Marketing Strategies for Your Restaurant
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The action or business of promoting and selling products or services, including market research and advertising.
Market Segmentation
Target Market
Market Research

Helps you to:

- Decide how to segment the market
- Focus on a target market
- Study the competition
- Understand the market
Market Segmentation

- A subgroup of a larger market
- May be segmented by:
  - Age
  - Family size
  - Income levels
Target Market

• A good target market is:
  1. Easy to identify
  2. Large
  3. Able to afford your product
  4. Willing to buy your product
Marketing Strategy

The goal of increasing sales and achieving a sustainable competitive advantage
Location

• Most important decision
• Check for
  • Access
  • Parking
  • Traffic patterns
• Keep in mind:
  • How much money is needed
  • What can you afford
Customers

- Analyze the target market
- Focus on this clientele
- Market and advertise to these potential customers
Competition

• Know your competitors
• Find out:
  • How close they are
  • How many there are
  • How you can make your venue stand out

Do you know what your Competitors are doing?
Trends

• Keep the future in mind
• Keep up with trends
• Make changes if needed
Fuego Mundo: Interact with Your Community using Free Marketing

(click on link)
References and Resources

Images:
• Shutterstock™ images. Photos obtained with subscription. (Slides 1, 3, 4, 5, 7, 8, 9, 10, 11, 12, 14)

Textbook(s):

Website(s):
• Small Business Association Learning Center
  Competitive Advantage
  What sets you apart from your competition? Learn how to get a competitive advantage with this course. Learn how to brand, study your competition, identify customers and their preferences, create pricing strategies and much more. Leverage the uniqueness of your business to create a real competitive advantage.
  https://www.sba.gov/tools/sba-learning-center/training/competitive-advantage

YouTube™:
• Fuego Mundo: Interact with your Community using Free Marketing
  Fuego Mundo creates a unique dining experience by bringing the flavors, spices, and culture of South America to Sandy Springs, GA. The restaurant uses social media to request feedback from its customers for improvement. Even its name was decided on a social network!
  https://www.youtube.com/watch?v=a0QtkVE16H0

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