider the reliability of the sources. When presenting, preparation is key. Be comfortable with your plan and confident when presenting and explaining it. Keep it simple, but back it up with good, well researched data and be able to discuss that when questioned

 It is appreciated you have create a own model for marketing research to measure the success. Real-life examples e.g. Starbucks have been used to support your argument.

15

TRANSFERABLE SKILLS /15

The ability to conceive, research, write and present in front of a group is key. Remember you're trying to convince people to take your up on your plan. Don't rush it – its about getting your point across, not about the amount of slides you have or words you use. Make sure you have shown your professionalism. You should consider this is a real presentation to customers in business

 You are in business suit, which has shown your professional. The PPT design is very good. You have bullet points and images to support your work.

10

The video is too small. You should consider the visibility. Good eye contact and intonation. You should have more body language.