

Marketing mix: elbulli case study

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The concepts of the service marketing mix emphasizes on the seven P's that form the marketing mix. These include people, processes, products, place, prices charged, promotion and physical evidence of the services (Baker and Saren, 2010). The people involved in a business venture include the staff delivering services to their customers. The staff involved should be provided with all the appropriate training to provide a competitive advantage for the business (Little and Marandi, 2003). The customers to a business usually make decisions concerning the services being offered by a business based on their interactions with the staff members. The staff in employment should have the adequate interpersonal skills and knowledge to enable them to provide the services efficiently. ElBulli restaurant employs qualified personnel with Chefs who are recognized across the globe being among them. The processes a business uses to achieve their objectives greatly influence their customers' confidence in them. A business that uses fast and customer friendly methods in delivering services is able to maintain a wider customer base (Little and Marandi, 2003). The processes adopted by the business involve the creativities of many other people who are successful in arts. The products being delivered to the customers should be relevant to their needs and provide satisfaction at the same time (Baker and Saren, 2010). These activities have all been enabled by the management of the restaurant. This has been facilitated by their interactions with various professionals in other fields. This is because they have enabled the production of various products ranging from cuisines to outside catering. They have interacted and formed various teams to increase their creativity

such as the teams formed in the year 1991. The employment of qualified staff has enabled the ElBulli restaurant to produce a wider range of products that have attracted more customers.

The place that is chosen for the provision of services to the customers of a business should be easily accessible and cost effective to them. The ease of accessibility to the places where a service is provided allows more customers to access the business (Baker and Saren, 2010). This, in turn, increases a business's sales and profitability allowing it to survive the competition in their industry, which they eventually fail to do. The ElBulli restaurant is favorably located being situated in a popular scuba diving area in Spain. The prices charged for the services being offered should be affordable to the citizens in their areas of operation. The management of a business should set the prices while considering the various classes of customers they intend to provide with their services (Little and Marandi, 2003). The ElBulli restaurant offers services that are affordable to a wider range of customers who tour the region. On the other hand, promotions enable a business to increase the awareness of their products among their users (Baker and Saren, 2010). The restaurant has produced various publications that help them in increasing awareness for their services and other activities. This includes publishing books on their recipes of various dishes and cuisines. This in turn increases their customers know how of their products and services. This assists them in increasing their volumes of sale and profitability. Finally, the physical verification of the existence of the services enables a business to increase their customers' confidence while trading with them. ElBulli restaurant provides services that are of high quality and

are clearly visible to their customers.

The ElBulli restaurant closed down because of their reduced working hours and loss of concentration in the provision of their services to customers. This happened because the restaurant's management was focusing on creativity a lot more than production of services. They closed down during vital working hours which if properly utilized would have increased their sales and profitability.

References

Baker, J., and Soren, M., 2010. Marketing Theory, a Student Text, SAGE Publications, New York.

Little, E., and Marandi, E., 2003. Relationship Marketing Management, Cengage Learning EMEA, London.