

Gastronomy Management

BMGM6002

marketing and promoting restaurant facilities - Level 6

- Introduction/Overview to the
- Module Introduction to Marketing



Aims for today:

Introduction to the SOSTAC marketing planning framework
And the first 2 C's of the situational analysis:
Company and Customers



Assessment -1

Due: 23rd January 23;59

A marketing plan of 4000 words -/+ 10%

MARKETING PLAN

For your assignment, create a digital communications strategy for your chosen hotel in the current climate. Be imaginative in your messaging thinking about improving, changing, or introducing new ideas. Think about analysing the micro and macro and digital environment to provide new direction for the business. Use examples to support your case as well as industry research and evidence.

The SOSTAC Planning System



- Many approaches to developing a marketing communications plan
- No common approach, but essential elements every plan must have
- SOSTAC is an aide-memoire to help ensure focus on the key elements
- SOSTAC can also be used to develop corporate plans, marketing plans, direct mail plans...even personal plans

Situation Analysis



Situational analysis

5 'C's



(Corporate finance institute, 2022)



Company Internal analysis

What do we sell?

USP?

How do we differ from competitors?

What are our sources of competitive advantage?

What are our current goals?

Are we meeting customer needs?



- Strengths
- Weaknesses
- Opportunities
- Threats

SWOT (Micro analysis)

What a Company does especially well.

This could be something intangible, such as **the 'BRAND'**.

It could also be your people and your **highly skilled and knowledgeable staff**.

YOUR Customer Service.

Your LOCATION.

Strong leadership, or a great team!

Strengths



Think of your placement and tell me something 'specific' that you feel they do better than anyone else and how you can prove it (evidence)? (10 mins)

Weaknesses



Once you've figured out your strengths, it's time to be critical and review your weaknesses

What's holding your business or project back? shortage of skilled people and financial or budgetary limitations.

What does the company LACK?

Things your Competitors do better than you?

Resource Limitations

Unclear unique selling position.

For the same brand, what are their weakness (these can be hard to find as companies don't like to advertise their weaknesses, a good place to look is reviews sites! Trip advisor, amazon product reviews, you tube/social media etc.. (10 mins)

Marketing team - **That's an opportunity.**

Is your company developing an innovative new idea that will open up NEW markets or demographics? **That's another opportunity.**

Press/**MEDIA coverage** of your company.

FEW competitors in your area.

A SWOT analysis covers everything you could do to grow as a company or advance your organization's mission.

Opportunities



For the same brand, find an opportunity (Again a good place to look is reviews sites! Often a weakness and opportunity can be the same thing! Find a link which you think shows an opportunity (Not the same link as your weakness) and give a short explanation of what the link says and explain what the opportunity is. (10 mins)

Threats

The final element of a SWOT analysis are Threats – everything that poses a RISK to either your company itself or its likelihood of success or growth.

This could include things like emerging competitors, changes in regulatory law, financial risks, and virtually everything else that could potentially jeopardize the future of your company or project.

NEGATIVE Press.

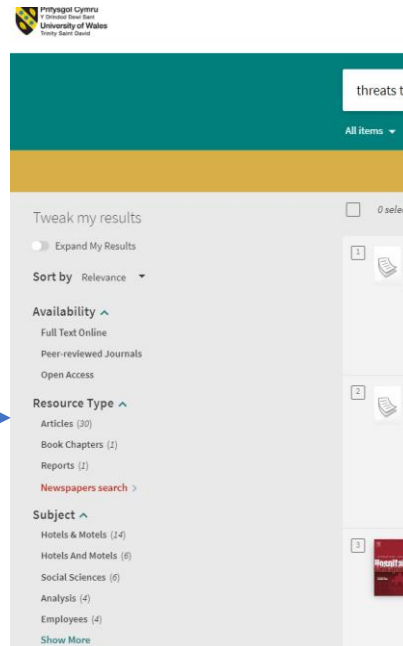
New or strengthening rivals/competition

Changing CUSTOMER Attitudes towards your company.

