

MAMA'S INDIAN KITCHEN



Only available from Mon-Thus

MIDWEEK SPECIAL

ONION BHAJI,
TIKKA MASALA OR KORMA,
PILAU RICE,
NAN BREAD,
2 PAPPADOMS & CHUNTNEYS

ONLY £13.95

Choice of Chicken or Vegetable

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IN BRANCH

120 CRWYS RD
CARDIFF
CF24 3JY
02920496941



Based upon the market research carried out, we identified that most potential customers would like to use our app service and our website.

From the data we also identified that from Monday to Thursday would be our quietest times and therefore we have introduced a midweek special. We have also found out that there was also a high demand for halal produce followed by a reasonably high demand for vegetarian food. I also wanted to make it clear to customers that our meat and poultry are approved by the halal food authority.

According to the collected data the average maximum amount that consumers would like to spend is between £20-£25. Due to the current financial climate I have decided to offer a special deal on a three course set meal for £13.95 and 20% discount on the app and the website, which is more likely to bring consumers directly to us.

The fonts I chose for the texts are CMU Serif and Bebas Neue. The reason for using CMU Serif was that it was recommended by my lecturer Chris. Bebas Neue was a nice bold and clear font, which catches the eye. The colours used are orange, green and white, the colours of the Indian flag. I chose these 3 colours as orange represents comfort and the warmth of Indian spices. Green speaks of health which emphasis healthy vegetables which is a staple of good Indian cuisine. A few examples being spinach (Saag) coriander (dhaniania) green chillies (mirchi) okra (bhindi). White adds sophistication as it is clean and clear and blends well with the green and orange.

There are two images, first is an image of my mother, the name “mamas” means mum in Bangla which is my native language. The second image is the HFA approved symbol, this indicates to halal eaters that the meat has been approved by the halal food authority which is a regulatory body that oversees the correct principles and practices of producing halal food in the UK food and beverages industry.