

# Recomendations on mr burger marketing strategy assignment

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It is vital that they enhance their menu add additions to the existing menu they have , they can hire international experts to develop food Items that gives the customer the taste they most desire . The menu can be further elaborated by introducing non-burger fast food items hugely demanded by the local population . I. E pizzas sandwiches and breast . By introducing these items they will ensure that they are present in wide variety of fast food categories and it will also give the customer a sense of satisfaction as they would have a vast variety and option to choose from when they go to Mr. Burger.

The other thing that could be done is to cake products that are supplementary to the mall meals. Excellent variety of shakes , deserts , sidelines Like fries and some other , delftware' variety maybe some international item could be introduced like prawns or nuggets could go along very well. In our research we found that a strong competitor of Mr. burger, MAC Dona's is vastly liked by customers due to its supplementary items such as the its fries and the Arabian rice and also KEF has high demand for its nuggets as a side line item after breast and Its burger.

Mr. Burger can hire experts that develop the right mix of Ingredients that suit the taste of local population. WE found that the local population avoids very greasy, salty and Loll fast food Items specially burgers , Welch are all the features present in Mr. Burger items. The other most crucial factor of fast food industry vital for the growth in Pakistan is the quality of food . This factor is specifically crucial to the population targeted by Mr. Burger, mainly he middle income group , SEC A and B. O ensure the quality of food the primary thing required to do is get associate with globally recognized quality <https://assignbuster.com/recomendations-on-mr-burger-marketing-strategy-assignment/>

control and certification companies something Like USGS Pakistan which In consumers mind is highly regarded as the most authentic authority in Pakistan. They can then market this affiliation by advertising it so that the consumers know that the food at Mr. Burger is most hygienic and has the best quality. The brand could also see to create standard in suppliers of ingredients. They can also see that the workers are thoroughly trained and observed that they maintain high standards .

To ensure higher reliability they can also have the option of open window kitchen which means that the consumers are able to see how the of the their stock keeping place . The quality of food can also be improved by peopling quality control measures, it could be assigned to the manger to check the making process of its food on a step to step basis that sees that quality is being maintained . It could also be done that there are criteria of quality set for type of ingredients they use. Experts can suggest the best quality of chicken , bun , cheese etc needed to make the best thing.

Mr. bugler could also introduce its special sauces , one thing that would add variety to its product , highly demanded by its potential customers. Annoyer important factor for Mr. burger is to maintain its unique selling point of its burgers and food items I. Its Juicy and delicious taste as mentioned by the students we interviewed. They could however further enhance it by making burgers that enthrall the Juiciness of its meat. The last recommendation we have to improve the quality of the product , the P of marketing we mentioned earlier is the healthy factor in its food items .

Some student girls we interviewed earlier that it was crucial for them to have healthy food , one that gives the right mix of nutrition , has the the lowest fat and calories and one that would not only provide the prominent of checked and meat but also gives nutrition present in other items such as vegetables, o it could be done that Mr. burger introduce meals and items that are specially made for health conscious people . This would not only give a preference to health conscious segment but develop good customer relationship.

These special meals can also be marketed for the people suffering from fatal disease such as cholesterol and other heart diseases , we observed that if a member of a family can't have a type of food , say if the father can not have high cholesterol food it is unlikely for the family to go there and eat thus it is essential for Mr. Burger to develop and market such special meals in its menu . Place In our research we discovered that Mr. Burger was failing because of another crucial factor of the 4 As of marketing, this was the place .

It was discovered that Mr. Burger does not have enough presence in terms of outlets throughout its market . Majority of the respondents told that the outlet was telecast 13 miss drive away from their houses or work places. This makes it unlikely that customers can visit Mr. Burger very conveniently. We suggest that Mr. Burger should increase its number of outlets , establishing big outlets In heavy traffic areas such as the sea view or Hider or Shindig Muslim areas in Karachi .

