

Marketing cultures

Business



Physical Evidence and Process Physical Evidence India subway typically has various non-veg and veg stations (Gillespie & Hennessey, 62). There are many but one can only chose one such station at a time and explore its varieties. Many health-conscious vegans thumb up their figure at subway stations made with processed vegan patty. Even though you may be the first to claim that you don't typically prefer this veg and non-veg stations in subway India, remember we are referring to convenient food, fast food, the type of food you consume when you have no option. Or, every so frequently, when you simply want something which tastes like fast food was tasting back when perhaps you used to eat it. Subway India unlike USA offers various veg and non-veg stations specialized in fast food services. These stations give fast food service ranges from:

Veggie delite

This is a crunchy, crispy, and delicious Veggie Delite sandwich. It is a tasty combination of tomatoes, garden fresh lettuce, green peppers, olives, onions and pickles sandwiched on freshly baked bread

Veggie Patty

Most vegetarian who loves this subway fast food livened up! It is a light, golden brown patty that combines the flavors of high-quality carrots, beans, bell peppers, and other assorted ingredients. As Indians say, the spice of life is variety!

Hara Bhara Sub

This is served on baked bread with nutritious spinach base and a plenty of exotic Indian spice.

Corn & Peas

A tasty assortment of green peas, crunchy dices of carrot, and golden corns

<https://assignbuster.com/marketing-cultures/>

blended in a milky mix of eggless mayo sauce.

All these varieties emerge from the various veg and non-veg stations in Subway India but one may not necessarily get them in Subway USA due to the fact that there is only one veg and non-veg station in Subway USA.

Process

The Subway sandwich chain intended to team up with Softcard in an effort to offer customers a means of buying food via their own mobile phones (Gong, 2013: 28). Indeed, Subway lived to its words and kicked off the NFC-based mobile payments using Softcard, a payments venture engineered by T-Mobile USA, AT&T Mobility and Verizon Wireless. Previously known as Isis Wallet, Softcard provided an app which supported mobile payments in at least 80 mobile devices sold by T-Mobile, AT&T and Verizon and was preloaded on at least 30 different devices.

Consumers were now able to utilize their NFC-enabled mobile devices to access payment terminal at their regional Subway restaurant in USA when paying for their food. This pilot program was only launched in Subway USA in 2013 and not in Subway India. The intention of payment service from the NFC-enabled mobile device was to reach at least 26, 000 Subway locations within the US. The question as to whether iPhone 6 users will tap into Apple Pay to take advantage of these new systems was still valid by late 2013. However, Softcard and Subway both assured CNET that Subway chains were to work with NFC-enabled iPhones when the fresh point-of-sale stations roll out. Beyond the capacity to let consumers pay for fast foods on the go, Softcard provides its users some reward program. Subway India is yet to embrace this technology.

Reference List

<https://assignbuster.com/marketing-cultures/>

- Alon, I. 2006. Service franchising: A global perspective. (Springer e-books.)
New York:
Springer Science+Business Media.
- Gillespie, K., & Hennessey, H. D. 2011. Global marketing. Australia: South-
Western Cengage
Learning.
- Gong, Y. (2013). Global operations strategy: Fundamentals and practice.
Berlin: Springer.
- Lindgreen, A., & Hingley, M. K. 2009. The new cultures of food: Marketing
opportunities from
ethnic, religious and cultural diversity. Farnham, Surrey, England: Gower
Pub. Co.
- Rama, K. 2011. Services marketing. New Delhi, Pearson.