

Examine the Sales and Marketing Concept of your chosen Restaurant

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**Essay title – Examine the Sales and Marketing Concept of
your chosen Restaurant.**

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Indian Street Kitchen's commitment to quality and authenticity sets it apart in the competitive Swansea dining scene. The restaurant's product offerings, which focus on Indian street food, allow it to appeal to a broad market that values both authentic cultural experiences and innovation. The restaurant's menu carefully balances traditional favourites with new, exciting twists, such as the incorporation of modern vegetarian and vegan dishes. This inclusivity is particularly important in today's food market, where there is an increasing consumer demand for plant-based food choices. According to Hulten (2020), sensory marketing plays an essential role in shaping consumer expectations, particularly in the food industry. Indian Street Kitchen capitalises on this by providing a sensory-rich environment that reflects the vibrant and bold nature of Indian street food. The colours, aromas, and lively atmosphere all contribute to enhancing the sensory experience, which is vital in attracting customers in a competitive market. By prioritising these sensory elements, the restaurant ensures a memorable and distinct experience that differentiates it from others in the area.



Prove it.

Interesting



In addition to the food itself, the restaurant creates a multisensory dining environment that goes beyond merely providing sustenance. The ambience at Indian Street Kitchen is an integral part of its product offering. The lighting, music, and visual presentation of the food are all meticulously chosen to evoke the sights, sounds, and smells of India's vibrant street food culture. This is important because dining out is no longer just about eating; it has evolved into a cultural experience for many consumers (Frochot & Batat, 2018). The restaurant's ability to merge sensory marketing with a strong cultural identity ensures that diners feel connected to something more than just the meal—they are transported to the bustling streets of India, fostering an emotional connection that can drive customer loyalty. This is particularly critical in a city like Swansea, where dining options are plentiful, but few restaurants manage to capture such an immersive experience. Such an approach not only attracts loyal patrons but also promotes word-of-mouth marketing, which is an invaluable tool for growing the restaurant's customer base.

Evidence 



Indian Street Kitchen's approach extends to providing a diverse product range that caters to a variety of consumer preferences. From traditional dishes such as biryani and dosa to modern plant-based options, the restaurant ensures that every guest, regardless of dietary preferences, can find something to enjoy. This inclusivity is becoming increasingly essential, as health-conscious consumers are demanding more



plant-based options. According to various studies, ⁵ Good is a steady rise in the consumption of vegan and vegetarian foods (Wang et al., 2020), and Indian Street Kitchen has responded to this by incorporating these dishes without sacrificing the authenticity of its offerings. The addition of such menu items not only addresses growing demand but also reinforces the restaurant's reputation for providing food that caters to a broad customer base. In addition, offering a diverse menu ensures that the restaurant stays relevant in a fast-evolving market, where customer preferences can shift quickly.

5

This thoughtful product strategy positions the restaurant to tap into several consumer segments. As noted by Hulten (2020), sensory marketing is increasingly shaping consumer ⁶ decisions, and Indian Street Kitchen's ability to blend traditional and contemporary elements of food and atmosphere gives it a competitive edge. The restaurant is successfully attracting both millennials, who value new experiences, and older generations, who appreciate traditional recipes. ⁷ The range of products available helps bridge the gap between these two groups, and by offering innovative versions of beloved dishes, Indian Street Kitchen ensures it remains relevant in a constantly evolving market. This adaptability and ability to evolve with the times is a key strength in the face of shifting consumer tastes and the growing competition within the food industry.

How do you know this?

7

The Price strategy of Indian Street Kitchen is based on offering value for money without compromising on quality. The restaurant has positioned itself within the mid-range price bracket, allowing it to attract both price-sensitive customers and those willing to pay a premium for a more authentic dining experience. This middle-ground pricing strategy is essential in a market like Swansea, where a wide variety of dining options exist. By positioning itself in the middle of the market, the restaurant avoids competing on price with lower-cost competitors while still offering an affordable experience compared to ⁸ premium restaurants (Baack et al., 2019). This balance is particularly important, as it allows the restaurant to appeal to a diverse customer base, including students, young professionals, and families looking for a dining option that is both affordable and high-quality.