Geopolitical events, Ukraine, Economy, Strikes, NHS, Food banks,

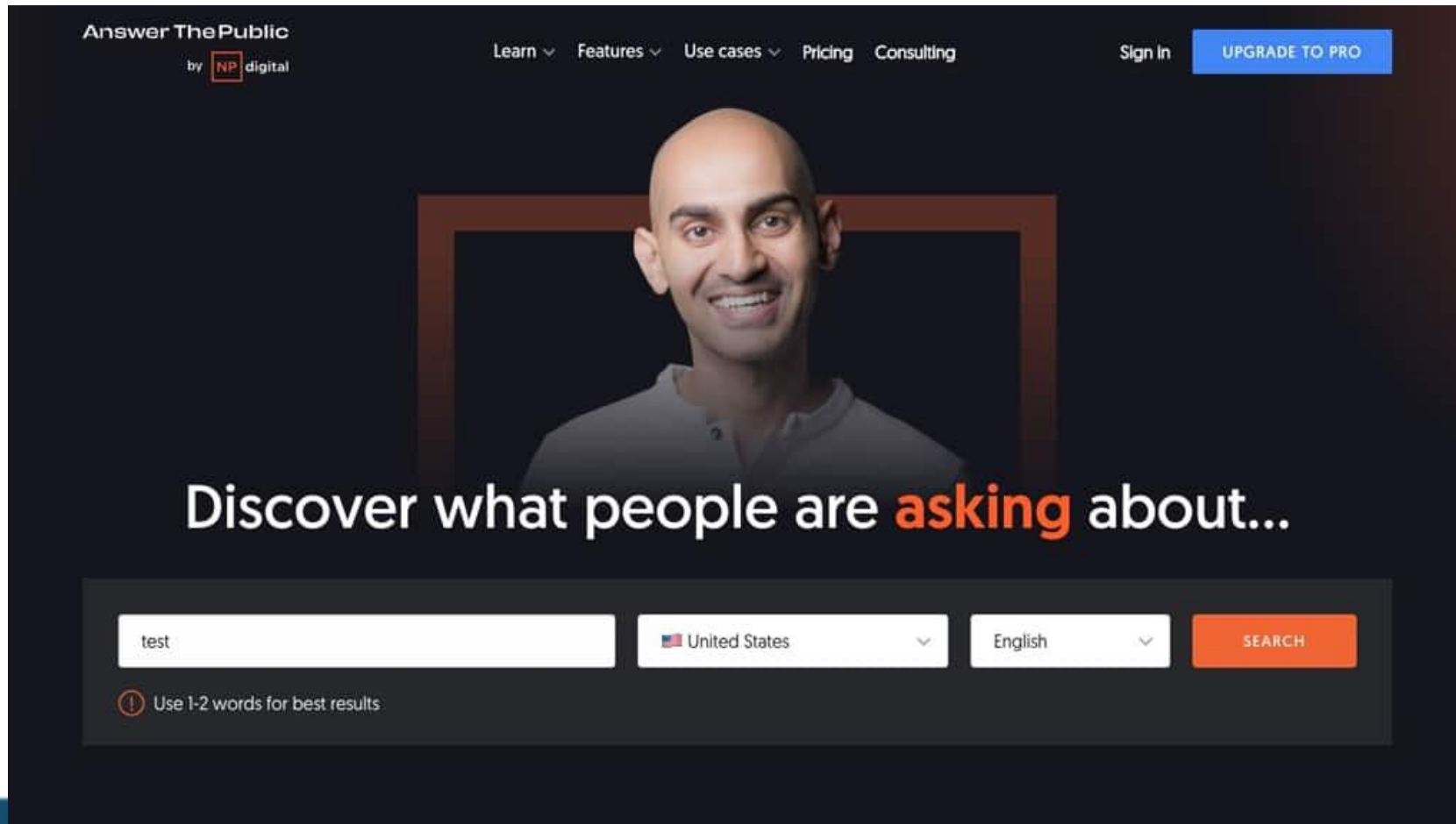
Once your search results appear try some of the different types of resources

For the same brand find a threat (This time I want you to find something using the Library!) Find an academic report which you think shows a Threat (20 mins)



