

Business Plan Market Research Analysis

Concept Statement

Crossroad between Asia and Mediterranean cuisine offer a large target market for the restaurant business. According to Mediterranean Restaurants in Bangalore (n.d.), there exist several restaurants along the cross road namely Barbeque Nation, Fava, Hypnos, Ithaca, The Raj Pavilion and Amnesia. However, the restaurant offers food services only. Our business can enter the market because we offer both food and casual bar services. Combining both the two business in one place ensure we extend our target market. Therefore, locating the business along yongru road is a strategic location due to the existence of traveling stop destination.

Products and Services to Be Offered By the Restaurant

The restaurant and bar will provide Food, beverage, nightclub casual serves. The foods offered will include vegetable stuffed at Rs.400, pretzel crusted chicken at Rs.450, Dynamite Shrimp at Rs.450, buffalo blast at Rs.450, salads at Rs.400, chines chicken salad at Rs.450, teriyaki beef and salad at Rs.450. Moreover, the business will offer various brands of both soft and alcoholic drinks for bar services. The restaurant and bar will have entertainment services and performances such as karaoke and theme nights. The prices of our products are slightly lower when compared to the major restaurant along the cross road. Price marketing strategy will help the business to enter the competitive market along the yongru road.

Demographics

The population of the Mediterranean grows annually. According to Parant (n.d.), the region has experienced an increase of 275 million individuals between 1950 and 2010. As a historical crossroad, the area gets many tourists. The transition in an age in the Mediterranean show a small percentage of young people and a big percentage of old people. The inversion in

life pyramid plays a significant role in bar management. Our business will target individuals with age above 18 years.

SWOT Analysis

Strength

The size of our restaurant and bar is small. Therefore, the business will be able to provide good consumers care and services because with a small amount of work assigned to each employee; plenty time will be available to devote to clients. Our business can change the direction quickly depending on the market trends. The business has low overheads. Therefore the bar and restaurant can offer good values to the consumers. The business is unique and different the business combines both bar and restaurant thereby attaining high profits during the day and night. Moreover, the business operates under the idea that one place fits all.

Bar and restaurant in one place

Weakness

The business is new and faces little market presence and challenges. According to Hafsa (2013), Cash flow is unreliable for the business during early stages because financial institutions fear funding business that has not established well in the market for fear of financial risk (p.85). The business is small and difficult to manage. Sickness or death of staff may affect the business operations.

Opportunity

Bar and restaurant business sector are expanding that offers many opportunities for success. The business attracts different categories of people that travel to Asia as tourists. Local government encourages local business provides an opportunity for the business. The government reduces taxes offered for local business to support the development of local enterprises.

Strong competitor for apartment

Threats

The threat the business will face include completion from already established restaurants and bars such as the Mediterranean that serve intercontinental meals. Moreover, there exist potential entrepreneurs' that are willing and able to offer services similar to ours along yongru road.

Developing technology may alter the market trends beyond our ability to adjust to the market changes. Moreover, the business faces risk in failure in market entry. Hacking pose challenges because the business will take advantage of online services ordering and delivery.

Marketing Strategy

Market Entry

During the opening of the restaurant, the business will conduct a free grand opening party to create awareness of the business. According to Chapin, Sala and Huber-Sannwald (2013), the core branding element will focus on the relationship between the business and the customers. The business will use electronic images that are consistent with the current era. The business will have a website, outdoor signage, tabletops covered with the brands offered by the business and theme nights. The business will implement customer feedback stem and theme night.

Growth Strategy

Competition among restaurant and bar business is fierce. Growth strategies focus on overcoming the organization weakness. The business needs to focus on options to gain more capital. Financial institutions find it difficult to fund starting businesses due to credit risk such as failures in paying loans. Therefore, the business will evaluate different options to increase the capital invested in the business.

