

Principle of marketing assignment

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SIT College Artists-Cantina In Partial Fulfillment of the Requirements In

Principles of Marketing Marketing Plan I. Executive Summary Bamboo Burger

My restaurant's name is bamboo burger why?? Because to put it simply we serve bamboo shoots burgers we serve healthy burgers made out of bamboo shoots it's the new trend nowadays. Bamboo burgers are delicious, healthy new items that support the Earth while nourishing your body. Bamboo a high quality plant food, presents itself for countless practical and creative uses.

It is low in sugar and it contains anti cancer agents. Logo: My logo is simple a ad art word made out of bamboo. Because my restaurant will serve bamboo burger products. Green is the color of nature, fertility, life. Grass green is the most restful color. Green symbolizes self-respect and well being. Green is the color of balance. It also means learning, growth and harmony. Green is a safe color, if you don't know what color to use anywhere use green. Green means healing. My products are all healthy products that's why I choose the color green.

II. The Challenge Goals of our restaurant are Customer Loyalty we want our customers to be loyal to us and want them to come back to our restaurant every now and then. Second goal is Sales Growth we want our sales to increase and we want to bring money to our restaurant, Growing sales numbers can be a clear sign of marketing effectiveness, making it an ideal goal for a marketing plan. Third goal Cost Efficiency yes we want to be at the top of the restaurant business but we will do our best that our product will cost low and be affordable.

For us to be successful we should do all of this III. Situation Analysis

Company Analysis Company Analysis our company's strength is that we sell nutritious food because we all know that diseases this day are not very rare no more our products don't give you that kind of disease but we know that our product will be nutritious. Bamboo burger are delicious, Healthy new items that support the Earth while nourishing your body. Bamboo a high quality plant food, presents itself for countless practical and creative uses.

It is low in sugar and it contains anti cancer agents. Here are some benefits you can get by eating bamboo shoots. The health benefits of bamboo shoots include healthy weight loss, control of bad cholesterol, strengthening of the immune system, possible cancer-fighting properties and anti-inflammatory properties. It is heart friendly, contains protein, a sufficient supply of vitamins and minerals and a negligible amount of fat. It also contains a significant amount of dietary fiber. That's our company's strength.

Customer Analysis our customers are male or female student, employees and senior citizen because we all know how employees and senior citizens value their health nowadays and we also target the students because we know they want something rare in their eyes and we all know that burger are very popular to students nowadays and students are conscious in their size today but our burger have dietary fiber so this can help their size problems.

Competitor Analysis Our competitors will be McDonald's, Jollied, Frank and Charles, Army Navy.

Our strengths will be of course our nutritional products we serve, Our new to the eye product that is not served in the area, our tasty nutritional food,

offering quality service to the guest, affordable price menu. Our weakness will be is that our competitors have been in the industry long than us because we are only just starting and and they are very well known now. SOOT Analysis Strengths- our company is new to the eye, quality service to the customers, nutritional products that we serve, affordable price menu. Weakness- our company is just starting many customers will not notice us at first.

Our competitors are longer in the business than us. Many people don't know the benefits of eating bamboo shoots. Opportunities- we can franchise another store in 3 years if everything went in our way. Providing different kind of food and beverage in our product. Taking advantage of trends related to eating healthier may mean featuring more organic dishes or salads on our menu. Offering delivery services or take-out or setting up a drive-through to meet the needs of people on the go represents another potential opportunity. Threats- Competitors located near our restaurant considered as a threat.

New restaurant opening up in the area that sells the same product. Potential rising price of some ingredients for example rising of the bamboo shoots that delivered to us we should find another who delivers low price ingredients IV. Market Segmentation Our market will be students they want foods that can help their diet and we our new to their eye and they will surely love our food 40% of our customers will surely be students they use it to lose weight and have many nutrition in their body. We will reach them in social networks and flyers. D market will be employees they want nutritional foods just like ours because they are now health conscious in their age because they want to <https://assignbuster.com/principle-of-marketing-assignment/>

live long and happy because they have their families to protect. They don't want to catch any kind of disease. 30% of our customers will be employees. Third market senior citizens we all know that senior citizens wants food that will give them nutrition so here we are they will surely eat our product because it has all the nutrition they need in their old age 30% of sales will go to them we will reach by giving flyers not social media because I think they don't use that. V. Marketing Strategy

Products: Menu: Bamboo Burger Delight with soup burger, tomato, lettuce, bamboo soup, ice tea Black Bamboo burger tomato, lettuce, black buns, ice tea Bamboo burger with rice burger, rice, mixed vegetables, ice tea Double Patties Bamboo burger with soup tea Jawbreaker tomato, lettuce ice tea 50 pesos additional for fries. PHI 50. 00 Bamboo POOH. O Bamboo burger, PHI 25. 00 Bamboo PHI 75. 00 Double PHI. O 3 big paten, Price: discounts will be taken in senior citizens and person with disabilities. Payment terms cash only no credit cards. Distribution: a store in magical and we distribute by take out and dine-in only.

Fire Certificates – 1, 000 VI'. Conclusion: cancer agents. My Logo is simple a ad art word made out of bamboo. Because my restaurant will serve bamboo burger products. Green is the color of nature, fertility, life. Grass green is the most restful color. Green symbolizes self-respect and well being. Green is the color of balance. It also means learning, growth and harmony. Green is a safe color, if you don't know what color to use anywhere use green. Green means healing. My products are all healthy products that's why I choose the color green. We want to be a successful business restaurant and want to gain profits in our equines.

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We want to help people to eat healthy live healthy live long. Our target market are students, employees and senior citizen because they are the one who are conscious in their health. Strengths of our company is new to the eye, quality service to the customers, nutritional products that we serve, affordable price menu. Weakness of our company is we are Just starting many customers will not notice us at first. Our competitors are longer in the business than us. Many people don't know the benefits of eating bamboo shoots. Opportunities of our company we can franchise another store in 3 years if everything went in our way.

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