Good

How do you know this?

Indian Street Kitchen's pricing strategy ensures it can balance affordability with quality. In addition to offering reasonable prices, the restaurant uses high-quality, fresh ingredients that justify the slightly higher cost compared to fast food alternatives. By sourcing locally, the restaurant not only supports local producers but also strengthens its position as a provider of fresh, ethically sourced food. Customers are willing to pay a little more when they know they are receiving superior-quality ingredients. Moreover, when dining at Indian Street Kitchen, customers are purchasing an experience, not just a meal, which further explains why they are willing to pay a premium for the quality of service and the immersive atmosphere. This creates a sense of added value that encourages repeat visits, contributing to the restaurant's long-term success.



In comparison to competitors like DFC Swansea, which primarily focuses on delivering quick, inexpensive food with a higher volume, Indian Street Kitchen adopts a more sophisticated approach to pricing. DFC Swansea operates on a fast-food model, offering affordable meals for those in a rush. However, Indian Street Kitchen's pricing strategy reflects its positioning as a place where customers can enjoy authentic, high-quality Indian street food in a relaxed setting. While DFC Swansea may appeal to customers looking for a quick bite on a budget, Indian Street Kitchen targets customers who seek a higher quality of food and are willing to pay a premium for authenticity. According to Gbadamosi (2019), consumers are more likely to choose higher-priced restaurants when they perceive a greater level of authenticity and quality, something that Indian Street Kitchen provides consistently. This differentiation highlights the value of quality over quantity, a strategy that can help Indian Street Kitchen retain customers who prioritise experience over price alone.



10



The Place component of the marketing mix further strengthens the brand's appeal. Indian Street Kitchen has capitalised on the importance of location by selecting a central spot in Swansea. However, its recent expansion into the Albert Hall Swansea Food Court reflects a deeper understanding of consumer behaviour and foot traffic. Food courts provide a unique opportunity for restaurants to gain exposure to a broader audience. The food court environment, characterised by its diverse customer base, allows Indian Street Kitchen to reach people who may not have otherwise visited its



standalone ^{Good}ion. The food court setting also presents an opportunity to attract people seeking a quick meal in a more relaxed atmosphere. This strategic placement aligns with marketing trends that emphasise the importance of location in driving sales and brand visibility (^{Good}De Mooij, 2019). By leveraging this trend, Indian Street Kitchen is able to tap into a broader audience that may not be aware of the brand.

Indian Street Kitchen's decision to expand into the food court is a clever move, especially considering the foot traffic in such a location. ¹³As more consumers gravitate toward places that offer convenience and variety, positioning the brand within the food court makes it easily accessible to a larger customer base. This will likely increase brand recognition and attract new customers who may not have heard of the restaurant before. Furthermore, this expansion helps to reinforce the restaurant's reputation for being trendy and modern, which is important for attracting younger, socially conscious customers who seek more than just food but a fun and social experience (De Mooij, 2019). Such strategic expansion can also lead to increased exposure through positive reviews and customer feedback, both of which are critical for growing brand awareness. ^{Good}

Another key aspect of the restaurant's place strategy is its ¹³online presence. ¹⁴In today's digital world, social media and online visibility are critical for restaurant marketing. Indian Street Kitchen has effectively leveraged platforms like Instagram and Facebook to showcase not just its food but the vibrant experience it offers. Social media has become a vital tool for restaurants, as it allows them to engage with their audience in ⁶real-time and build relationships with customers (Clow & Baack, 2012). ¹⁵By regularly posting engaging content, such as high-quality images of food and behind-the-scenes glimpses of the kitchen, the restaurant creates a strong emotional connection with its audience. ¹⁶This strengthens the restaurant's online reputation and helps maintain a loyal following.

