

Restaurant segment research paper

[Business](#), [Customers](#)



Restaurant industry is segmented into different kind of consumers who have different needs and tastes as well. In order to meet the needs of all consumers, the restaurant industry distinguishes their customers according to their tastes, quality, quantity and price of their products. Therefore, such segments of a restaurant include fast food and fast casual restaurant. Fast casual restaurant offers high quality dining services at affordable prices. This kind of segment also offers the consumers an opportunity to modify table services to meet their needs. Health conscious products and conveniences are emphasized in the fast casual restaurants, for instance food is offered in non-plastic plates. On the other hand, fast food restaurants offer hospitality services on a common menu. Customers pay before they eat and no-wait staffs are not provided. This segment is entitled to offer quick services to their consumers.

Fast casual restaurant are at an advantage of targeting high and middle class consumers for the casual dining services since they offer consistent quality food in a clean environment. This segment has potential strength to offer consistent quality and modified menu to its target customers. Middle and high class are more considerate to quality and customized products and hence they would go for the fast casual restaurants.

In conclusion, since restaurant or any other firm cannot satisfy all needs of the consumers, it is advisable to concentrate on offering products that are in favour a specific consumer target.

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