



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Marketing and Sales

BMGM6002

Week 6

Place and Physical Evidence

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

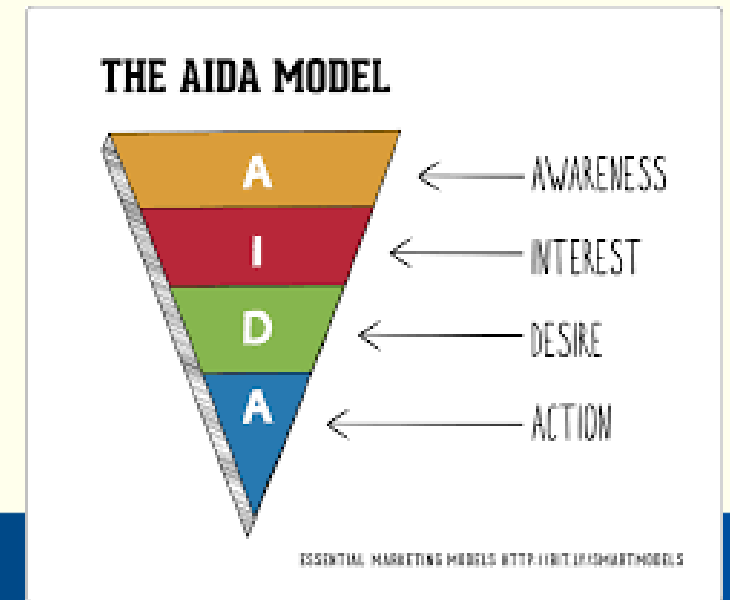
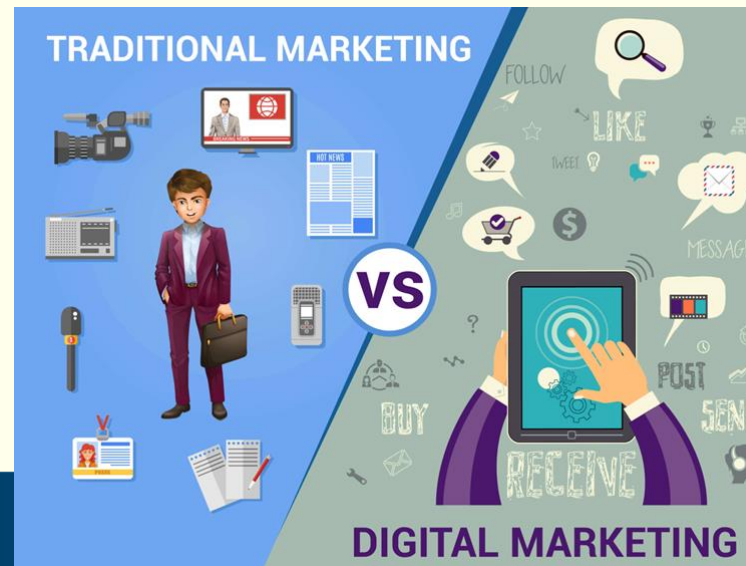
www.uwtsd.ac.uk



