

# Fast food restaurant entrepreneurial idea

Business



Despite the huge demand for products, there is stiff competition in the fast-food sector. Superior Foods has formulated an effective marketing strategy that will ensure proper market penetration (Erick 2011).

The London market has a huge demand for fast food products, especially during the morning and in the afternoon. The student population greatly desire food products which are easily available and relatively affordable. The demanding lifestyles of London residents at work and in learning institutions explain minimal time available for preparing home-cooked meals. Fast foods are the most appropriate alternative.

The products that will be provided by the business are mainly fast foods and drinks. The customers can visit the establishment to get fast food products and related services that include entertainment. Alternatively, busy clients can make orders through our email and social media platforms (Anders 2005). The food will be delivered within 30 minutes in any location Within London.

There are several major competitors in the fast-food sector within London; for instance, Chicken Valley, Chicago Pizza, Burger King, and Ambar. We will ensure a competitive advantage by concentrating on customized services (Richard 2008). The most favored customized services are the home and office delivery. The market entry strategy involves effectively integrating fast food products with customized services and entertainment. A resident jazz band has been contracted to perform during all Friday and Saturday evenings.