

Good example of essay on subway

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Business

Attracting customers to buy food from the restaurants is the key element in the food industry business. The 'subway' is one of the largest fast food chain restaurants that are adapting different promotion tactics to enhance their profits. The main tactic in managing the profits and maintaining the market share is to keep the prices of the products low and affordable. Good and quality food for the customers is the main reason for the success of 'Subway'.

The 'subway' has the affiliations with the health associations in the United States of America and United Kingdom. These associations help the business to keep the food tasty and healthy for the customers. The majority of the customers visit the franchises of 'subway' to eat healthy food because the customers are becoming more aware of health problems relate to fast foods. Therefore, the intentions of subway, to maximize the quality of food attract the customers as compared to other competitors.

Another main reason which attracts the customers to subway is that the management of subway spends more funds on the promotion of their products as compared to spending funds on the designing and renovation of their franchises. Promotion of healthy food attracts the customers and economical sitting arrangement is enough for performing business effectively. Therefore, maintaining the focus on the quality of food and promoting it in an effective way, is increasing the profits of the subway.

Another important factor which attracts the customers is that the staff at the subway franchises is very kind and behaves professionally with the clients and customers. The impression on the customers from the staff of the

subway, make them the loyal customers of the subway. Therefore, creating and maintaining the best customer loyalty is another reason for the success of the subway.