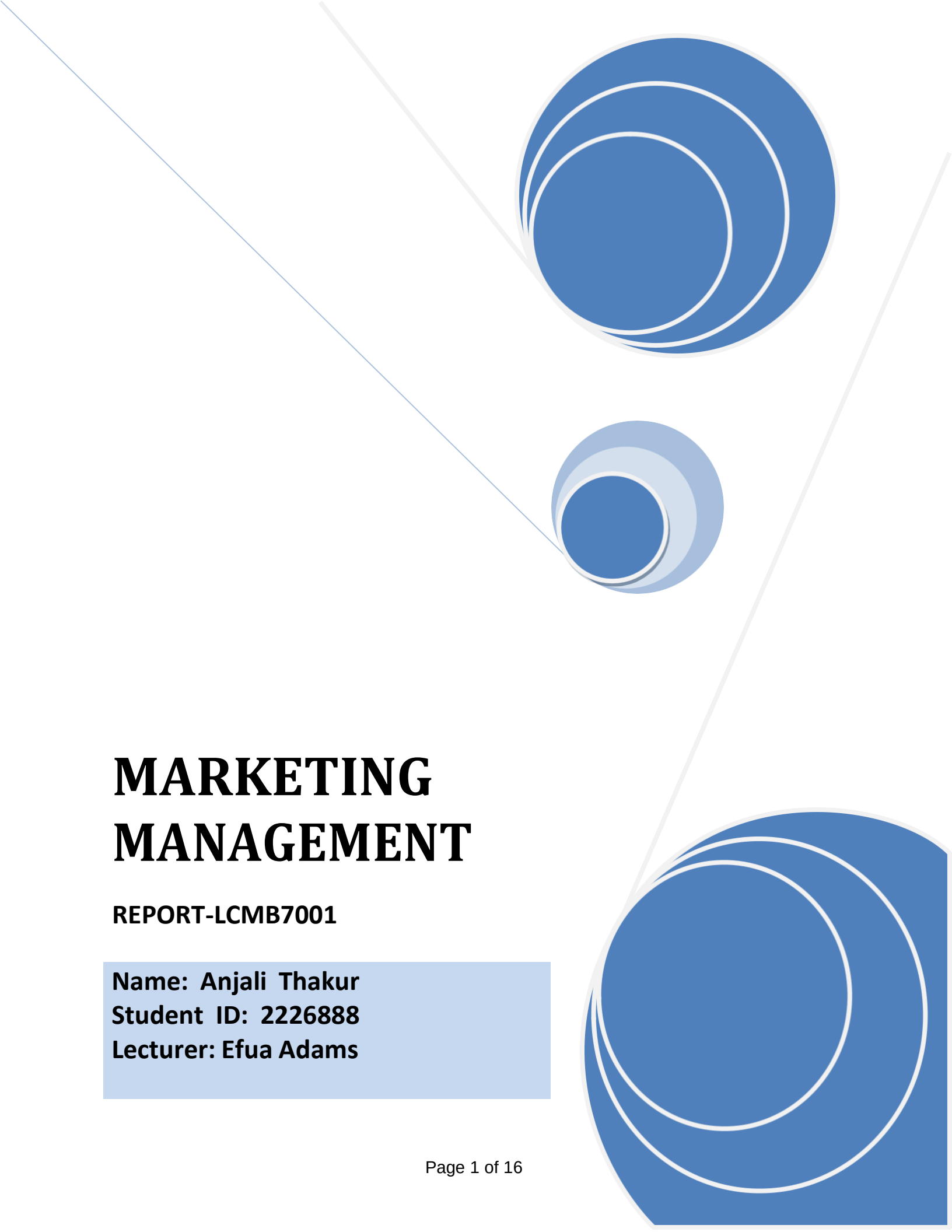


A decorative graphic on the right side of the page. It features three blue circles of different sizes, each with a white outline. The circles are arranged in a vertical line, with the largest at the top, a medium one in the middle, and the largest at the bottom. Two thin, light blue lines cross the page diagonally, one from the top left to the bottom right, and another from the top right to the bottom left, intersecting near the middle circle.

