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Nando's are a casual dining; chain store restaurant that serve food to people around the world.

Nando's originated from South Africa when Robert Brozin and Fernando Duarte went to a restaurant called Chickenland and bought the place and renamed it Nando's after Fernando who is Portuguese, (Online News Guardian 16.05.10). The article, posted almost 14 years ago, started off stating David Beckham and Tinchy Strider have eaten there, as have many other young celebrities. Some restaurants prefer to keep under-21s away, but not Nando's. They market families and young people with their affordable priced menu.

Marketing is not just about selling the product but the psychology behind what motivates the customers to spend their money. There are 5 main concepts of marketing.

The production concept, the product concept, the selling concept, the marketing concept and, the societal marketing concept.

The production concept suggests that people prefer products that are affordable, and easy to get to, and the reason why Nando's, Starbucks and MacDonalds are found in most towns and cities are, so they are easily accessible.

The product concept suggests that some customers prioritise quality and features above other things such as affordability, they are willing to spend more money on uniqueness. An example is Apple that sells its products at premium prices.

The societal marketing concept focuses on the needs of the customers and solve their problems, such as clothing brands that take ethical approaches to ensure no harm has been caused to nature in producing their products. (Rezende, G. and Writer, R.C. (2023) Marketing 101.

SWOT is for Strengths, Weaknesses, Opportunities, and Threats, and is a tool for developing marketing strategy, (SWOT analysis (Strategus).

Nando's strength is their popular name brand, their reputation and their famous peri peri flavoured healthy meals that their loyal customers love, (The Nando's strategy 2014).

Their weaknesses are that they are not located much in smaller cities. Their menu is quite limited, and not many vegetarian options are available. The main flavour is peri peri which might not be everyone's choice.

Opportunities are when looking at what's going on as trends that could provide opportunities. Nando's have opportunities to expand more nationally and worldwide. They could add options of vegetarian meals and offer different flavours to attract new customers.

Threat is competing with other restaurants. Another threat is people having less money to spend due to the living crisis. Looking at a weakness such a Nando's being the only

restaurant in that area then thinking of an opportunity to open a cocktail bar or dessert room for people to visit both places as 2 different destinations.

There can be risks of Avian influenza, or a different form of bird flu could happen like it did a few years ago, according to Chappell, B (2022) 52,695,450 birds were wiped out.

SOSTAC is a marketing planning strategy developed in 1990s by PR Smith according to Chaffey, D. It stands for Situation, Objectives, Strategy, Tactics, Action Control.

It's where you are now as the situation, and objective is planning where we want to be, such as expanding when an opportunity arises. The strategy would be how to get there. Tactics will be the things done to achieve the objectives. Tactic could be to plan a valentine's menu then the actions would be the elements of our campaign. Actions are reaching out through advertising online or distribute flyers and planning how often to do so. Finally, control is how we monitor our performance, so we know it achieves the objectives and goals after spending money and time on the strategy.

Macro analysis is where you look at the external environment, at what's going on around the world with no control over but will affect business. The elements are the PESTEL analysis. Understanding the external environment is vital to identify opportunity and deal with threats. Data needs to be gathered and used to improve our business performance to achieve our objectives.

PESTEL stands for Political, Economic, Social, Technology, Environmental and Legal.

These will be the elements that influence a business. Politically are the things the government do that affects businesses. Government policies such as single use plastics such as straws and takeaway bags should not be used affects businesses as non-plastic alternatives are expensive. Through dropping out of Brexit, new legislations have come out for foreign trading, its more complicated, more time and people involved which means more cost.

Tax policies mean that if corporation taxes go up then businesses work to smaller margin because more tax is paid.

There are laws now for businesses to declare the ingredients.

Economy can be the result of policies, an example of Liz Truss's taxation policy resulted in mortgage rates soared and cost of living crisis hit. Our economy went into decline means people have less money to spend on luxuries such as eating out or takeouts.

Inflation causes the price of restaurant stock to go up which means smaller margin.

These factors would affect the mid-range restaurants such as Nandos or pizza express more than the budget friendly places like McDonald where families would spend a bit less. The high-end restaurants would not be affected as their customers would have cash to spend on luxuries. Some restaurants close due to it and some because they are not keeping up with the trend.

Nando's are in popular places like towns to attract customers who like to go to the cinemas or shopping malls, who will also come to eat in. The marketing idea is to draw the younger customers who regularly visit these popular places. The Independent news article, 15/04/22, started the article by saying that Nando's may not be the same anymore due to the banning of the bottomless fizzy drinks. They were scrapping the free refills under the new obesity law. This matter is out of the company's hands as it is an external legal factor but would have an impact on business. However, a spokesperson for Nando's said that customers could still enjoy the free refills of the sugar free version. This would be a reason for many customers to come back.

