

Marketing Plan

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DESI BITES -

Marketing vision –

‘ DESI BITES’ restaurant is a place for family togetherness around a common love of Punjabi traditional breakfast , lunch and dinner. We put our real heart in customer service and quality of food. We serve for blessings not only for money.

Goals –

- Reduce shift management time to 25% of time , devoting the remainder to marketing direction and strategy.
- Devote at least two hours per day to marketing activities.

Marketing goals –

- Achieve revenue of 1 million per year.
- Open a second restaurant in Canada in 2020.

DESI BITES -

Strategic goals –

- Become the top family restaurant in Surrey BC by 2019.

Tactical goals –

- Implement DESI BITE'S customer loyalty program.
- Implement customer feedback system.
- Create Instagram page to extend promotion on social sites.
- Implement staff incentive system of monthly bonuses.

Purpose –

We just want to create a zone or environment where people can enjoy the Punjabi cuisine food and feel like that they are in Punjab. The marketing exists to create and strength that idea.

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- Demographic research
- Competitive analysis
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Marketing Plan -

Our marketing plan is very simple , we just want to make our guests happy and want their love. To increase our sale and marketing we made some accounts on social media like Instagram , Facebook and Twitter because this is best way to promote our food and service. Our pictures on social media will attracts our customer to come and dine in our restaurant. We also implement loyalty programs. We put our rates very down because we want that all people can afford it and enjoy the food. Our main goals is to provide high quality food at competitive prices to meet the demand of middle to high income customer.

Situation overview -

Restaurant –

- Desi bites is Surrey's 4th biggest and best restaurant. Number of branches are available in Punjab (in Chandigarh, Nawashahr and Jalandhar) and in Canada we have only one branch in Surrey BC. Over 100 or 120 people are working in our these franchises.

Guests –

- People of every age and of every continent who love Punjabi cuisine food come here to enjoy the environment and food.

- Competition –
like we don't have any enmity with anyone but to increase our marketing and sale we just want to get more customers and gross margin to beat their records. Tandoori flames , akash chatt bandaar are also serving best and good Punjabi food with very soothing environment and they have maintain their top records , so we just want to reach their to beat their sales , customer service and marketing.

Context –

We import some spices from Punjab which helps us to give some texture of food we ate in Punjab because the spices used here don't match up with the spices we used in Punjab , they give different taste to dish.

According to BC laws we also decrease the use of plastic , we don't serve plastic bags, we give dine out food in paper bags or disposals.

