

# Foodservice marketing

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



They also display their logo (the Golden Arches) that makes it easy for the customer to recognize the brand.

At Olive Garden, they do their merchandising in a different way. They do not display their products on the website. Most of their displays are at the restaurants' menus. One can also contact them to place an order which they deliver to their customers as per the order. It is the same case at Sizzler.

Their foods and beverages are displayed at their menu. Another company that merchandizes by displaying their products on the internet is the coca-cola company.

Marketing involves influencing customers to buy your products. A successive marketing technique should meet customers' expectations (Garlough, p. 33).

McDonald's also has a marketing strategy that has helped it become a force that is difficult to beat in the market. It has a marketing mix that is attractive to many customers. Their prices are ones that most customers are willing to pay. In addition, the company also makes numerous advertisements on TV and in newspapers. It also identifies its hotels, which are visited, mostly and this assists it when developing its marketing strategies. They carry out research so as to establish the correct marketing mix. Their service is quick and friendly too (McDonald's Corporation, p. 2). The marketing strategies in other foodservice companies are not so different from that of McDonald's. For Sizzler, Olive Garden and Chilis, they all market their products through advertisements in the media and newspapers.

Techniques used by companies are extremely influential in getting customers to buy the companies. In fact, in my perspective, I purchased coffee from McDonald's due to the merchandising technique they use to

market their products. Attractive displays by a company in their advertisement and merchandising techniques have the ability to attract customers. Restaurants such as Chilis and Sizzler do not have a marketing technique that is as strong as that of McDonald's. The strength of McDonald's technique is its attractive display and prices that customers are willing to pay for the products.