MARKETING MANAGEMENT

REPORT-LCMB7001

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TABLE OF CONTENT

TITLE	PG.NO.
TASK 1	
1.INTRODUCTION	3
2.THE INTERNAL, MICRO AND MACRO ENVIRONMENT OF THE ORGANIZATION	6
3. TARGET MARKET	7
4. SELECTION OF MEDIA	10
5. MEASURING SUCCESS	11
TASK 2	
6. MANAGERIAL IMPLICATIONS	12
TASK 3	
7.RECOMMENDATIONS	14
8. REFERENCES	16

Task 1: An Interpretative Evaluation on the elective live Organization's Marketing Activities.

INTRODUCTION:

The Marketing can be explain as the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large **(Kotler & Armstrong, 2021)**. It entails comprehending customer needs and wants, creating goods and services that satisfy those needs, setting prices for those offerings that are fair, promoting those offerings successfully, and distributing those goods and services to the proper target market.

Philip Kotler widely considered the science and art of discovering, developing, and providing value to meet the requirements of a target market while making a profit is what the father of modern marketing refers to as marketing. **(Kotler, 1991, p. 5)**

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large," as per the American Marketing Association (AMA). (AMA, 2021)

Lastly, the marketing is a multifaceted process that entails producing value for clients and providing it in a way that is advantageous to both parties.

The ability to better comprehend customers is one of the main benefits of marketing for businesses. Businesses can identify their target market, comprehend their needs and preferences, and adjust their goods and services appropriately by conducting market research. This, in turn, can help businesses to build stronger relationships with their customers and increase customer loyalty.

Additionally, marketing is essential in assisting companies in setting themselves apart from rivals. Businesses can stick out in a crowded market and draw clients who are willing to pay more for their goods and services by creating a strong brand identity and positioning themselves as exceptional and valuable.

Furthermore, marketing can assist companies in generating leads and increasing revenue. Businesses can promote their goods and services to a broader audience and persuade them to buy by using advertising, social media, email marketing, and other channels. Effective marketing efforts can also elicit a sense of urgency in customers and motivate them to take action right away, which can increase revenue and sales.

Finally, marketing can assist companies in creating enduring connections with their clients. Businesses can build a devoted customer base that is more likely to refer their goods and services to others by offering excellent customer service and keeping in touch with their clients through social media and other channels.

For companies of all kinds and in all sectors, marketing is an essential task. It helps businesses to understand their customers, differentiate themselves from their competitors, generate leads and drive sales, and build long-term relationships with their customers.

However, in this report by acting as a consultant to a live organization, will identify the marketing activities of the organization as well as will produce a full account of the marketing activities of the given company and additionally reflect some of the effectiveness of the activities on the organization. Lastly, the report would end up with some suggestions and recommendations on the existing functions, justifying decisions with relevant examples. Below is mentioned a brief introduction to the live organization running in the Birmingham, United Kingdom.

The Midlands Greek & Cypriot Association - Christos Greek Cypriot Restaurant

The organization was established in 1974 and relocated to the Erdington Community Centre in 1983. In order to assist the Greek and Cypriot population in the Midlands and to advance Hellenic culture there, they provide a variety of facilities, including a typical taverna, banqueting facilities, a Greek school, and an Orthodox church.

Christos Greek Cypriot Restaurant is a popular dining destination located in Birmingham, UK, serving authentic Greek and Cypriot cuisine. The restaurant offers a warm and inviting atmosphere where diners can enjoy delicious food, great service, and a true taste of the Mediterranean. The restaurant's website, found at <https://www.letsgochristos.co.uk/>, showcases

their menu, specials, and information about the restaurant. The website is well-designed and easy to navigate, providing visitors with all the information they need to plan their visit. The menu features a variety of traditional Greek and Cypriot dishes, including meze platters, souvlaki, moussaka, and grilled seafood. In addition to their menu, the website also highlights the restaurant's history, including how it was founded by Christos and his wife in 1981. It also features a gallery of photos showcasing the restaurant's cozy and welcoming ambiance.