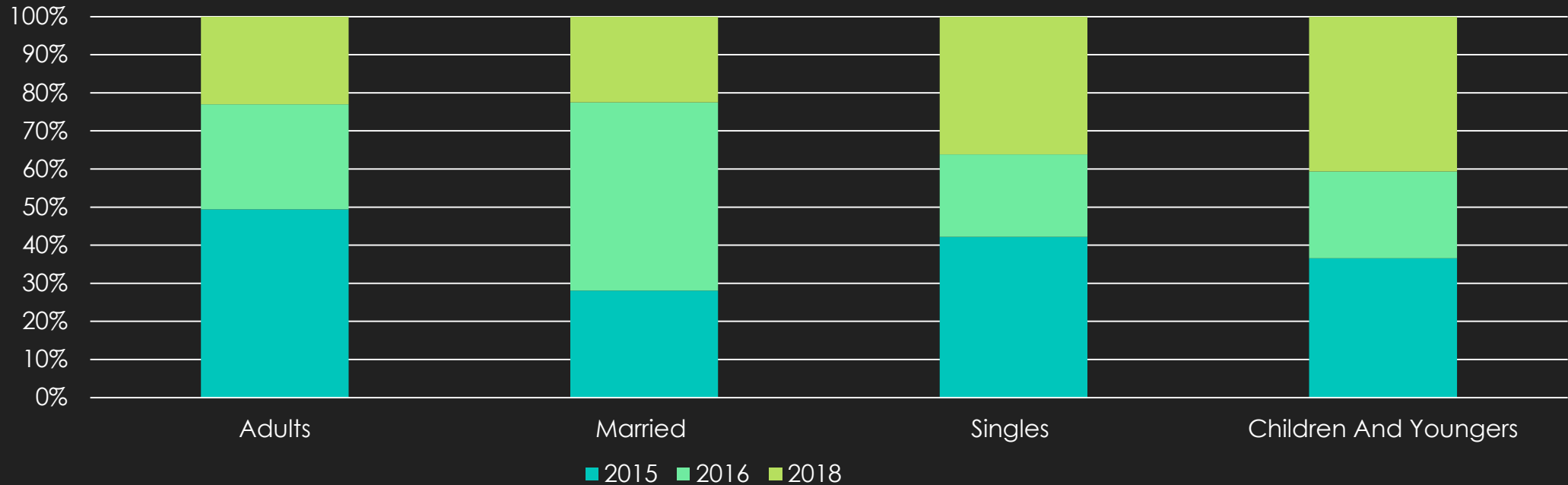
PEST analysis -

- Political – Political stability.
regulation and de-regulation.
laws , codes of conduct .
tax rates.
trade agreement.
- Economic – exchange rates
consumer confidence.
consumer purchasing power – discretionary income

- Social – demographic changes.
consumer attitude.
social influencers.
- Technological – improved production processes or business.
new machinery or culinary techniques.
new products materials or ingredients .

Demographic research -

DESI BITES



Competitive analysis

Product-
Variety
Quality

Price –
List price
Discounts

Promotions –
Advertising
Sales promotion
Public relations

Affordable prices

Promote on social
sites

Situation with SWOT -

SWOT – strengths , weaknesses , opportunities and threats analysis

Strengths –

- One of the best restaurant in Surrey BC.
- Serve cultural food to satisfy people's need of Punjabi cuisine.
- Excellent location in ' Little India'' plaza.
- Food safety guidelines are strictly adhered to.

Weaknesses –

- Very minimal concentration on providing organic foods.
- Failing in providing Italian cuisine food.
- Decrement in guests due to openings of some new restaurants.

Opportunities –

- Take care of social and health options.
- Advertising the capabilities of WIFI internet in branch.
- Open products up to allergen free options like gluten free foods and peanut free foods.
- Continue to venture into more beverage choices.

Threats –

- Focus on healthier dieting by consumers.
- Down turn in economy affecting the ability to eat out as much.
- The vast amount of eat in other restaurants that are open as competition.

Distribution and market segments analysis

Target market -

- The employee welfare will be equally important to success.
- Families , individuals and take out we focus on these groups because these are the types of people who repeated in every occasion in restaurant. They are the ones that willing to spend their money on good dining and service at a value price

Product and service –

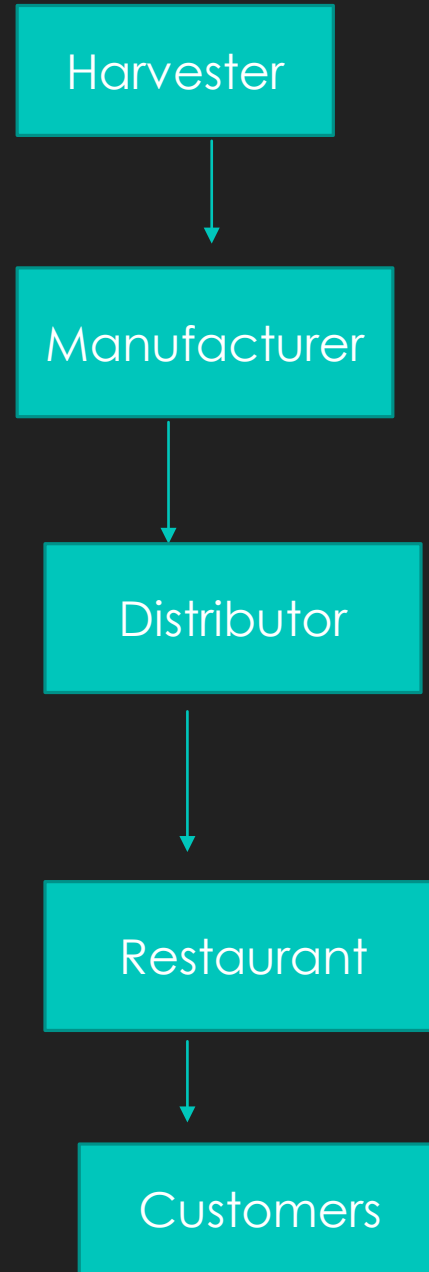
- May offer a more limited menu because they have worked out exactly what appeals to their customers. For example, a transport café may offer a short menu of all breakfast food with large portions at reasonable prices.
- Fine dining restaurant may change frequently to offer food that is in season or specialties.

