

The concept of hard rock cafe

Business



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The paper " Management Strategy of Hard Rock Cafe" is a worthy example of a case study on business. The hard rock café is a contagion of restaurants that exemplify remarkable cuisine with the experience of “ Rock and Roll”. In 1971, two Americans, Peter Morton and Isaac Tigret who were residing in London formed The Hard rock restaurants (Williams 2011). The expansion of the Hard Rock chain officially commenced in 1982 in key cities in North America including Los Angeles, New York, Chicago among others. In furtherance of their objective, they did construct other branches in European centers, for example, Paris and Berlin. The Hard Rock restaurants have been escalating their dominance in the eatery business. This International Café chain is revolutionizing the experience of outdoor dining by engaging the consumer with great food, exciting décor, and incredible hospitality. The Concept

The concept of Hard Rock involves imparting a memorable experience to their consumers. Hard Rock employs the strategy of Differentiation, which ensures their service, is distinct and gives them a competitive lead (Williams, 2011). Hard Rock incorporates the “ Rock and Roll” culture into the cafeteria operations by engaging the consumers in their musical memorabilia. Their culture has been serving exotic delicacies and consolidating the experience with a sound experience that is unforgettable. This enhances the enthusiasm clients share in this culture. In addition to the unique musical experience, each restaurant has a distinctive décor that exemplifies the international appeal of the eatery. Moreover, Hard Rock has merchandise outlets that sell products and attire that epitomize the Hard Rock culture. These occurrences give the client overwhelming experiences that have enabled the Hard Rock Hotel chain to grow (Williams, 2011).

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Explanation of the Strategy (Concept)

According to Williams (2011), One of the successful strategies that multinationals employ in attaining their objectives is differentiation. This mechanism can provide a competitive advantage, which can induce more customers and increase the profitability of the enterprise. Hard Rock was utilizing this strategy to define itself as an exclusive brand in the restaurant trade and have a global influence. Williams (2011) suggests the incorporation of the musical culture and exclusive memorabilia was to encompass a unique position among the competitors that solely offers relishing cuisine without an outstanding experience of a “ Rock and Roll” culture. The differentiation strategy of hard Rock did not target a particular caliber of consumers but on accommodating the diverse interests of consumers in their culture (Williams, 2011). Hard Rock ensures that the decor of the various hotels entails elements that the locals acknowledge. Uniqueness is facilitated by various factors, for example, brand image, customer service or experience, and attractive features that include merchandise outlets. Hard Rock was insistent on developing customer loyalty resulting from the outstanding experiences. As such, they were involving the purchase of their products that contain the emblem of the locale of the Hard rock café (Williams, 2011). This method did complement the success of the Hard Rock Café and was highlighting the strengths and evolution of the hotel. It was difficult for the competitors of Herd rock to replicate the sterling reputation of its services.

However, the charging of these prices was to be attainable through the charges of the hotel. Moreover, the Hard Rock method did entail the incorporation of the requirement of clients in the cuisine and services that

the restaurants were exhibiting (Williams, 2011).

Hard rock was persistent in creating value in their customer by engaging him/her in a worthwhile experience of rock music and sound experience. The layout design of some of their restaurants was contributory to the musical association of the hotel to the rock culture and assisted in cementing this fact to the enthusiastic clients of their hotels. In the pursuit of its interests, Hard Rock did consider aspects that comprise political risk that may cause uncertainty for the success of the brand. In addition, there are the social practices that are existent in the area that can influence the reaction to the business strategies of Hard Rock in that locality.

Implications of the Strategic Model

Hard Rock is currently one of the most successful restaurant corporations and transfers the global effect on their clients. This approach has created loyal customers who throng the Hard Rock location globally due to the ambiance and remarkable experience that they exhibit to their customers (Williams, 2011). The South African segment can adopt this approach but also accommodate significant elements of the African culture in the decor to appeal to potential clientele in the locality. The experience of “Rock and Roll” can fail to have a tremendous effect such as that of European countries. Nevertheless, it can gradually grow and accommodate the uniqueness of this model of restaurants, which will introduce a new perspective to the African culture (Williams, 2011). The employees of the Hard Rock have to be conversant with the history of that culture, which will enable the appreciation of the Rock Culture in the African setting. The customers in South Africa will appreciate the merchandise that is an essential element of the “experience” strategy of Hard Rock.

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Conclusion

Hard Rock Café has definitely cut a niche in the restaurant business with its differentiation strategy. This restaurant became exceedingly popular with people of diverse races who appreciate the hospitability and experience of Hard rock. With an estimate of 173 restaurants in over 50 countries and a similar amount of cafes and Hotels/Casinos, Hard Rock is irrefutably one of the predominant food restaurants worldwide. Hard Rock will continue to be a global competitor with this approach since it commands a significant number of global clients.