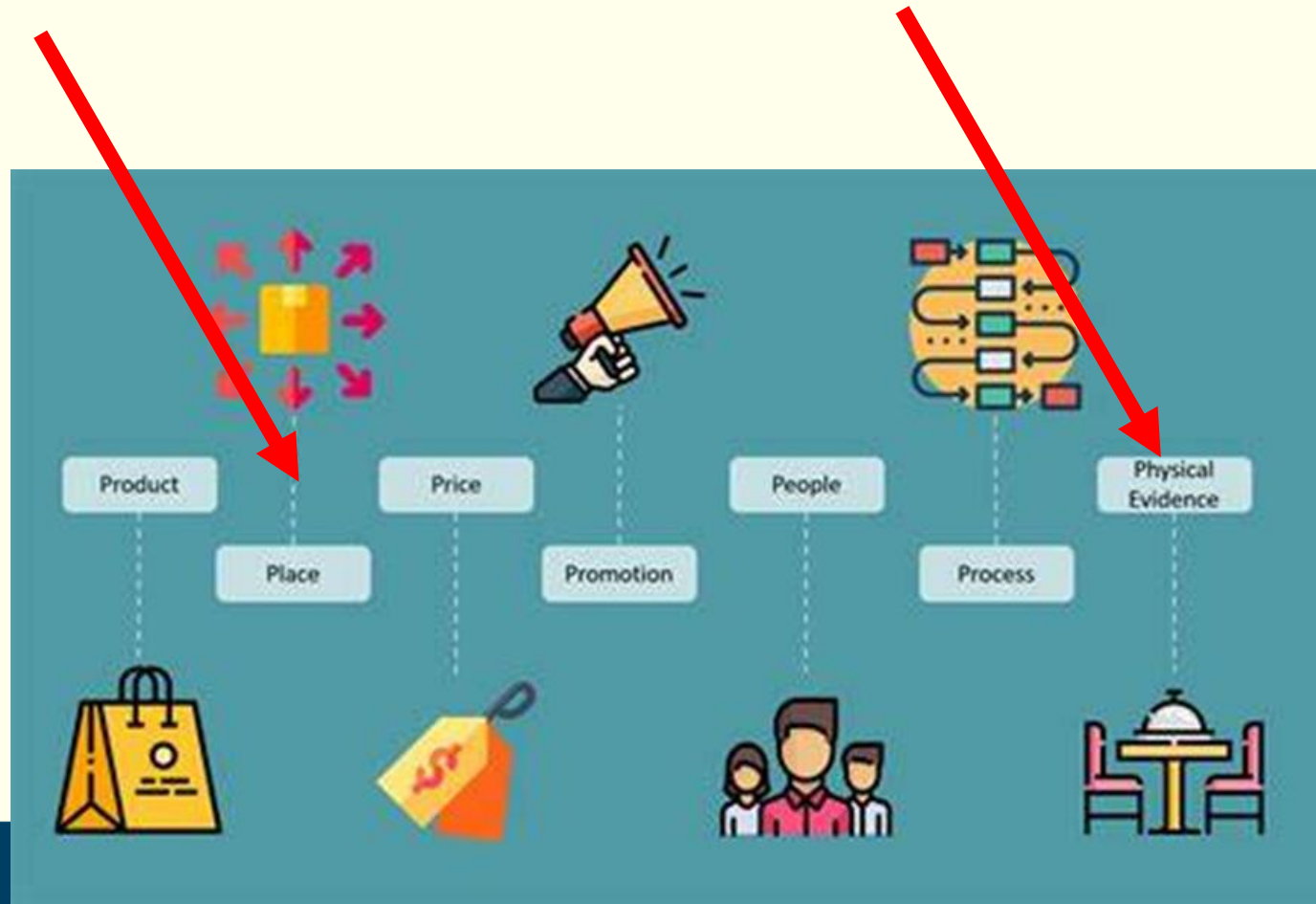
Recap from last time



Personal Selling	Direct Marketing
Can reach a limited number of customers	01 Can reach a massive audience
The message can be personalized for each customer	02 The message is not personalized for each customer
Revolves around building a personal relationship with customers	03 Mainly about instant gratification; customers may not build a trusting relationship with the brand since there is no proper touch
Involves salespeople using their skills and abilities to convince the customers to buy products	04 Involves mail, emails, brochures, catalogues, flyers, database marketing, newsletters, coupons, social media and texting campaigns
Personal selling is a type of selling where a salesperson tries to persuade customers to buy a product	05 Directing marketing is the action of selling products or services directly to the public rather than through retailers



The Marketing MIX



PLACE - DISTRIBUTION

In broad business terms, distribution means:

- Where and how we deliver our product/service to customers.
- The distribution channels we use
- How we transport and store goods
- Product placement within retail outlets