Christos Greek Cypriot Restaurant has received many positive reviews from food critics and customers alike. In 2019, it was awarded a Trip Advisor Certificate of Excellence, which is given to establishments that consistently receive high ratings from travelers. The restaurant has also been featured in various media outlets, including Time Out London and The Telegraph. Overall, Christos Greek Cypriot Restaurant is a must-visit for anyone seeking an authentic taste of the Mediterranean. (<https://www.letsgochristos.co.uk/>)

THE INTERNAL, MICRO AND MACRO ENVIRONMENT OF THE ORGANIZATION

Christos Greek Cypriot Restaurant is a popular dining destination in the United Kingdom that offers authentic Greek and Cypriot cuisine to its customers. To better understand the restaurant's internal, macro, and micro environment, we can conduct a SWOT analysis.

Internal Environment: The internal environment of the Christos Greek Cypriot Restaurant refers to the factors within the organization that affect its performance. Some of the key strengths and weaknesses of the restaurant include:

Strengths:

- Quality food offerings: The restaurant offers authentic Greek and Cypriot cuisine that is popular among its customers.
- Strong brand image: The restaurant has a strong brand image and is known for its quality food and service.
- Skilled staff: The restaurant has skilled chefs and staff who are passionate about the food they serve.

Weaknesses:

- Limited seating: The restaurant has limited seating capacity, which can lead to long wait times for customers.
- Dependence on foot traffic: The restaurant's location makes it reliant on foot traffic, which can be affected by weather conditions or changes in footfall.

Macro Environment: The macro environment of Christos Greek Cypriot Restaurant refers to the external factors that impact the restaurant's operations. Some of the key opportunities and threats in the macro environment include:

Opportunities:

- Growing demand for ethnic food: The growing demand for ethnic cuisine in the United Kingdom presents an opportunity for the restaurant to expand its customer base.
- Increase in tourism: As more tourists visit the UK, the restaurant could attract new customers who are interested in trying authentic Greek and Cypriot cuisine.

Threats:

- Economic downturn: An economic downturn could impact the restaurant's sales and revenue.
- Competition: The restaurant faces competition from other Greek and Cypriot restaurants in the area.

Micro Environment: The micro environment of the Christos Greek Cypriot Restaurant refers to the factors within the restaurant's immediate surroundings that affect its operations. Some of the key factors include:

Customers: The restaurant's customers are primarily locals and tourists who are interested in trying authentic Greek and Cypriot cuisine.

Suppliers: The restaurant sources its ingredients from local suppliers to ensure freshness and quality.

Competitors: The restaurant faces competition from other Greek and Cypriot restaurants in the area, as well as other ethnic cuisine restaurants.

TARGET MARKET

The main target market for Christos Greek Cypriot Restaurant is the individuals who enjoy Greek and Mediterranean cuisine and are looking for an authentic dining experience. Specifically, the restaurant target:

- Locals who live or work in the area and are looking for a place to eat lunch or dinner.
- Tourists or visitors to the area who are interested in trying Greek or Mediterranean cuisine.
- People who appreciate high-quality ingredients and fresh, homemade food.

- Individuals looking for a family-friendly dining experience, as the restaurant may offer a welcoming and relaxed atmosphere.
- People interested in exploring different cultures and cuisines.

These assumptions are based on the fact that Christos Greek Cypriot Restaurant is a Greek restaurant and Mediterranean cuisine is a popular dining option for many people. Additionally, restaurants in general often target locals, tourists, and those interested in cultural experiences.

