

Marketing plan



Answer to Question Emotional appeal will be used in a message that emphasizes upon the leisure and entertainment activities in the restaurant. Because most of the customers are from rich families, they will have access to TV and the internet. Therefore both TV and online media should be used in communicating the message. In implementing the mass-marketing strategy, Pizza Restaurant will be communicating to a broad audience most of whom will be from rich families. TV and online media provide the highest reach (Kotler and Keller, 2006). Therefore TV and online advertising would be the most effective marketing strategies. The application of these media would facilitate the building of a loyal customer base. The products of Pizza Restaurant are Pizza and other food items. However a lot of the customers like to spend their time in the restaurant because they like leisure and entertainment activities. Therefore the critical factor is to design a message that will appeal to the emotions of the customers. The message should communicate the exciting features that are offered by the restaurant. One possible message can be: Pizza Restaurant delivers the best products in town. This simple message will appeal to the emotions of the customers, particularly when delivered through attractive audio-visuals. Such a message broadcast online and through TV can communicate to the mass market and create an emotional appeal for Pizza Restaurant.

Answer to Question 2 The most important element is the positioning strategy. Implementing an effective positioning strategy will enable Pizza restaurant to emphasize upon the unique quality of its products and services (Armstrong and Kotler, 2005). Since the restaurant will be targeting customers most of whom are from rich families, the critical success factor is to create a unique positioning within the minds of the customers (Fred, 2006). Therefore the communications

program should be developed with positioning emphasized upon as the most important element. Emphasizing upon this element is also related to the competitive strategy. Pizza Restaurant will be facing competition from other restaurants in the city. Therefore it is important to communicate to the customers about the uniqueness of Pizza Restaurant's products and services. The marketing program should communicate to the customers the high level of quality that is maintained in Pizza Restaurant's products and services. This differentiating factor can be highlighted by emphasizing upon the positioning element of the campaign. By emphasizing upon the positioning element, the campaign can be targeted to the unique selling proposition (Goetsch and Davis, 2003). Answer to question 3 Personal selling is defined as one-to-one interaction between individual salespersons and clients. This type of interaction would not be feasible in marketing Pizza Restaurant because of its mass marketing strategy for segmentation. As a result the company will be communicating the same message to the widest range of demographics. Therefore standardization is feasible (Grover & Kettinger, 2008). For this reason marketing strategies other than personal selling such as advertising, sales promotion, word of mouth, event-based marketing and public relations will be more feasible. Personal selling is a more feasible option in the case where the company implements a differentiated strategy. However Pizza Restaurant's products and services will be marketed using a single marketing program that communicates to the mass market with the same appeal and message. Therefore individual interaction is not required. The customers will be reacting to the products and services in a similar fashion. The market is considered to be homogenous. Therefore the marketing program is standardized. The same campaign is broadcast to the mass

market and therefore individualized interaction as in the case of personal selling is not a feasible option. References Armstrong, G and Kotler, P (2005), Marketing: An introduction, Prentice Hall, Pearson Education Inc Fred, D (2006), Strategic Management: Concepts and Cases, Twelfth Edition, Prentice Hall. Goetsch, D L. and Davis, S. B (2003), Quality Management: Introduction to Total Quality Management for Production, Processing and Services, Third Edition, Wiley. Grover, V and Kettinger, W. J (2008), Business Process Change: Reengineering Concepts, Methods and Technologies, Second Edition, Prentice Hall. Kotler, P and Keller, K. L (2006), Marketing Management, Twelfth Edition, Prentice Hall, Pearson Education Inc.