However it can also establish small centers in high rent malls such as dolmen mall or areas such as zamia , by doing so it will re establish its positions in peoples minds as a high quality fast food chain . Mr. Burger can also affiliate with gas stations and educational institutions, they can share profit and investment with them , but more importantly by doing so it can gain a huge chunk of market share of students and passer by traffic .

It was also found that a delivery service was crucial in food business and many people wanted Mr. Burger to establish a good delivery system , thus we suggest to them that they partner with food delivery revise and websites such as food panda and food delivery that would have a commission of their own but deceive and market your products to the customers' who want it delivered. It can make its own delivery system and hire specialists bikers to that take the call for deliveries process the order separately. It is also vital for the brand to make outlets that maximize customer satisfaction.

Feel good factors are very important in the outlets of restaurant . The outlets should be clean , they should always have good music and nice smell . It is also suggested that to create customer attestation and brand loyalty and equity, the outlets should have special designing that highlight comfort , happiness security and Joy . The outlets should be colorful and must be well lightened all the time , they should have a special place for relaxation which can be a USPS of their outlets. They could get it designed by an interior designer , installing paintings and TV screens to have a feel good factor.

It is also important that they have some entertainment place for the infants , it was also observed that such things can be of a major interest for mothers

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and families that allows the children to have fun while they relax. In today's world it is also important for place of sale to have the unique characteristics that would attract customers , Mr. Burger could have a high tier wife setup of which signals are available to the customers 24 hours while present there . A good security system should also be in place at the outlets.

Our research also allows us to suggest that that the outlets should have a drive thru system and/or a good parking or valet service available that plays a major role in customers coming to a fast food restaurant. Price We have deduced that Mr. Burger should employ competitive pricing , value based pricing and good value pricing . These strategies would ensure that all the major segments of the market are targeted. We suggest by our research that most of the items in the menu should lie on a competitive level I. E between RSI 250 - RSI 500.

The special meals , one's that are consciously targeting the health focusing segment can be assigned value based pricing . This will give them an impression of the effort , quality and value of the special diet meal created for them and that this' meal will ensure good nutritional mix for them. The last is good value pricing in which very basic burgers and meals that are very cost efficient can be made for the lower segment of the society I. E SEC C . The vast lower middle class population can hugely demand these meals and these may work during economically turbulent times.

Our secondary research on Mac Donaldson veggie burger that was only for RSI 25 , introduced in India showed huge success and it maybe relevant using it here. Promotion Our study has shown that promotion and advertising

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is one the most important consideration for Mr. Burger if they want to succeed to re establish their growth, brand , sales and profits. The best way of creating value for money , establishing a system that gives you personal preference and creates a sense of brand, is best implemented in promotion and advertising activities. Mr. Burger WI need to inform its customers about its new products , outlets , its special pricing etc .

It will have to also create a sense of persuasion to try its food and also create loyalty. The first thing they should do is create a social media marketing team , by this they will be able to advertise their offerings on Backbone, Youth , Twitter, etc. These are the most should also establish a time frame of marketing activities that would allow them to market on radio, billboards, and specially on magazines such as Home express. This could be done in a systematic and organized way that will start creating for them a word of mouth.

They should employ aggressive marketing this would bring them in direct competition with Subway KEF and Mac Donaldson, its major competitors. They could conduct some major CAR activities like support a foundation or a cause . This according to our research has a very positive impact on the society and leaves a huge positive mark in the minds of the population specially in Pakistan. To highlight customer preference factor they could make special membership cards that gives lily updates, discounts, and fast track facility during rush hours to people who sign up as members.

They could organism a big event such as a concert and hire some professional singer or a sportsman to endorse their brand. By doing so they

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will create buzz marketing. Packaging and other factors It was noted that 7 % of the people said that packaging was an important factor , so we suggest that Mr. Burger designs new special packaging for its meals. They should be designed in a way that gives a quality look of the brand on of colorful and happiness, it may mention their tag line or any motivational statement. It is also important that the service provided to customers is excellent.