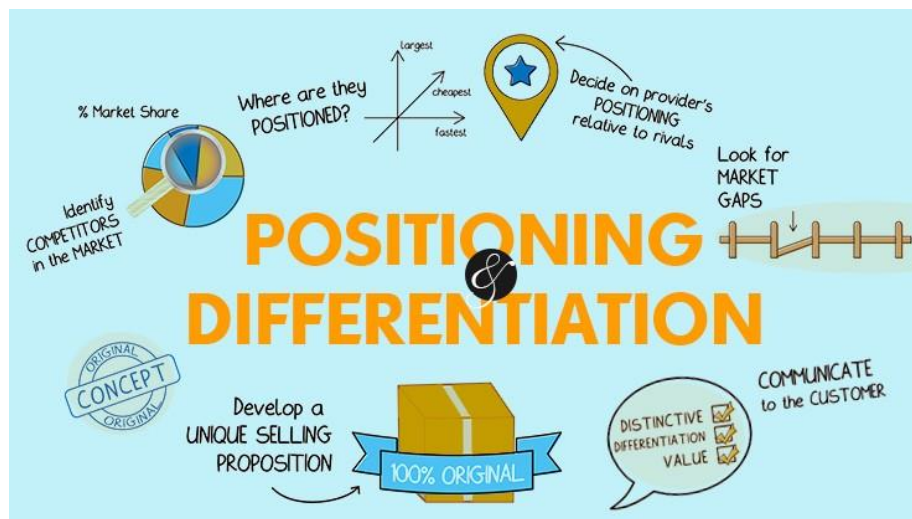
The Greek Cypriot Restaurant, like any other business, uses various materials to capture its target market. In this case, the target market may include people who are interested in Greek cuisine, people who want to try new foods, and people who are looking for a dining experience with a unique cultural flair.

Market Segmentation: The Greek Cypriot Restaurant probably divides its clientele according to behavioral, psychographic, and socioeconomic criteria. Age, gender, income, and employment are examples of demographic factors. Lifestyle, beliefs, and personality are examples of psychographic factors. Usage frequency, benefits desired, and loyalty are examples of behavioral factors.



Targeting: The Greek Cypriot Restaurant may target its market by tailoring its marketing efforts to specific segments. For example, the restaurant may offer special discounts for students, host cultural events for people interested in Greek culture, and target foodies on social media.

Differentiation and Positioning: The Greek Cypriot Restaurant may differentiate itself from competitors by emphasizing its unique Greek cuisine and cultural atmosphere. For example, the restaurant may highlight traditional Greek dishes and decorate the restaurant with Greek-inspired decor. This differentiation helps position the restaurant as a unique and authentic destination for Greek cuisine.



The 7 P's of Marketing: The 7 P's of marketing—product, price, location, promotion, people, process, and empirical support—are probably used by the Greek Cypriot Restaurant. For example, the restaurant may offer a wide variety of Greek dishes, set competitive prices, locate the restaurant in a busy area with high foot traffic, promote the restaurant on social media and through word-of-mouth, hire friendly and knowledgeable staff, streamline the ordering and payment process, and create a comfortable and inviting dining environment.



Some examples of the materials used by The Greek Cypriot Restaurant to capture its target market may include:

1. **Menu:** The menu is one of the most critical marketing materials for any restaurant. The Greek Cypriot Restaurant's menu likely includes a wide variety of Greek dishes, along with descriptions of each dish's ingredients and preparation methods.
2. **Social Media:** The eatery might post pictures of its food on social media sites like Instagram and Facebook, advertise events, and interact with customers.
3. **Reviews and Testimonials:** Positive reviews and testimonials from satisfied customers can be powerful marketing tools. The restaurant may encourage customers to leave reviews on websites like Yelp or Google, and feature positive testimonials on its website or social media pages.
4. **Promotional Materials:** The restaurant may create promotional materials like flyers, coupons, and email newsletters to entice customers to visit the restaurant or try new dishes.
5. **Ambiance:** The restaurant's physical environment can also be a powerful marketing tool. The Greek Cypriot Restaurant may create a warm and inviting atmosphere with Greek-inspired decor, music, and lighting.

Overall, the effectiveness of these marketing materials may depend on various factors, including the restaurant's target market, the quality of its products and services, and the competition in the area. However, by employing effective marketing strategies and materials, The Greek Cypriot Restaurant can increase its visibility, attract new customers, and build a loyal following.

SELECTION OF MEDIA

The Greek Cypriot Restaurant can advertise using a range of platforms and techniques, such as:

- **Social media:** The Greek Cypriot Restaurant can advertise on social media sites like Facebook, Instagram, and Twitter and highlight its cuisine, environment, and patron experience. They can share photos of their dishes, post customer reviews, and provide updates on special offers or events. For example, they can post a photo of a customer enjoying a meal and tag their location, which can attract more customers to visit.