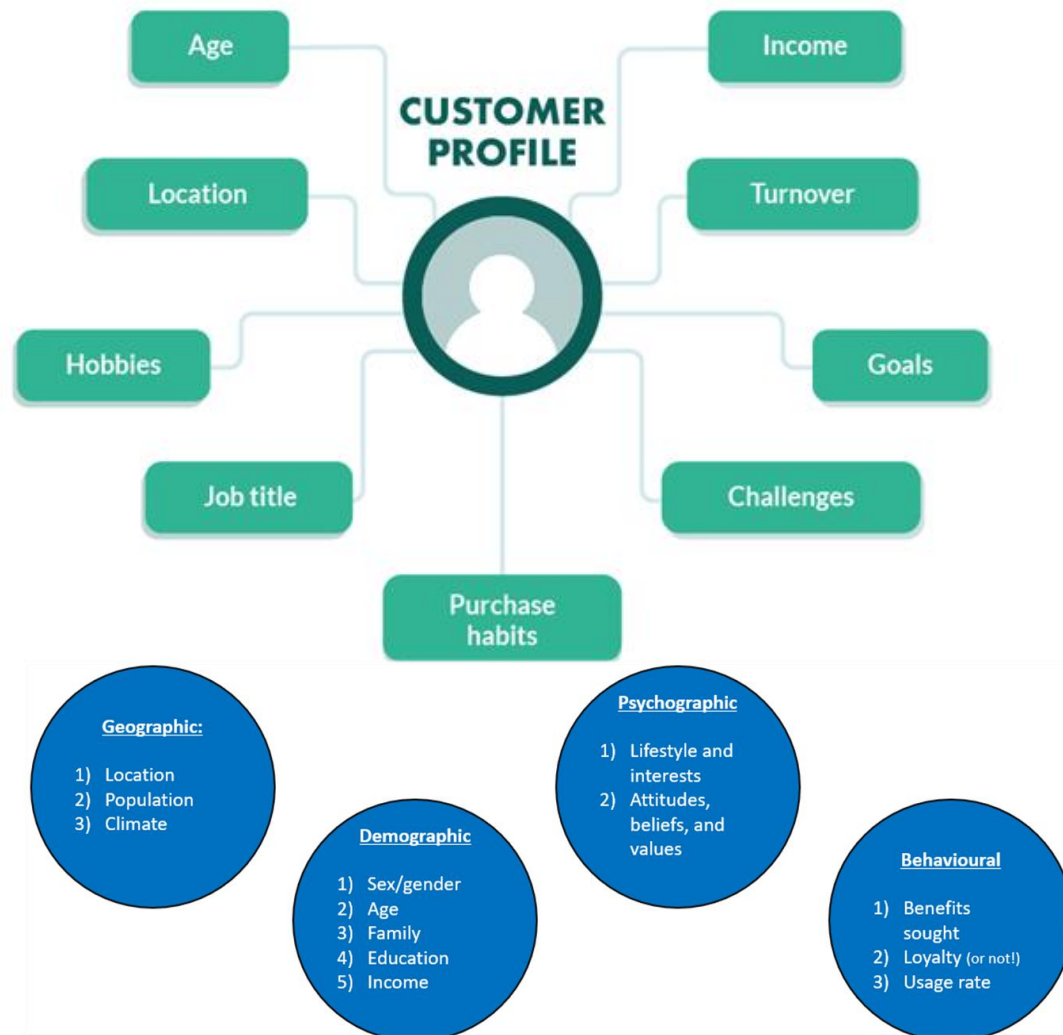
If 'threat to' does not bring anything useful try other search terms e.g brand name, or industry news/threats.

Answerthepublic.com – What are others Asking/saying about the company



Customers

Customers



Segmentation variables

Seasons/trends/events?

What does the ideal customer look like?

Who is purchasing our product?

Which products have good/bad reviews?

What do they think of us?

What common complaints/praise?

How do customers like to engage with my brand?

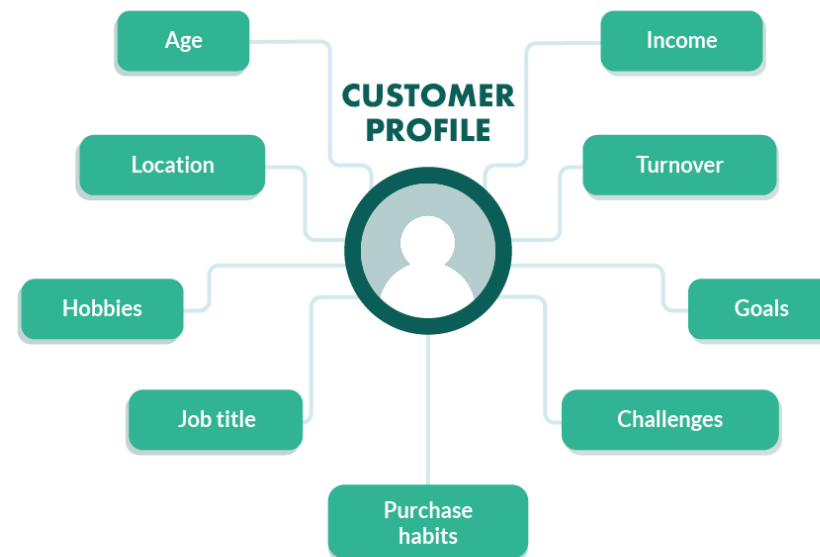
Customer profiles help us to get a good idea of the similarities within – and the differences between – customer segments. Using segmentation criteria allows us to build these profiles in a way that is meaningful to our brand.

