

Example of business plan on morning glory cafe-marketing strategies

[Business](#), [Marketing](#)



Marketing objectives

Morning Glory Café Marketing Objective is to improve overall sales for Morning Glory Café. We plan to accomplish this by creating advertising opportunities and market to a broader range of Eugene's residents. With more advertising available, this will increase sales by 10% from January 2013 to January 2014.

- Campaigns/programs- what overall programs are going to make this happen?

There are several overall campaigns and programs to enable the effective implementation of marketing strategies for Morning Glory Café. There shall be educational campaigns on healthy eating, constant communication with clients, creativity and innovations. Educational campaigns carried out on the health benefits of some given cuisines aid in integrating the business into the fabric of the local community. Constant communication with clients increases customer loyalty and retention as well as the acquisition of new ones through word of mouth (Riesco, 21). Creativity and innovation in cuisines, marketing strategies and outstanding customer service bring about effective market orientation. Riesco asserts that the ongoing program of innovation and creativity helps create uniquely strong brands for the restaurant, giving it an edge over other similar restaurants and thereby acquisition of larger market shares (23).

- Action/tactics- what specific action-oriented tasks will support those programs?

In order to achieve the above campaigns and programs some specific action-oriented tasks. These tasks include: - generation of frequent customer visit

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through email coupons, establishing the restaurant in the neighborhood through newsletters featuring delicious recipes. Moreover, in the precincts of the restaurant, the marketing team can come up with pictures and videos of tasty new dishes to tempt hungry diners. Giving offers such as “ one free meal for each table with more than 3 people”. This can be implemented by targeting and giving out flashy flyers to business people in the locality who are likely to have their lunch at the new restaurant. Getting to know the birthdays of clients is a brilliant marketing opportunity when the management can get in touch with a customer. Additionally, text messaging customers on new or improved cuisines is also an effective way to market the restaurant. To learn on new cuisines and new restaurant management tactics the management can search for blogs on restaurant management and carry out online surveys. Surveys are especially crucial in presenting to the restaurant problematic areas in areas concerning cuisines, customer service, pricing, among other business aspects (Riesco, 24).

- Milestones- when do these start, when do they end, and how much will they cost?

These marketing campaigns and programs start at different times in the establishment of the restaurant. Giving out flyers to potential customers and setting up posters are expected to commence a fortnight to the opening of the restaurant. This will go on for one month after opening the restaurant and is expected to cost about \$400. Most of the other programs such as offers, text messaging and contacting clients shall not be time-bound; they will be ongoing marketing strategies. The approximate cost of this marketing strategy shall be \$350 in the first six months. The survey and evaluation of

cuisines shall be intensively ongoing within the first three months where customers are asked to visit the restaurants website and respond to an online survey. After three months a major survey shall be undertaken in order to implement major strategies to grow the restaurant. The approximate cost of the online survey and site maintenance shall be \$800. The total cost of these marketing strategies comes to \$1500 for the first six months.

Definition of Terms

Online survey- This refers to a questionnaire in which the target respondents can complete and submit to the sender over the internet.

Pricing-The determination of the cost of a product

Market Orientation- The identification and satisfaction of the exact needs of customers of a given product.

Customer loyalty- This refers to attracting the right customers, getting them to buy often and in larger quantities and also bring someone more customers.

Market shares- Refers to the number of customers who regularly use a given product from a given company out of the total target market in which the sad company operates.

Works Cited

Riesco, José L. Restaurant Marketing Strategies: Dramatically Improve Your Restaurant Profits While Spending Less Money. United States: Timeless Motivation Press, 2009. Print.

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