Additionally, digital marketing strategies, such as search engine optimisation (SEO), can further help increase the restaurant's visibility online. As more consumers turn to the internet to find dining options, appearing at the top of search results can give restaurants a competitive edge. Indian Street Kitchen could benefit from investing ^{How do you know}

further in SEO to ensure it appears prominently in searches for terms related to Indian street food in Swansea. Optimising the restaurant's website, using keywords effectively, and improving local SEO practices could help the brand stand out in a crowded digital landscape. This will ensure that the restaurant is visible to potential customers who may be searching for food options online, boosting its reach.

In terms of Promotion, Indian Street Kitchen has embraced a combination of digital and traditional marketing techniques. Social media is one of the key drivers of customer engagement, as it allows restaurants to stay in the minds of their customers by promoting new menu items, special offers, and events. Indian Street Kitchen uses its online presence to keep customers informed about the latest news and promotions, such as limited-time menu items, seasonal offers, and discounts. However, there are further promotional opportunities that the restaurant could explore. For example, partnerships with food influencers, participation in food festivals, or collaborations with other local businesses could help to increase brand exposure and drive traffic to the restaurant. By expanding its promotional strategies, Indian Street Kitchen can further enhance its brand visibility.

Influencer marketing, in particular, has proven to be a valuable tool for restaurants. By partnering with food bloggers and influencers who share their passion for cuisine, Indian Street Kitchen can introduce its brand to a wider audience. These collaborations help build credibility and trust, particularly among younger consumers who are more likely to seek out recommendations from influencers they follow. As Kingsn Good (2019) argues, influencer marketing allows businesses to leverage the influence of individuals who have already built trust with their followers. This method not only reaches a larger audience but also fosters a sense of community around the restaurant, which can further drive customer loyalty and repeat business.

Furthermore, email marketing campaigns could serve as an effective tool for customer retention. Sending regular emails about upcoming promotions, events, or new menu items can keep loyal customers engaged with the brand. Personalized offers based on previous visits or orders would add an extra layer of relevance and increase the



2

Good

Use UK spelling

likelihood of repeat business (Masterson et al., 2021). This type of marketing is particularly effective for building long-term customer relationships, which is vital for sustaining success in the restaurant industry. Moreover, email marketing allows the restaurant to directly target its most loyal customers with exclusive offers, ensuring higher conversion rates.

Segmentation, Targeting, and Positioning (STP) remain crucial components of any marketing strategy. Indian Street Kitchen uses segmentation to target several distinct consumer groups, including millennials, families, and health-conscious individuals. By understanding the unique needs and preferences of each group, the restaurant can craft tailored marketing messages that resonate with each demographic. For example, marketing campaigns aimed at millennials may focus on the trendy and vibrant aspects of the dining experience, while campaigns targeting families may emphasise affordability and variety. This approach enables Indian Street Kitchen to cater to different segments of the market while maintaining a consistent brand image.

Targeting these different groups ensures that Indian Street Kitchen can attract a wide range of customers, from urban professionals to food enthusiasts and individuals seeking an authentic Indian dining experience. The restaurant's positioning as a provider of high-quality, authentic Indian street food allows it to stand out from competitors like DFC Swansea, which may focus on delivering fast, budget-friendly food without the same emphasis on authenticity or experience (Gbadamosi, 2019). By positioning itself effectively, Indian Street Kitchen can continue to appeal to a diverse set of consumers, ensuring its growth in Swansea's competitive food market.

In conclusion, Indian Street Kitchen's marketing and sales strategies reflect a deep understanding of the changing dynamics in the restaurant industry. By focusing on quality, authenticity, and a unique customer experience, the restaurant has carved out a niche in Swansea's competitive dining market. However, there remain significant opportunities for growth, particularly in digital marketing, customer loyalty, and promotional efforts. As the food industry continues to evolve, Indian Street Kitchen's commitment to staying ahead of trends and refining its strategies will allow it to continue

thriving in the market. By expanding its reach and strengthening customer relationships, the restaurant can secure its position as a leading choice for Indian street food in Swansea.