- **Email marketing:** The Greek Cypriot Restaurant can use email marketing to communicate with its customers directly. They can send promotional emails, newsletters, or event invitations to their subscribers. For example, they can offer a discount code for a customer's next visit to the restaurant or invite them to attend a wine-tasting event.
- **Influencer marketing:** The Greek Cypriot Restaurant can collaborate with influencers in the food and restaurant industry to promote its business to a wider audience. They can invite influencers to visit their restaurant and create content that showcases the restaurant's food and atmosphere. For example, they can invite a food blogger to try their signature dish and write a review or create a video about it.
- **Local advertisements:** The Greek Cypriot Restaurant can use local advertisements, such as flyers, billboards, or posters, to reach potential customers who live or work in the area. For example, they can distribute flyers in nearby offices or advertise on a local bus stop.
- **Search engine optimization (SEO):** The Greek Cypriot Restaurant can use SEO strategies to raise the position of their website in search engine results. When people search online for terms like "Greek restaurant" or "Cyprus cuisine," this can help them discover your restaurant.

MEASURING SUCCESS

Measurement metrics are methods or tools used to evaluate the effectiveness of marketing campaigns. The use of these metrics helps to identify areas of strengths and weaknesses in marketing campaigns, enabling businesses to make data-driven decisions and improve their marketing strategies.

Some commonly used marketing measurement metrics include:

1. **Return on investment (ROI):** When compared to the expense of conducting the campaign, this metric shows how much money a marketing effort has brought in.
2. **Customer acquisition cost (CAC):** This metric calculates the price of gaining new clients, which includes the price of marketing, sales, and promotion.
3. **Conversion rate:** This metric counts the proportion of site users who complete a wanted action, like making a purchase or completing a request, on a website or social media page.

4. **Customer lifetime value (CLV):** In the course of a customer's relationship with a company, this metric calculates the total worth of a customer.

If the marketing strategy of The Greek Cypriot Restaurant is ineffective, there are several steps they can take to control and improve their marketing efforts. **(Parment, A. (2017))**

- ✓ One approach is to conduct a marketing audit, which involves reviewing and analyzing all aspects of the marketing mix and discover areas of weakness and opportunities for improvement. The audit can help The Greek Cypriot Restaurant understand their target audience, their competition, and their brand identity.
- ✓ Another approach is to use data analytics tools to track and analyze key metrics, such as ROI, CAC, conversion rates, and CLV, to regulate the usefulness of their marketing campaigns. Based on the data, The Greek Cypriot Restaurant can adjust their marketing strategies, such as changing their target audience or adjusting their messaging, to improve their marketing results.

Task 2: Possible Managerial Implication on the Organisation's Marketing Strategy

MANAGERIAL IMPLICATIONS

The Greek Cypriot Restaurant can benefit from implementing a targeted marketing strategy that focuses on appealing to its core customer segments while also attracting new customers. Here are a few managerial implications and relevant examples:

- **Targeted advertising:** The restaurant can leverage social media advertising to reach potential customers who are interested in Greek cuisine or Mediterranean food in general. For example, the restaurant could run Facebook ads targeted to users who have shown an interest in Greek food or visited other Mediterranean restaurants in the area.
- **Special promotions:** To draw in new consumers and promote repeat business, the eatery may also run special deals and promos. For instance, they might give diners who recommend the eatery to a friend or family member a discount on their dinner.
- **Event marketing:** Hosting events such as wine tastings or cultural festivals could help to raise awareness of the restaurant and its offerings. For example, the restaurant could

host a Greek wine tasting event, showcasing the variety of wines available from the region.

- **Online reputation management:** The restaurant should also focus on online reputation management, responding to reviews and comments on social media platforms and review sites such as Yelp. This will help to build trust and loyalty among customers and potential customers.

One important managerial implication for The Greek Cypriot Restaurant's marketing strategy is to focus on creating a strong brand image and leveraging the power of word-of-mouth marketing. This can be achieved through a variety of tactics, such as emphasizing the restaurant's unique cuisine and atmosphere, investing in customer service training, and encouraging customer reviews and referrals.

