

Restaurant marketing strategy assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

CHAPTER 1 THE PROBLEM AND ITS BACKGROUND Introduction A restaurant is an establishment which prepares and serves food and drink to customers in return for money. Meals are generally served and eaten on premises, but many restaurants also offer take-out and food delivery services. There are many reasons why the restaurant businesses failed. Food catering establishments which may be described as restaurants were known since the 11th century in Kaifeng, China's northern capital during the first half of the Song Dynasty (960??? 1279).

With a population of over 1, 000, 000 people, a culture of hospitality and a paper currency, Kaifeng was ripe for the development of restaurants. Probably growing out of the tea houses and taverns that catered to travellers, Kaifeng's restaurants blossomed into an industry catering to locals as well as people from other regions of China. Restaurants catered to different styles of cuisine, price brackets, and religious requirements.

Even within a single restaurant much choice was available, and people ordered the entree they wanted from written menus In starting a new business like a restaurant you must have the strategy on how you can attract your customers in Balanga Bataan. First the location of your business must be accessible. Know the number of your prospective customer in the area of your business.

Then determine the demographic profile of the market segment by knowing the personal income, age, sex and the education of your customers, it is useful in determining the habits of the target market. They are other factors to be considered like the social and economic trends. Knowing who your

competitor is, find their strength and weakness, in comparing your competitor's performance it will be useful for your marketing strategies.

Statement of the Problem

The general problem of this study is: “ How do the restaurant marketing strategies attract the customers in the different areas of Balanga Bataan? Specifically, it sight answers the following questions: 1. What are the reasons why the restaurant fail: 2. 1 Location 2. 2 Bad Customer Service 2. 3 Hiring Poor Management 2. 4 Not Advertising 2. What are the ways on how you can attract customers: 3. 5 Location 3. 6 Appearance 3. 7 Prices 3. 8 Knowledge of the product you are selling 3. 9 Advertising 3.

What are the reasons you have chosen the restaurant industry as a career? 4. How does the food in the restaurant affects the health of the citizens in Balanga Bataan: 5. 10 Nutritional Value 5. 11 Health Benefits 5. 12 Possible health risk 5. 13 Harmful contents 5. What are the factors that affects the preference of food of the citizen of Balanga Bataan: 6. 14 Quality 6. 15 Affordability 6. 16 Accessibility 6. 17 Convenience 6. Which among the restaurant marketing strategies greatly affect the attraction of the customers?