



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

Marketing and Sales

BMGM6002

Week 7

People and Process

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

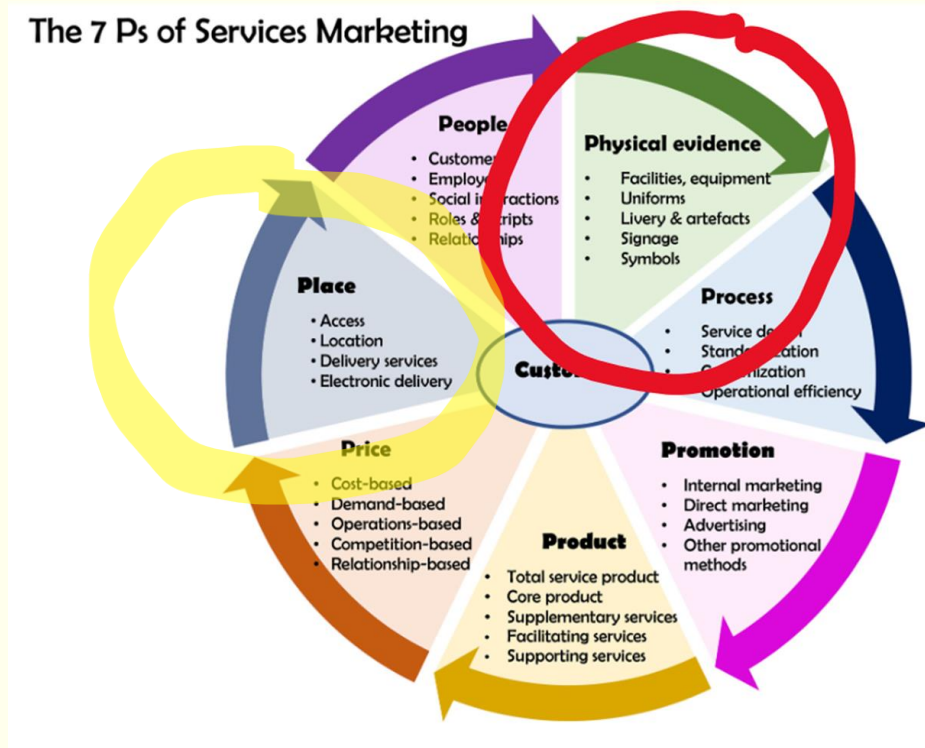
www.uwtsd.ac.uk



An advert to whet our whistles...



Recap from last time



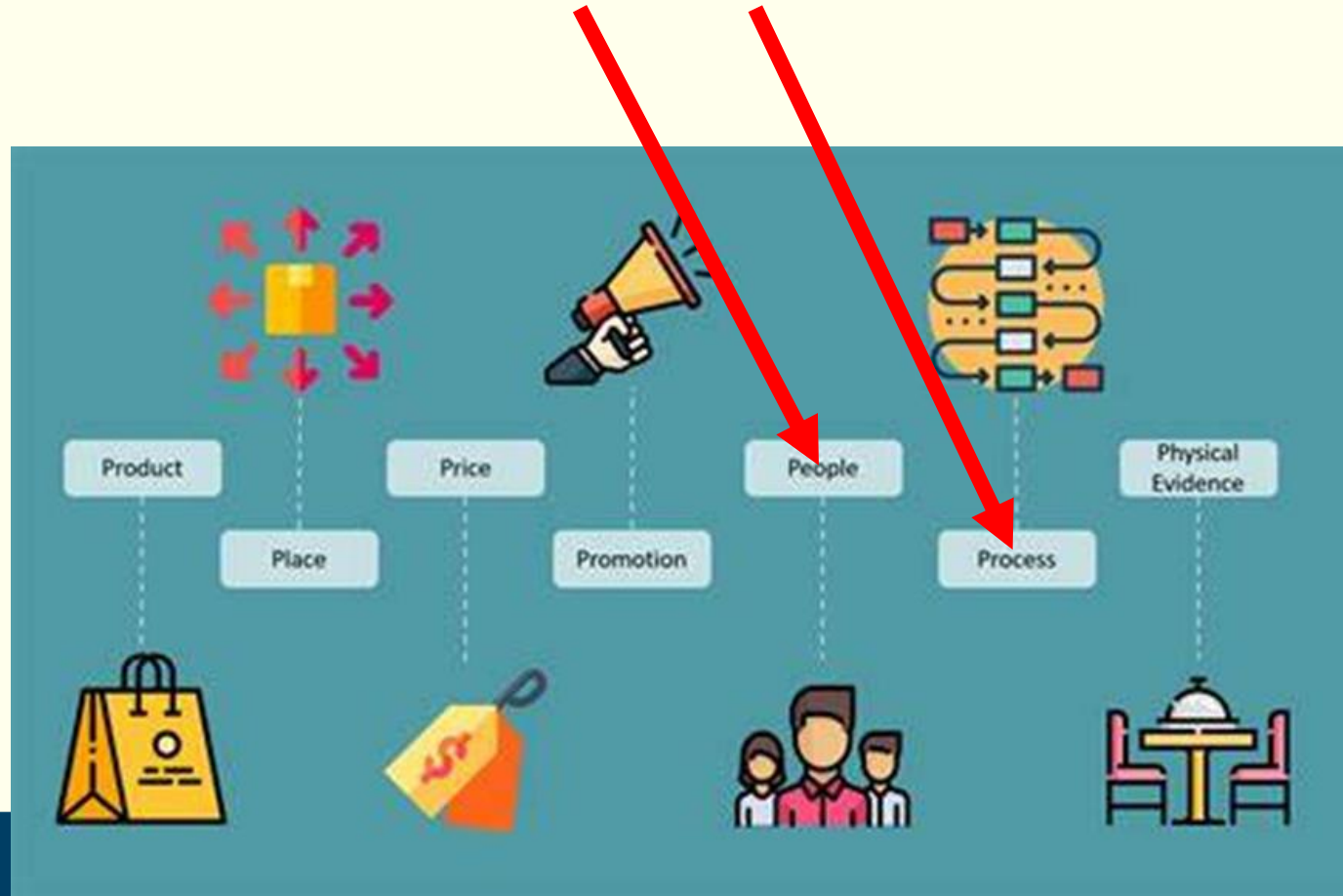
What do we mean by 'place'?

