

# Marketing



Care In the conduction of the services, we are to offer at El Palenque, the interaction of the business with the will be essential in achieving success. The business being service oriented, direct interaction with the clients is a must and thus proper training on the staffs on how best to handle the clients will be conducted. Taking into account the location of the business, the business is to serve people from different background. To ensure that we attract more customers and retain them, care is to taken to address each category of persons according to their specific needs. The wide variety of foods available at the restaurant in comparison to other restaurants in the regions will ensure that the customers are able to get the dish of their choice.

#### Choice

Despite the Hispanic making the larger population of Denver, consideration on other groups of people is necessary to ensure that the business is welcomed by all. This has been addressed by ensuring that there is diversity of the dishes. In addition, since the languages mostly used in the region are Spanish and English, the employees are to be fluent in both languages, which will facilitate effective communication. This will ensure that all customers are fully satisfied with the service offered. In addition, consideration about demographics, age, education, and marital status is taken into account, as most of the frequent customers of restaurants in the region are youths and the unmarried. Considering this, it will be very easy to attract and maintain customers to the business.

#### Community

The environment of carrying out a business determines the success to be achieved. Operating in an environment in which the interaction between the

business and the community is poor usually poses challenge to the business in achieving its set goals and objectives (Louche & Idowu, 2010). El Palenque business is ready to implement its corporate and social responsibilities, which will ensure that the relationship between it and the community is continuously strengthened. Moreover, through implementing its corporate and social responsibility, we will be able to get a better understanding of the customer's specific needs which when implemented, will be beneficial to both parties. Although maintaining the corporate social responsibility will be challenging at the start of the business operations, El Palenque is dedicated in continuously improving its relationship with all the stakeholders.

### Challenge

Since the business will be new in this region, challenges in entry are to be encountered. In addition, the demographic of Denver, which takes into account gender, race, age, mobility, and employment status, may pose a challenge in future. To curb the possibility of emergence of such challenges, El Palenque has offered a wide range of dish, which covers the diversity in the population now. In future, if the demographics are to change, its trade with some of the biggest food companies in United States of America will ensure that the specific needs are effectively addressed. To ensure that quality is adhered to, the business will continuously evaluate the suppliers to make sure that the customers get the best. This will help a great deal in improving customer loyalty and the overall business performance.

### References

Louche, C. & Idowu, S. (2010). *Theory and Practice of Corporate Social Responsibility*. Berlin, Netherlands: Springer.