Pricing –

- Price skimming – We want to position our restaurant more elegant and top class to get high sales.
- Marketing skimming – When market is price-intensive then we set high prices to take advantage of the market.
- Marketing perforate – Restaurant' set low initial price to penetrate the market quickly & deeply. It works best when the market is highly price sensitive and the low price minimizes competition.

Distribution Network-

The distribution network of a restaurant food is very simple ,firstly the product is grown by farmer or harvester than it goes to manufacturer then he sell it to distributors and then restaurant get their products from distributors and then restaurants serve that product in form of food and dishes.



Promotional activities –

- Table management in our restaurant is very easy.
- Customers can order food on DESIBITE.OG app.
- Guests can cancel and add any item on this app.
- Guests can pay their bills on this app .

Revenue goals -

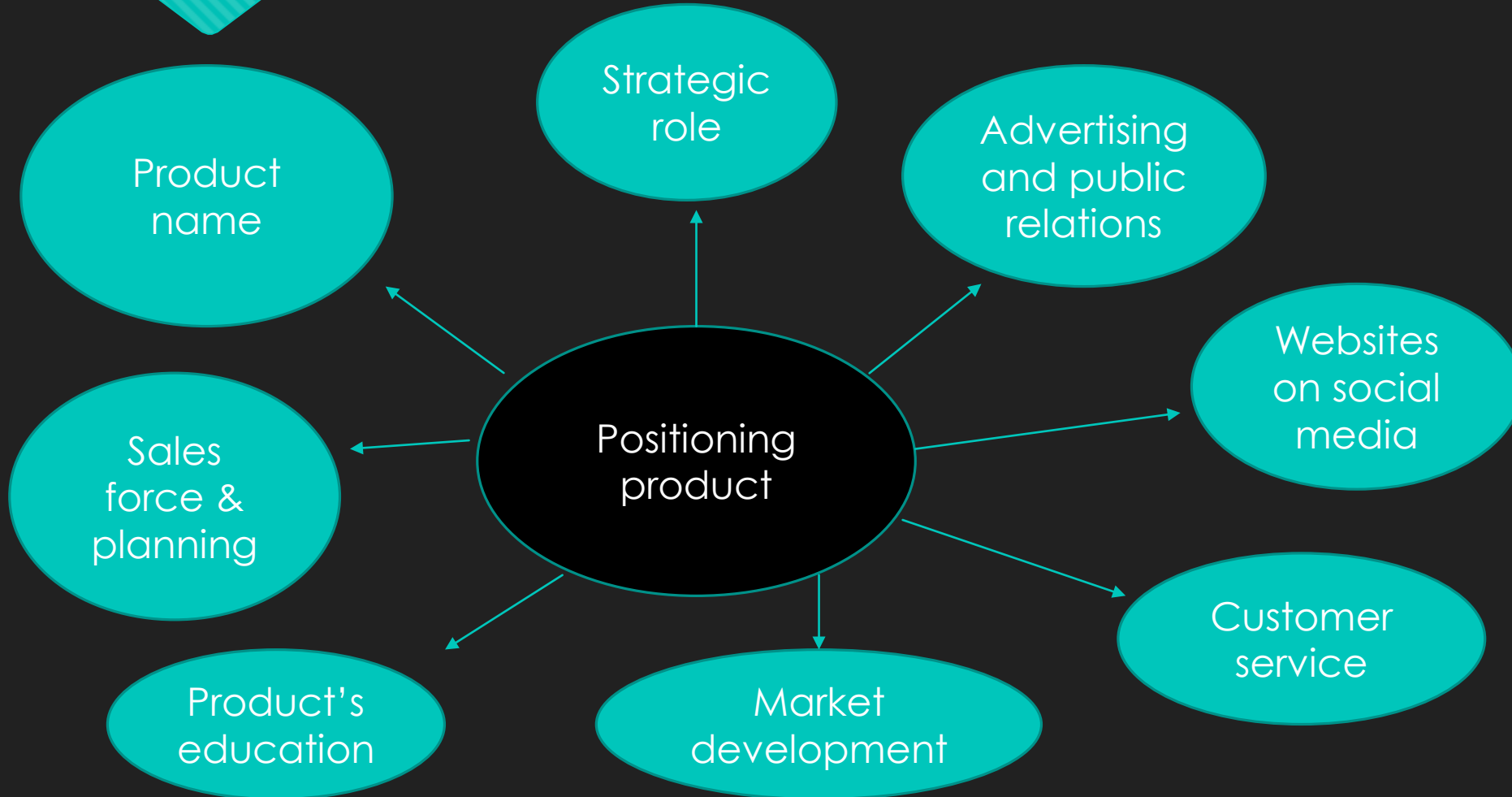
Our revenue goal is to be tied our mission and value statements. We have to focus on the key points which help us to achieve the height we want , we don't need to spend a lot of time or patience , we have to become smart enough that we can achieve our goals with our smartness. Like I have a example I read in an increase in revenue overall or by product line , is accomplished by setting a percentage increase , such as 50 percent increase by the end of the fifth year or by setting a dollar amount , such \$3 million in sales. Doubling market share , establishing a certain number of locations penetrating different markets or bringing out new product line.

