

What is promotional deal business plan

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



The idea to offer promotional deal is to encourage customers to try out the newly introduced product, Veggie Burger. The management has decided to offer a promotional deal to the customers as the new burger is introduced. In this deal, the management has planned to offer 25% discount on the initial price to the customers to try out McDonald's Veggie Burger.

What is the reason of using billboards to advertise the product?

Billboards would spread the message to the consumers that have not been able to see the advertisement of newly introduced McDonald's Veggie Burger. By billboards, consumers that have not seen TV or newspaper advertisement and have not visited any McDonald's outlet would be aware about the newly introduced product, McDonald's Veggie Burger. Therefore, billboards would allow the company to encourage more consumers to buy the products.

Why you have planned to promote Veggie Burger at all the outlets of McDonalds?

The reason for having promotional advertisements at all the outlets of McDonalds is to remind those customers that have seen the advertisements of Veggie Burger but have forgotten about this burger and thus, this would remind the customers and entice them to buy McDonald's Veggie Burger. Moreover, this would also allow the company to create awareness and let people know about the McDonald's Veggie Burger to those who have not yet seen the advertisement.

What strategy you would use to persuade the consumers to buy veggie burger rather than chicken burger?

The idea of introducing veggie burger is to offer healthier and fresher food to the consumers and with low fats. Therefore McDonalds has planned to market the product as a fresh and heather food. Moreover, people that are diet and health conscious would be the primary market though with delicious taste of this burger, it would definitely attract everyone.