Ideal buyer profiles are used to target the most profitable customer group as a priority. We can use this information to paint a picture of the “average” customer/s by looking at each of these age ranges, incomes, device, browsing habits etc.

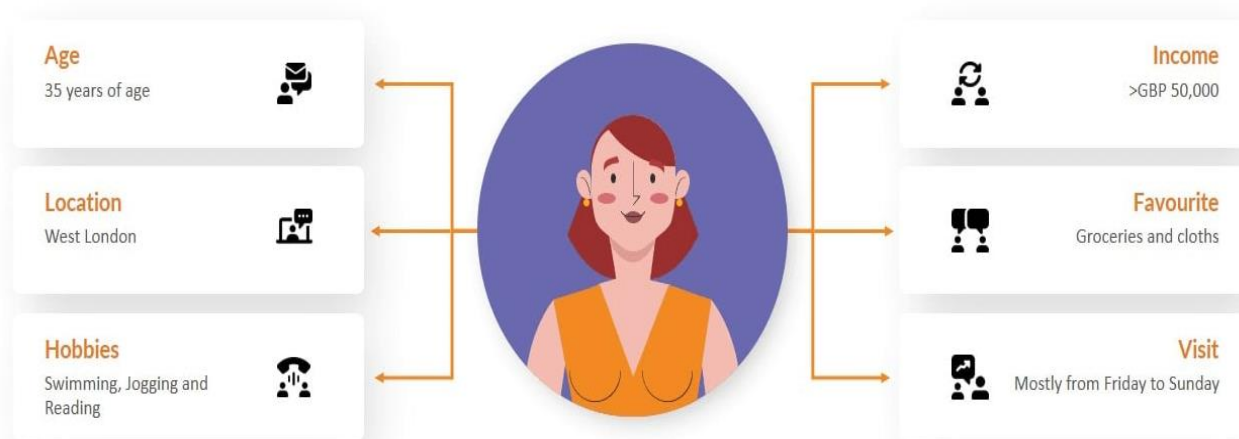
There will typically be several profiles that fit a given brand

E.G you may have found that the most common customer profile for your brand is 18-24 range most visitors are female, they also google words like music or travel and most frequently visit your webpage via Facebook and reddit advertisements. Now we have a basic picture of our main target customer.

What kinds of information is valuable when creating a customer profile for a restaurant?



Loyal Customer



Google Trends



How is your offering trending?

- Engage the long tail for specific details
- Think about also searching satellite searches e.g complimentary and ancillary products and services (Look at answer the public for help) <https://answerthepublic.com/>
- Be mindful trends over time can vary and relying on historical data (LaPlace's Demon)
- Compare interest levels for keywords (e.g., "vegan snacks," "protein bars," "keto"). Note geographic & seasonal differences



[Website Traffic - Check and Analyse Any Website | Similarweb](#)

Use google trends/similarweb and answer the public to create a comprehensive overview of

Let's analyse a website
and see what we can
find!

Using the tools
create a detailed
customer profile and
be prepared to
present the profile
(10 min
presentation) and
discuss your use of
the tools and justify
your explanation
1 hour...



Customer Profile Name

Key Demographics

Explain this person's working environment

- Industry
- Role
- Years of Experience
- Responsibilities

Pain Points

What does this person struggle with their work that your product simplifies?

- Challenge
- Challenge
- Challenge

Benefits of Product Use

What motivates your customer to continue to use your product(s) and (or services(s)?

- Product Benefit
- Product Benefit
- Product Benefit
- Product Benefit

Restrains of Product Use

What might your customer see as a holdup when thinking about using you product?

- Product Restraint
- Product Restraint
- Product Restraint
- Product Restraint

Product Use

What product(s) and (or services(s) does this customer use?

- Product/Service
- Product/Service
- Product/Service

Summary

Put the bullet points into a neat summary for those who communicate with the customer

Summary of Customer Profile



We are going to take a 30 min break...