The restaurant offers student discount which cuts the bill by 20% and that is a plus point for the students to come to this place over others that don't offer the same benefits. (Nandos.co.uk).

By using these strategies, the customers are happy, and the business is likely to succeed. There are 4 Ps and 7 Ps of marketing, the 4 Ps apply to businesses that sell products whereas 7 Ps are suitable when providing services, (Mohiuddin, G).

The restaurant and hospitality business fall under the 7 Ps as they are selling products as well as their waiting services.

The 4 Ps are product, price, place and promotion. These strategies can be used whether it's a new or existing business, to increase sales and profit.

The product is what you sell or the service you provide.

Price is what the customers are prepared to pay for it, and for the business to make the most amount of profit from it.

The price you charge will impact how the customer views the brand. You could sell the same quality food in a small restaurant for £25, and for nearly a £100 in a high-end restaurant. At the grill by Tom Booton at Dorchester, a Michelin starred restaurant, they serve food per person at an average price of £75, (The Fork online). These places market to people who do not mind spending a lot more money in return of good quality food and experience, (Michelin guide online).

Nando's have an online website and advertise on TV. Its promotion strategy is online and on social media platforms such as Facebook, Instagram and X where right customers see it.

The 7 Ps of marketing are product, price, place, promotion, people, process and physical evidence.

The 4 Ps are the first 4 of the 7 Ps. The people are who the customers encounter, who provide the service will make a lasting impression. If they are not happy with the interaction with the staff, then you would not come back even if there were other good factors, as you would not want to face the people that you don't feel good to see. At Nando's, the staff welcome family with children making some noises.

The process is the journey right from the beginning to after the sale. It is not just about buying a product but about how it felt. Physical evidence is what the customers would like to see before taking the risk of buying. These could be reviews of the product, a clean venue or a simple to use homepage of a company online which would be reassuring, (Cim, C 2023)

A tactic for a business could be to minimise waste and be effective through the process of manufacturing. (Clear point strategy). It is the short term, narrow, daily marketing activities for example valentine's menus or sending out messages on offers through email.

Ansoff's matrix is a strategy for growing a business. (Hendron, A 2021).

The four strategies are used to grow businesses. The first part is asking what products are being sold currently and what could possibly be offered in the future? Second part asks what the current market is, and what market to serve in the future.

There are 4 strategies, market penetration is the safest one where you focus on increasing sales on the existing product.

Product development is when you introduce a product to your existing business.

Market development is when expanding a current product to a bigger and different market to suit new customers. It could mean expanding to foreign markets. In a restaurant business such as Nando's, it could mean introducing a new dish that would suit people with different taste and expanding more restaurants worldwide.

Diversification is the one where you introduce an entirely new product to a new market. It would target to customers that you don't usually cater to.

Market segmentation is when businesses segment potential customers in sections. Nando's welcome families with cosy atmosphere, offering family friendly prices and menus for children. They give children activity packs with crayons and do not make a family with children making a bit of noise uncomfortable. They look after the customers and seem to genuinely care about the customers having a good time, (Rickelton, S. 2015).

Nando's unique selling point (USP) is the teen appeal, the fizzy drinks free refills and the hot and spicy chicken. (Team, G.E. 2022)

The STP marketing model stands for segmenting, targeting and position. Segmenting the market is done by targeting Nando's main groups of family and young people. Targeting the group that make the most profit, as the retired group may not be contributing to the profit as much as the other groups, (Mindtool 2024).

Although Nando's brand is a big, popular one and they have their target market which are family and the young people, I would recommend they target couples and older people. I would add to the menu targeting people with different preferences. They already have a selection of drinks, but I would add a Mocktail's list to the drink's menu for those that don't drink alcohol or can't drink it due to religious reasons but want something different to soft drinks.

The loyal Nando's customers will remain due to the company already being accessible, right offers, good service but adding different dishes and flavours, along with extra drinks on the list will start bringing in different groups of people. As sales go up, there will be scope for new branches opening as the mass production needed would not be able to serve the numbers so additional premises would be the way to go. As the sales go up, staff shortages could be an increasing problem as it is worldwide in the hospitality sector. There is competition for staff and Nando's offer great benefits to keep their staff with free meals, 40% off meals for up to 6 people and career development programmes.

There are increasing pressure on businesses from consumers to meet sustainability and climate targets. They look at how serious the businesses take the concern. Nando's have signed up to sustainability initiatives and welfare.

Competition would be a threat as other restaurants open, and peri peri flavour is a simple one to replicate. To combat that, deals and offers should be advertised online, and customers need to be reminded about the place, (Torrens 2024).

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