Promoting bar and restaurant business online requires drool high-quality inducing photos. Displaying attractive photos on the business website and social media sites such as Facebook, Instagram and Twitter increase the visual demand of the products and services offered by the business. Developing an open and honest communication strategy between the business and the customers improves the quality of services provided to the customers. Therefore, the business website needs to have company contacts on every web page with a caption of ‘call when you have any questions’ to help in boosting communication between the business and the customers. According to Yoo and Bai (2013), developing loyalty programs improve trust and ensures customers satisfaction (p.166). Restaurant marketing requires online applications that motivate consumers to check services offered by the business through customer loyalty programs that guarantee customers discounts or free purchase when they visit the website for a specific number of times (p.175). Therefore, the business needs to invest in integrated loyalty programs such as Level Up, Belly and Loyal blocks. Moreover, the business needs to open a Google account. The Google Knowledge Graph provide free additional information when an individual search the restaurant such as the location.

Target marketing improves the sales and marketing effort only to potential consumers. Using geo-tagging ads help in saving capital used in marketing while limiting unnecessary clicks to ensure only individuals within particular set radius see the ads. The business will use Facebook, Twitter and Instagram that offer geo-tagging at no extra cost. The use of Instagram promotes the visual content of the services provided by the business. Taking pictures of top dishes, storefront helps in creating a business brand identity. Developing food blog outreach help in engaging customers. The restaurant and bar will need a blogger to help in generating hype and reviews about the new business. The business will invite bloggers to have a free meal. The

bloggers may be willing to inform the world about their experience at the bar and restaurant that help in extending marketing efforts.

Developing restaurant and bar brand identity plays a significant role in marketing. Ensuring brand visualization and brand parity help consumers to differentiate the business products in the market. Packed products produced by the business will have the bar and restaurant logo, a tagline with a short description of the product, business contact and email, graphics and captivating images. According to Kozup, Creyer and Burton (2003), the business will publish an online easy to read and up to date menu with the description of health importance of the food (p.19). The bar and restaurant will be a small business. Therefore, the business will need to develop partners with delivery systems to boost sales to customers who require the products at their disposal. Online delivery services assist in streamlining the ordering procedures for consumers. The business will consider partnering with Eat24, Fongler, and Grub-Hub and seamless.

The business will need a mobile food truck. The food truck will help to reach a market that the business may not be able to serve. Moreover, according to Tudisca, Di Trapani, Sgroi and Testa (2013), at the point of sales, the truck personnel will ensure marketing of the bar and restaurant through informing them of the actual location of the business and the services offered by the bar (p.101). The truck will have the log and pictures of the foodstuff offered at the restaurant and bar. Despite extending customers reach, using vehicle help in acquiring new fans and building more press.

Adaptation of the Business According To Market Trends and Ethical Challenges

The company will face challenges that occur in online activities. The company will work hand in hand with online delivery services companies. Hackers cause service denial and affect

data accessibility, information availability and data confidentiality. A hacker may steal personal information of the clients such as emails, credit cards numbers and contact. When consumers lose such information, the business may lose its reputation. Therefore, using other online delivery companies reduce the risk of losing reputation through transferring blames to the delivery companies. For instance, Zappos lost its status in 2012 after hacking occurred, and they had to close their call system to prevent call jams from customers.

Ethical Practices and Organization Culture

100 percent return policy on defect products will result in 100 percent refund. For instance, food poisoning especially on packed foods or foods that reach expiry date before they get to the consumer through the means of the delivery result in an automatic refund. The client will be required to communicate the delivery number, and all the consumers that received products on the same delivery will receive an automatic refund irrespective of communicating the problem. The business aims at guaranteeing customers satisfaction. According to Pei, Paswan and Yan (2014), the warranty policy help in building loyalty between the business and the consumers that result in attaining profits and ensuring customers' satisfaction (p.249). The business will employ attendants that provide open and honest communication between colleagues and clients (p.257). Highly performing workers who do not fit in the organization culture while be fired. Ensuring effective communication among employees results in excellent services delivery and development of team working spirit.