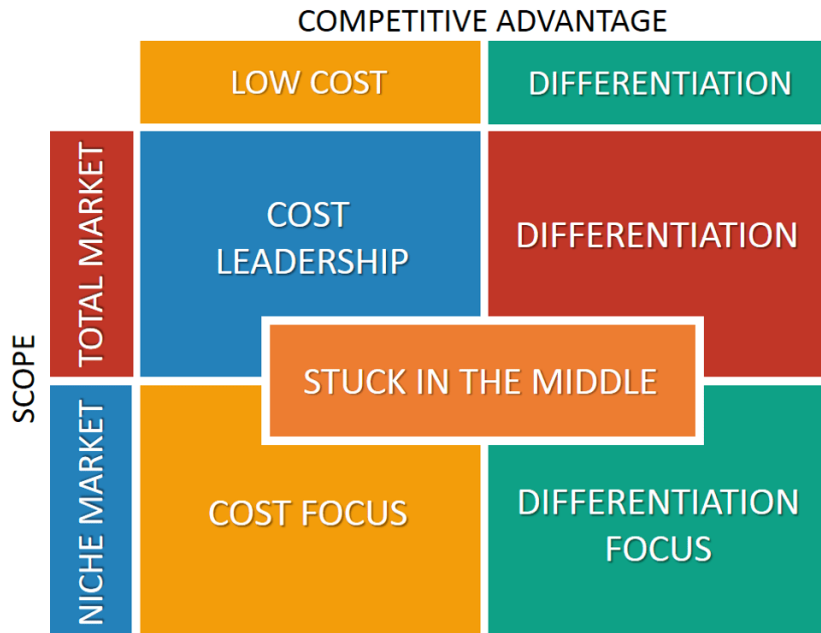
See you soon!



Targeting

Targeting

Porters Generic strategies



1. Cost Leadership:

This strategy involves becoming the lowest-cost producer in an industry. Companies achieve this by reducing costs through efficiency, economies of scale, or lean operations.

To offer products or services at lower prices than competitors, or to maintain average prices and achieve higher profit margins.

Tesco, which focuses on high sales volume and operational efficiency to offer low prices.

2. Differentiation:

Companies pursuing this strategy aim to offer unique products or services that customers value and are willing to pay a premium for.

To build a strong brand, superior quality, or distinct features that set the company apart from competitors. Apple, known for its innovative design, strong branding, and premium user experience.

3. Focus:

This strategy involves targeting a specific, narrow market segment (a niche) rather than the broader market.

Sub-strategies:

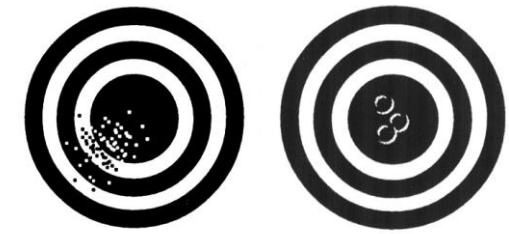
Cost Focus: Achieving cost leadership within a specific niche market.

Differentiation Focus: Achieving differentiation within a specific niche market.

Rolls-Royce, which focuses on luxury car buyers within a specific high-end segment.

Dacia Sandero, cheapest (that will do) car available in the UK 14-15000 focuses on the most budget conscious segment

Broadly there are 2 approaches....



Shotgun Marketing

Objective: To reach the largest possible audience with broad appeal and maximum exposure.

Strategy: Utilizes mass-market techniques like TV, radio, billboards, and general social media platforms.

Audience: Targets a diverse, wide market where specific demographic focus is difficult or unnecessary.

Pros: Good for building broad brand awareness and reaching many potential customers at once.

Cons:

Can be less efficient, resulting in wasted resources on individuals not interested in the product

Rifle Marketing

Objective: To precisely target a defined customer segment for high efficiency and impact.

Strategy: Employs focused strategies on platforms and through methods relevant to a specific niche, such as trade shows for a niche industry, or email marketing for a defined demographic.

Audience: Targets a clearly identified group based on demographics, interests, or needs, such as "modern moms" or "military personnel".

Pros: Highly efficient, leading to a better return on investment (ROI) and more effective communication due to tailored messaging.

Cons: May miss broader market opportunities if not balanced with some mass reach for general brand recognition.

Target market selection

- Choose the **most attractive target** based on data and justify it with evidence (e.g., “Google Trends shows +60% growth in searches for ‘sugar-free protein bars’ among millennials in the US.”).