Nielsen's study indicates that suggestions from friends and family are the most trusted form of advertising, with 92% of customers stating they believe these recommendations more than other types of advertising. Therefore, by cultivating a positive reputation and encouraging satisfied customers to share their experiences with others, The Greek Cypriot Restaurant can potentially attract new customers and build a loyal customer base.

Another important marketing strategy for The Greek Cypriot Restaurant could be to develop a strong online presence and use digital marketing tactics to reach a wider audience. This could include optimizing the restaurant's website for search engines, running targeted social media advertising campaigns, and leveraging email marketing to stay in touch with customers.

Research by Hubspot has shown that businesses with a strong online presence and effective digital marketing strategies are more likely to generate leads and sales than those that rely solely on traditional marketing tactics. Therefore, by investing in digital marketing and building a strong online presence, The Greek Cypriot Restaurant can potentially increase its visibility and attract more customers.

In summary, by focusing on building a strong brand image, leveraging the power of word-of-mouth marketing, and developing a strong online presence, The Greek Cypriot Restaurant can potentially attract new customers and build a loyal customer base. These strategies are

supported by proven marketing theories and concepts and have been shown to be effective in a variety of industries.

Task 3: Based on the above Managerial Implications, Recommendations reflecting some of the marketing strategy to improve performance.

RECOMMENDATIONS

It is crucial to comprehend the present marketing strategy and its management ramifications before making sensible suggestions for enhancing the marketing strategy of The Greek Cypriot Restaurant. According to the information provided, the restaurant's marketing plan relies on using word-of-mouth advertising and customer recommendations to promote its distinctive Greek Cypriot food and cultural experience. In order to draw clients, the eatery also depends on its setting and atmosphere.

However, this marketing strategy has several limitations. First, it relies heavily on the restaurant's reputation and customer loyalty, which can be unpredictable and difficult to sustain in the long run. Second, the restaurant's marketing efforts are primarily focused on a narrow niche market of customers who are interested in Greek Cypriot cuisine and culture, which limits its potential customer base.

To improve the restaurant's marketing strategy, the following recommendations can be considered:

1. **Diversify the Menu and Offerings:** One way to expand the restaurant's customer base is to diversify its menu and offerings. By offering a variety of cuisines, such as Mediterranean, Middle Eastern, or North African, the restaurant can appeal to a broader range of customers who may not be specifically interested in Greek Cypriot cuisine. This strategy can also attract customers who are looking for unique and exotic dining experiences.
2. **Develop an Online Presence:** Through a website and social media channels, the restaurant should create an internet footprint. By doing this, the eatery may be able to reach a broader audience and draw in prospective consumers who are looking for restaurants nearby. The restaurant can interact with consumers on social media, post its menu, and advertise discounts.
3. **Implement Loyalty Programs and Promotions:** To retain its loyal customers and attract new ones, the restaurant can implement loyalty programs and promotions. For example, the

restaurant can offer discounts to customers who refer their friends or family, or provide loyalty points that can be redeemed for free meals or other incentives.

Additionally, one possible recommendation for improving the restaurant's marketing strategy is to differentiate their menu and dining experience from their competitors. This can be achieved by conducting market research to identify unique Greek dishes that are not commonly offered in other Greek restaurants in the area. The restaurant can also enhance the dining experience by incorporating Greek cultural elements into the restaurant's ambiance and decor, such as traditional Greek music or artwork.

Utilizing social media and internet marketing to reach a larger community is a further suggestion. For the purpose of showcasing their distinctive menu items and eating experience, the eatery can produce interesting content for social media channels like Instagram or Facebook. To reach a larger audience, they can also collaborate with culinary writers or influencers to market their eatery.

Finally, the restaurant can leverage customer reviews to improve their marketing strategy. Positive reviews can be highlighted on the restaurant's website or social media channels to showcase the quality of their food and service. Negative reviews can also be used constructively to identify areas for improvement and address customer concerns.

In conclusion, The Greek Cypriot Restaurant can improve its marketing strategy by differentiating its menu and dining experience, leveraging social media and online marketing, implementing a customer loyalty program, and leveraging customer reviews. These recommendations are based on proven marketing theories and concepts, such as market research, customer loyalty, and online marketing, and can help the restaurant to overcome its challenges and improve its sales.

THE END

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