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ORIGINALITY REPORT

13%

SIMILARITY INDEX

6%

INTERNET SOURCES

3%

PUBLICATIONS

11%

STUDENT PAPERS

PRIMARY SOURCES

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Exclude quotes Off

Exclude matches Off

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GRADEMARK REPORT

FINAL GRADE

40/100

GENERAL COMMENTS

Capped at 40% as late submission.

Thank you for your submission.

This was a really good read - I enjoyed it, but you needed to apply more underpinning i.e. industry-related sources in particular (evidence what you have said, even if it's web sites/personal experience etc).

If this had been on time and had included more evidence/citations, it would have scored highly. Good effort.

PAGE 1

PAGE 2



Comment 1

Try and evidence this information about the restaurant, e.g. their web site?

QM

Prove it.

Prove it - back it up with evidence

QM

Interesting

Interesting



Comment 2

Your line spacing in this section is at odds with the rest of your essay. Be consistent.

QM

Evidence

Evidence - support your work with examples and evidence.

Additional Comment

Explain how you know this.



Comment 3

This quote is a bit old, the point is good.

QM

Evidence

Evidence - support your work with examples and evidence.



Comment 4

Evidence! Use their web site or menus or whatever you can find to support your factual statements.

PAGE 3

QM

Good

good



Comment 5

Find a citation that supports this statement.



Comment 6

Who!

QM

How do you know this?

How do you know this? Citation needed



Comment 7

This is all good stuff but again, try to underpin your findings with supportive citations.

QM

How do you know this?

How do you know this? Citation needed

QM

Good

good

PAGE 4



Comment 8

Is there no source you could have used to explain about pricing strategies?



Comment 9

Reference their web site/menu?



Comment 10

This is crying out for a citation.



Comment 11

Great! That's the type of supporting/underpinning citation you need elsewhere. It shows you understand what your restaurant is doing in terms of marketing concepts/theories etc.



Comment 12

Could you find a citation about the move to food courts and consumer behaviour?

PAGE 5

QM

Good

good

QM

Good

good



Comment 13

Any figures for footfall to date at the Albert Hall?

QM

Good

good



Comment 14

Why not cite their online presence?



Comment 15

Try finding a more recent reference.



Comment 16

Another statement crying out for a citation.

QM

How do you know this?

How do you know this? Citation needed

PAGE 6

QM

How do you know this?

How do you know this? Citation needed



Comment 17

Some great ideas.

QM

Good

good

QM

Use UK spelling

Use UK spelling

PAGE 7

QM

Good

good



Comment 18

Who says? Citations!



Comment 19

Explain how you know who they are marketing to.

QM

Good

good

PAGE 8

PAGE 9

GRADING FORM: M&S 1 WINTER 24

AMDADUR MASUM

56

ENGAGEMENT WITH LITERATURE /10

Guidance specific to this assessment: List of recommended titles and further reading listed in the handbook. All are online, so ensure use and reference to the works using the Harvard Reference system.



See in text comments re lack of citations, especially regarding the chosen restaurant. You generally use the correct citation and referencing formats

5

KNOWLEDGE AND UNDERSTANDING/30

Guidance specific to this assessment: Using specific Hospitality outlets as working examples will help demonstrate the practical application and effect of both global and locally targeted marketing and sales campaigns.

 This essay shows a strong understanding of marketing and sales.

18

COGNITIVE AND INTELLECTUAL /30

Guidance specific to this assessment: Use your restaurant as a practical model – it's a source of huge amounts of information. Ask questions and think how the answers effect your views and the views of others.

 You are able to analyse your chosen restaurant's marketing but you needed to explain how you got your facts about it.

15

PRACTICAL SKILLS /15

Guidance specific to this assessment: Effective communication. Keep it simple and back it up with the data

 This is effectively written but you needed that all important evidenced data.

8

TRANSFERABLE & PROFESSIONAL/15

Guidance specific to this assessment: It will be great if you have real life examples to support your analysis. The essay format and style of writing is a key to show your professionalism.

 This is well written and flows. It follows the correct essay writing conventions with only minor errors

10

(line spacing).