Criteria	Profile A	Profile B	Profile C
Market Size			
Growth Potential			
Competitive Intensity			
Accessibility (via digital channels)			
Strategic Fit			

Positioning

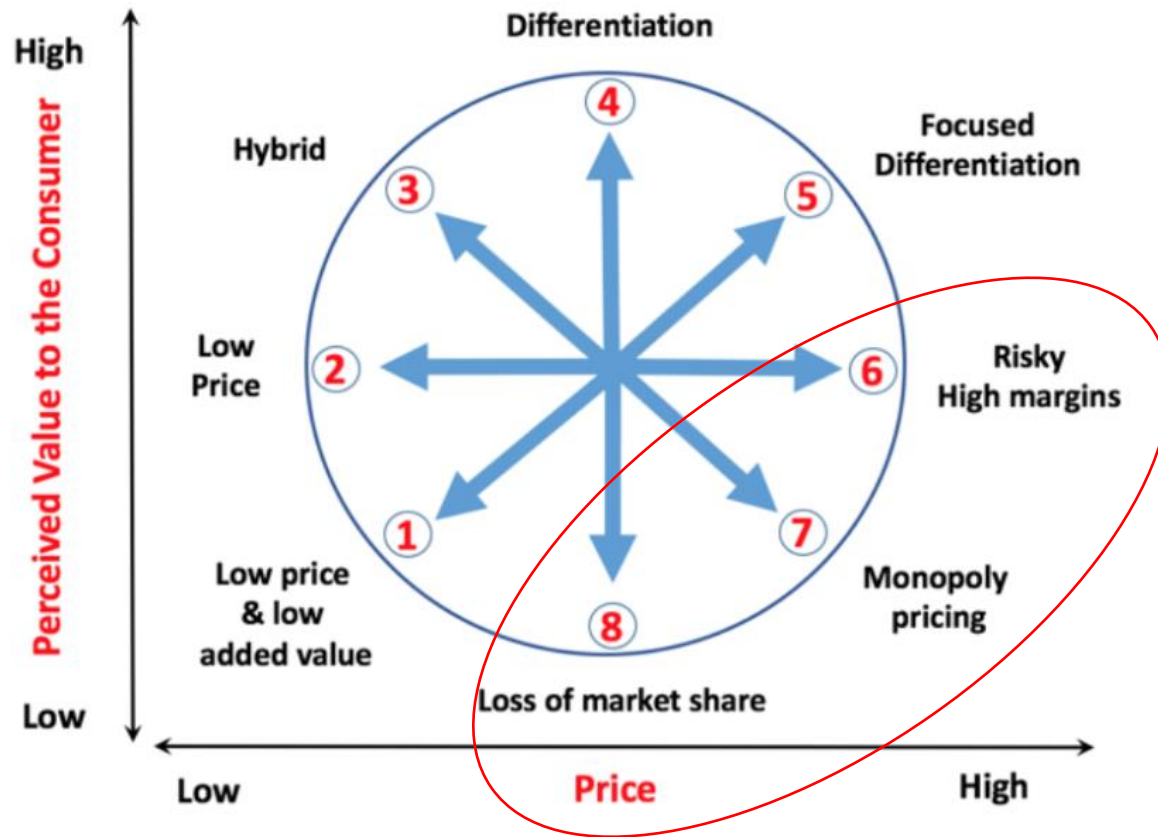


Perceptual positioning maps are visual tools that illustrate customer perceptions and its competitors based on two key attributes, (these will vary upon customer profiles!) such as price versus quality or atmosphere versus cuisine type.

By plotting brands on a two-dimensional grid, businesses can identify their market position, understand how consumers view them compared to rivals, and uncover opportunities to differentiate their brand and target new market segments

Another understated use is to identify market gaps for potential new businesses.

Bowmans strategy clock



Bowman's Strategy Clock can be used to position restaurants by analysing how they balance price and perceived value. Restaurants like McDonald's often use a Low Price strategy by offering basic meals at lower costs, while luxury brands are in the Differentiation or Focused Differentiation positions, offering high value for a higher price in niche markets.



Next Week! Situational analysis continued -Competitors and collaborators

***I look forward to seeing you
next week.***

***If you have any questions in the
meantime, please send an email
from your student account***

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Y Drindod Dewi Sant
University of Wales
Trinity Saint David



**HOSPITALITY
AND
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MANAGEMENT**



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