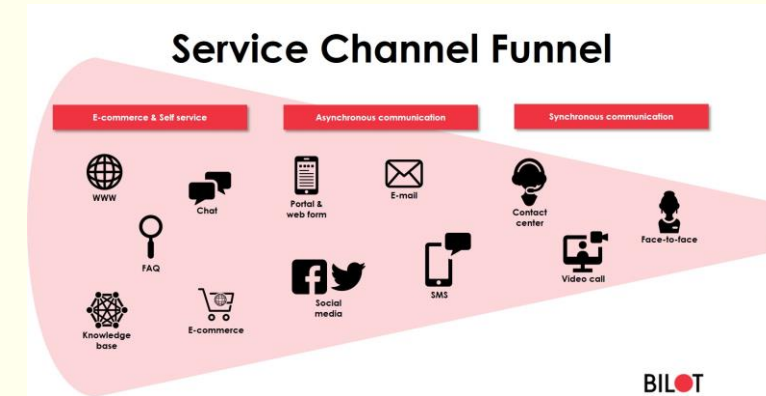
Distribution Channel Marketing Strategy

CASE STUDY

ANIMATION VIDEO



PLACE



- For a service, **consumption and creation are simultaneous** and often confined to a specific location, e.g. hotels, restaurants, but there are exceptions, (delivery, catering etc.) .
- When talking about ‘place’ in terms of a service, we often means “channels”, i.e. **how do we make the product available/target customer access?**
- This is separate from location (which is also an important element) especially for restaurants.
- It involves distribution of access- **how can a consumer make a purchase/book our service** (online, phone, etc.)?
- How did you book your last HOLIDAY? Intermediaries?, how did you hear about the destination? Social media? Etc..

PLACE

“ ‘Place’ refers to strategically considering a restaurant’s location and methods to distribute its services and products. It includes the establishment’s physical location, aimed at being accessible and attractive to its target market; the distribution channels, which may encompass dine-in, takeout, delivery, or online ordering systems; and efforts to ensure that the restaurant and its offerings are **readily available** to the intended customers, precisely where and when they desire. As a crucial element of the marketing mix, “Place” significantly influences a customer’s access to the restaurant’s services, affecting their overall dining experience”.

<https://www.restroworks.com/blog/4-p-of-marketing-for-a-restaurant/>



ACTIVITY



Read this article and report back paying particular attention to PLACE.

15 mins



COSTA case study

“Costa Coffee Place & Distribution Strategy...

- Costa Coffee operates in nearly 3000 outlets spread over 30 countries. It operates in more than 2100 UK restaurants and over 1200 outlets are spread overseas. Costa Coffee outlets are mainly targeted at upper middle class and rich people. Its outlets can be found mainly in shopping malls, airport etc. where there is high footfall. Costa coffee also modifies its menu according to the country in which it operates to gain more customer base.
- The Costa Coffee website also allows its users to place orders online which can be delivered via a delivery partner in that region”.
- https://www.mbaskool.com/marketing-mix/services/17119-costa-coffee.html#google_vignette

MARKETING/ DISTRIBUTION STRATEGY



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PLACE in a digital age

Organizations that extend their presence online with links from other sites

Ads (promotion) follow customers online (place)

Placing ads in front of people who have already expressed an interest in your business

- Here's a scenario: You just performed a search on Google, took a few minutes to sift through the results, and then decided to visit Facebook. Lo and behold, within just a few seconds, what you just searched for on Google is now displaying as an ad on your Facebook feed!
- How is this possible? Is someone following you, logging your searches, and then retargeting you on a completely different website?
- Basically, the website where you're shopping implements a bit of code called a cookie, which enables the site to track your browsing habits, see what you're looking at, and follow you to another site, where the ad showing what you just looked at shows up.





CLOUD KITCHENS...the ultimate digital distribution model for restaurants?

Quickly search up 'cloud kitchens' and see what you can find. Post your findings in the chat.





WHAT DO WE MEAN BY PHYSICAL EVIDENCE?

- Discussion!



The 7 Ps of Services Marketing



PHYSICAL EVIDENCE

“Customers often use the physical aspects of a business to **help them judge the quality** of the company's services. Physical evidence includes the **space where the service takes place** and the **tangible items** that customers take as proof of purchase. Though the service is intangible, giving customers a receipt or brochure allows them to associate their service experience with a physical symbol. Some ways that customers perceive physical evidence include:

- The comfort of waiting areas
- The color scheme and decorations within the ...facility
- The cleanliness of a business
- The clothing staff members wear
- The branding of any products they buy after a service”

<https://www.indeed.com/career-advice/career-development/7-ps-of-service-marketing> NB American spelling



PHYSICAL EVIDENCE

- What about other things?