How we make the product available to the customer.

How we enable a consumer to make a purchase/book our service

Can you name some examples of physical evidence?

The Marketing MIX



PEOPLE



PEOPLE

Customers

- Hospitality customers often interact with each other whilst on the premises.
- In some holiday environments, a good rapport between customers is an essential ingredient of a successful customer experience. Think cruise ship!
- Managing the customer mix and ensuring that target markets are compatible play a key role in delivering customer satisfaction.





Are our customers
the only people we
need to think about?

PEOPLE

Employees

Being a service, the interaction between customers and hospitality employees is a critical element of the customer experience.

There is an overwhelming need to have the right people in the right job within our industry. We also have to keep those staff enthused, happy and motivated.

Marketing has a crucial role in this. We call this

‘INTERNAL MARKETING’



GROUP ACTIVITY



So what is internal marketing?

Research the term 'internal marketing' and create a presentation highlighting the key aspects. Can you find some good service sector examples to illustrate your findings?

Create a PowerPoint presentation of circa 4 slides and report back, making sure everyone presents at least one slide.

Here's one article to start you off: <https://staffbase.com/blog/internal-marketing/>



The Marketing Mix: People



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Processes



What Restaurant Processes can you think of?



Process

- Customers invest in your 'experience', so delivery is key
 - From online booking to the end of service, all systems must be quick, efficient, reliable, helpful, appropriate to the price of your product/s

PROCESS

Important processes include:

Booking

Arrival/welcome

Drinks ordering

Food ordering

Table service

Departure/thank you

Marketers need to ensure that the organisations service delivery processes are:

Efficient,

Customer Friendly and

Competitive.





WHY IS PROCESS IMPORTANT IN MARKETING MIX?

BusinessGuide360.com



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PROCESS

Because of the simultaneous production and consumption of hospitality services...

The **processes** through which customers buy and consume hospitality products are of critical importance to marketers.



PROCESS - automation



Sustainable Marketing



SUSTAINABLE MARKETING

What do you remember from level 4?

We learned that as in conventional marketing it includes **segmentation**, **targeting** and **positioning** and the **marketing mix** (Moravcikova et al 2017).

Lets expand our knowledge...



GROUP ACTIVITY

Read this article and make notes about what they see as the 5 key principles of sustainable marketing:

<https://sigmaearth.com/sustainability-marketing-5-key-principles/>



Then read this article to differentiate between green marketing and sustainable marketing – jot down some of the examples given.

<https://thesustainableagency.com/blog/sustainable-marketing-vs-green-marketing/>





Sustainable Marketing



Green Washing



How to Spot green washing

There are a few common tricks that you can watch out for to make it easy to spot greenwashing and dubious sustainability claims:

VAGUE 'GREEN-SOUNDING' LANGUAGE:

Look out for words that sound good at first but have no concrete meaning legally, like 'farm fresh' or 'conscious'.

IRRELEVANT CLAIMS:

Making a big noise about one tiny green attribute on an otherwise totally anti-green product.

www.thesustainableagency.com 

BADLY THOUGHT-OUT BIG GESTURES:

A classic one when an idea has come from a marketing team instead of experts.



MISLEADING NUMBERS AND PERCENTAGES

REBRANDING TO INCLUDE 'natural' PACKAGING

Products that change their look to apply the veneer of sustainability, but without actually changing anything.



MAKING THE PRODUCT PACKAGING GREEN

*At its core,
greenwashing is all
about misdirection.*

SO WHAT SHOULD WE BE LOOKING OUT FOR TO KNOW IF A BRAND IS FOR REAL

Accountability

Ironically, truly sustainable brands are transparent about how they're affecting the environment.



Clear labeling

Sustainable products should include simple language labels about exactly what's in a product.

Accreditation

Don't just take brands' words for it. Look for companies that are audited or accredited by third parties.



Traceability

Some forward-thinking brands have been helping buyers track their products' sustainability using helpful tech.

Greenwashing

Greenwashing: 18 recent stand-out examples

AKEPA ON JANUARY 23, 2025

WORTH A READ

<https://thesustainableagency.com/blog/greenwashing-examples/>

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ACTIVITY

Think about the people element of your restaurant concept.

How will you recruit?

What level of service are you expecting staff to deliver (e.g. full waited service)?

What type of training will staff need to ensure they represent your brand effectively?

What internal marketing will you need to do to create a happy and informed workforce?



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

Baack D., Baack D., Czarnecka B., 2018. International Marketing 2nd Ed, Sage, Thousand Oaks

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!