Market awareness -

The points only to remember are following –

- We have to give alternative menu choices.
- Transparency.
- Nutritional improvement.
- We also have to take care about animal welfare.
- All employees must graduated with food level safety 1 & 2.

Positioning of product -



Strategies and actions -

Advertising plans and actions to achieve goals-

- We advertise our service and food on every nation's newspaper in upcoming years.
- We take help of government , we convince them to promote our restaurant because Punjabi food is so good and healthy.
- We can also give some lessons to our employees from British hospitality's employees that our employees can know how they can satisfy the other nation's people.
- We can also give some lessons to our employees about different cuisines so that everybody can enjoy their cultural dishes too in our restaurant, that will help us to increase of sales and gross production.

Executive summary -

- Next year goals –

The goal of next is to be become the top family restaurant in Surrey BC by 2019. We also want to increase our guests rate because when we serve to more customers than we will get more opportunities to achieve something big. We also deciding to start work of our new branch of DESI BITES in Canada might be in Brampton.

- Economic trends – the restaurant industry is not as tied to discretionary spending as it once was , but it's still very sensitive to changes in the overall economy. While different customers with different preferences and changes in how they spend their money are creating trends that drive change in industry. Its all up to customers like they can give us high margin by their support and love if they like our work or service or if they not they don't come to us and our sales will be down.

Market trends-

Market trends for every restaurant is simple and basic like social media , referrals , references , communicate , inter react , personalization , convenience.

Consumer trends –

Consumer trends is depends on like how good we serve our consumer , like we are good at his satisfy level , we make it happy or not with our service & food , it counts in this trend.

Key information –

Key information to beat the sales of competitors is to make a fabulous websites , post good pictures on social media which attracts the customers , give them facilities like free internet , mobile apps , point systems on every meals , give discount to daily customers.