Cutlery

Table wear

Marketing brochures/leafelts

Glass wear

Toilets (China – Deji Plaza Mall)

Furniture

Menus

Coasters

The external environment

Parking

ANYTHING ELSE?



PHYSICAL EVIDENCE – why it's important?

- Set's the expectations for your service – e.g. high end or fast food
- Sets you apart from the competition
- Reassures existing customers
- Using a new product/service is a risk to a customer, so you can take away the fear with an appropriate setting for the product, e.g. reception – clean, tidy, reflecting what you offer; restaurant decor reflecting the type of cuisine you sell

Question - Are websites physical evidence?

What do you think?

Put your response in the chat



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SIMPLE



BUSINESS



EXPLANATIONS



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GROUP ACTIVITY



Compare the physical environment of a McDonald's Restaurant with the Ivy Chain. Prepare some visuals (slides or a reel) to demonstrate your findings.



Decor

- Layout
- Lighting
- Colours
- Interior design
- Seating



“Red, yellow and orange are thought to be strong stimulant colours, which increases appetite – these colours are used a lot by fast-food restaurants.

Warmer tones of these colours can be welcoming and make people want to spend more time at a restaurant.

Green is thought to help create a relaxing atmosphere and would make customers want to spend longer at the restaurant.

White, beige and grey are more neutral colours but are thought to work best when combined with other colours”.

<https://www.inndecs.com/interior-design-for-your-restaurant/>





INDIVIDUAL ACTIVITY



- Identify the ideal location for your restaurant concept and justify your decision.
- Then develop a style for it – demonstrate this by creating a **mood board** of furniture, fixtures, fittings, lighting, kitchen style, service style, uniforms etc. and **justify** your choices
- Will you also do food for delivery? If so, why? And what delivery model/company would you prefer to use and why?

ASSIGNMENT

Marketing Plan (4000 words)

- Develop a marketing plan for a new restaurant concept. Use examples to support your case as well as industry research and evidence.
- **You will be required to include specific essentials of the marketing process as follows:**
- **Introduction** - What is marketing. The purpose of your marketing plan/what it is about. Who it is being prepared for. Briefly introduce the key areas/Frameworks/Theorists you will use to underpin your plan, e.g. 7 Ps, Ansoff's matrix etc.
- **Product** - Explain what the product is and, using trend data, identify why you think it will work and who it will appeal to. To aid in this, develop customer profiles.
- **Physical evidence** - Also outline where it will be located (and why) the type and style of restaurant it will be and the type of service you will offer (and why) – include mood boards to illustrate this.
- **People and processes** - Explain the type of service you will offer (and why) and the processes you will engage (again, justifying why)

ASSIGNMENT Cont'd

Marketing Plan (4000 words)

- **Price** - Develop a pricing strategy based on research into comparators – show that you understand where your restaurant will sit in the market by using tools such as positioning maps
- **Promotions and distribution** - Develop a promotion and distribution strategy for your restaurant concept. What will you do, where, how and why is that the best way to attract your audiences. You may use a Gantt chart to set out your promotions and distribution plan but be sure to also include a chapter which justifies the tactics and tools used in your promotion and distribution. NB make sure you include how you will measure its success.
- **Conclusion** - Summarise your marketing plan challenges and outline any recommendations you have.
- **References** - You will be expected to use credible reference sources (minimum of 40) for information used within your marketing plan. Your references are not part of the word count.
- **Appendices** - Supporting materials are not part of the word count.

ASSIGNMENT Cont'd

- Submission date: 6th March 2025
- 4000 words
- 40 references

SOURCES

Armstrong G., Kotler P., Opresnik M., 2021. Marketing and Introduction. Sage, London

Bowie D., Buttle F., Gursoy D., 2022, Hospitality Marketing: Principles and Practice. 4th Ed.

Kotler, P., Keller, K. and Chernev, A., 2021. Marketing management. 16th ed. Pearson.

Todorova, G., 2015. Marketing communication mix. Trakia Journal of Science, 13(Suppl.1), pp.368-374.

Plus in-slide links

See You
Next time!