

Marketing plan



MARKETING PLAN College/ Answer to Question 1. Who are the major competitors? What are their marketing strategies? What are the major strengths and weaknesses of these competitors? In order to a marketer become successful, the company must be able to provide greater customer values and satisfaction than its customers do (Armstrong and Kotler, 2005, p. 72) and therefore recognizing and analyzing competitors and their strategic steps seem to be critical elements to business success. Observing competitors' plans, market segments, customers attitude to them and their strengths can help a business to understand how to structure their markets (Bangs, 2002, p. 61). Major competitors of Pizza Restaurant are other few Hotels, Restaurants and Resorts in nearby cities. Out of them, Eat-Fresh is a large scale restaurant, providing greater facilities like dancing and entertainment for customers, that has a customer base of around 2000 people per day. It has adopted various promotional strategies. Hotel Zigzag also attracts more than 1500 visitors a day and serves multicultural food to people who reach there from various parts of the world, and has been successful with its customer-focus strategy. Al-Raid and Hill-View are two other competitors, attracting 500 to 100 visitor a day, who provide variety of amenities to facilitate entertainment, with their customer-loyalty strategies. Answer to Question- 2 Pizza Restaurant is located in a large city in Riyadh, Saudi Arabia, where large industries and oil refineries contribute greater money flow to the economy and therefore people in Riyadh are more rich than in other parts of the country. More than 60% of the people are from Rich hippies and they are very likely to spend their times in restaurants, not only for their hunger but also meet their entertainment purposes. As most of the customers prefer <https://assignbuster.com/marketing-plan-essay-samples-8/>

spending on leisure and entertainment at restaurants, the Pizza restaurant have growing opportunities to target these customers and grab a slice from this significant market environment. Answer to Question 3 Though there are no major changes in the demographics, lifestyles and cultures of people staying in Riyadh, it is very likely most men are very likely to spend their times out-of their homes and they approach hotels and restaurants for both their hunger and entertainment. King Fahd road in Riyadh has become a major city attracted to business and many businesses prefer to locate near to head office on King Fahd road. There are huge malls, large-scale retailers and large business towers, that attract a significant portion of Saudi population, especially the richest hippies (Mobile Reference, 2007). Pizza Restaurant will be able to target these groups and convert them in to loyal and long-term profitable customers. Answer to Question 4 As it is a restaurant providing food and related services, its products and services are very less likely to be impacted by any technological or political changes in the Saudi Arabia. There are many fast food businesses around the city, they facilitate fast food with help advanced technology, but same can be adopted by Pizza Restaurant as well. References Armstrong, G and Kotler, P (2005), Marketing: An introduction, Prentice Hall, Pearson Education Inc Bangs, D. H (2002), The market planning guide: creating a plan to successfully market your business, product, or service, Sixth Illustrated edition, Kaplan Publishing Kotler, P and Keller, K. L (2006), Marketing Management, Twelfth Edition, Prentice Hall, Pearson Education Inc Mobile Reference, (2007), Travel Mecca and Saudi Arabia for Smartphones and Mobile Devices - Illustrated Guide, Phrasebook, and Maps. Incl: Mecca, Medina, Riyadh, Jeddah and More. FREE

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