

Consultancy project

[Business](#), [Management](#)



Recommendations for Tapas on Wheels In our research that was specifically meant to analyse the operations of Tapas on Wheels with the view of advising the company on the best strategy they can implement in order to operate viably, we observed that various measures can be implemented. Therefore, we recommend the following measures to be implemented by the company.

Conduct marketing research in order to gain knowledge about the needs and interests of the customers. Through the use of marketing research, the company is able to identify specific features and benefits that are valued by the targeted market segments. This will also help the company to identify its customers and gain knowledge about their needs and interests which in turn makes positioning quite easy. We strongly recommend that the marketers should play an active role in identifying the targeted customers.

It is also recommended that the company should open its own restaurants in convenient locations after conducting market research. Frequenting local festivals is not the best way of establishing a new business enterprise in an area. If the company opens its own restaurants, it becomes visible even to passersby who may be tempted to try the products offered by the company. It becomes easy for the company to market its products by virtue of being visible to many people. Company owned restaurants also have an advantage in that the customers can relax and enjoy their meals and they can interact with the staff members. This helps the employees to get feedback from the customers which can be used to improve the operations of the firm.

We also recommend that the company should adopt an integrated marketing communication strategy rather than relying on social media and limited

advertising. Integrating the firm's various communication channels will help it to deliver clear and consistent messages about their products. Other strategies that should be used by the firm in this case include personal selling, sale promotion and direct marketing. It is our strong belief that personal selling will help the marketers to interact directly with the customers which can help them to provide the necessary information about their brands. This goes hand in hand with direct marketing which creates direct contact between the marketers and the consumers. We also believe that sales promotion will significantly help to appeal to the interests of the new customers since this is also a new business entity in the area. Last but not least, we recommend that the company should strive to employ local people who have knowledge about the cultural values of the residents in the targeted area. The cultural values of different people have an impact on their buying behaviour of different products.