

The project plan for new restaurant



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Because there is small restaurant in The College of North Atlantic – Qatar that provides limited services in quantity and quality. Therefore, this marketing research report is prepared in order to find out the possibility of success of the new restaurant that will take place in College next few months.

The management decision problem that we need to solve is:

Is there a need for a new restaurant in the College of North Atlantic – Qatar?

What is the possibility of its success?

This management decision problem is related with many marketing questions such as:

Are students satisfied with the current restaurants services in terms of prices, quality of food, and menu?

Is there enough demand on the new restaurant?

What type of food and services do students prefer in the new restaurant?

What can the new restaurant do to increase demand over its services?

This is what we need to know. We can get answers to these questions from students of the College of North Atlantic – Qatar. Therefore, we need to develop approach to get information needed.

In this project, we are going to make marketing research process step by step. This report is the second step in the project. The main purpose of this

part is to tell about the approach of the report. It will exactly tell about primary and secondary information.

Information Needs

In order to deal with the management decision problem and marketing problem, following is a list of information required to be gathered by the research project. To make it easy, the information needs classified into categories as following:

Prices

Are students satisfied with the current restaurant services in terms of prices?

Do students feel that the current restaurant prices are fair?

Do students feel that the current restaurant prices reasonable?

What is the limit of prices do students prefer in the new restaurant?

Services

Are students satisfied with the current restaurant services?

What are problems with services of current restaurant?

What are services students want to see in the new restaurant?

What about quality of food provided at current restaurants?

How do students evaluate staff skills at current restaurant?

What additional services students want in the new restaurant?

Do students look for high or limited service restaurant?

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Design and décor

Are students satisfied with the current restaurant décor and design?

What are problems with décor and design of current restaurant?

What type of décor and design students want to see in the new restaurant?

What additional décor students want in the new restaurant?

What type of design do students prefer?

Do students prefer traditional design?

Food and drinks

Are students satisfied with the current restaurant beverage?

What are problems with menu of current restaurant?

What are foods and drinks students want to see in the new restaurant?

What type of food and drinks students want to see in the new restaurant?

Advertising

Are students satisfied with the current restaurant advertising method?

What are preferred advertising methods for students?

Do students prefer local newspapers or pouches as advertising tool for the new restaurant?

Do students visit the website of the College regularly?

Do students prefer SMS advertising?

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Secondary Research Findings

A list of appropriate Advertising Media Options

There are many advertising media options in order to advertise about the new restaurant. These options include: (Small Business Management, 2009)

Newspaper: Almost every home receives a newspaper, either by newsstand or home delivery. Reading the newspaper is a habit for most families. And, there is something for everybody: sports, comics, crosswords, news, classifieds, etc.

Magazines: They are usually weekly or monthly publications instead of daily. Advertising messages are more image-oriented and less price-oriented. The quality of the pictures and paper are superior to newsprint. Advertisements involve color more often.

Radio: Radio, as a medium, offers a form of entertainment that attracts listeners while they are working, traveling, relaxing or doing almost anything. Radio media advertising is a relatively inexpensive way of reaching people.

Television: Television is often called “ king” of the advertising media, since a majority of people spend more hours watching TV per day than any other medium. It combines the use of sight, color, sound and motion...and it works.

Outdoor Advertising: When people think of Outdoor Advertising, they usually think of the colorful billboards along our streets and highways. Included in the “ outdoor” classification, however, are benches, posters, signs and

transit advertising (the advertising on buses, subways, taxicabs and trains) they are all share similar advertising rules and methods.

Because there is no one best way to advertise our restaurant, and based on analysis of adverting media options, we decided to use posters and brochures. There are many other ways to advertise inside the college such as mobile SMS, but we selected these methods as a starter of our advert strategy because it will cost less than the other methods and it's really easy and effective way to deliver our message efficiently to the community of CNA-Q. Both will be distributed inside the buildings of the College of North Atlantic. In order to do so, we will first develop the content and design of the brochures and posters. Then we will review them. After that, we will print about (100) posters and brochures in different locations in the campus of the College. We will concentrate on the library, cafeteria, entrances, car parking, etc.

The cost of preparing posters and brochures include costs of printing, copying, and distribution. The cost will be about QR 500. Before distribution, we will get admission from the management of the College. Moreover, we will take care that we include information and figures attractive and show respect to Qatari traditions and culture.

Population Numbers and Statistics on Consumers

The Student Restaurant will operate and take place within the College campus. It will provide services not only to the College students but also the staff and faculty. There are about 2300 students at the College and the staff and faculty are about 568 (The College of North Atlantic – Qatar website,

2010). The restaurant customers are: Male and female, Qatari and non-Qatari, with different levels of income, all are students, and their ages are between 19- up. The Student Restaurant will target all the College students regardless of their ages, department, nationality, or gender. The restaurant will also target all staff and faculty at The College of North Atlantic.

Kind of business

Our business is restaurant. In order to compete and attract customers, other restaurants in Qatar use different ways such as providing low prices products, promotion, extensive advertising, free delivery, etc. According to one article, in order to attract customers to restaurant it is important to:

Market your restaurant in public places: therefore we will market our restaurant in public areas in the College.

Offer special deals: we will provide special deals as 5% discount, free coupons, etc.

Sponsor different events: we will make communication to sponsor some activities within the College.

Customer service: we will provide high quality customer service by high skillful staff (Setup my restaurant, 2010).

We learn from previous part that we have specific target customer, and we can provide better services by considering the importance of marketing and customer service.

Conclusion

The main purpose of this part of the project was to tell about the approach of the marketing research project. Our analysis show that the management decision problem that we need to solve is: is there a need for a new restaurant in the College, and what is the possibility of its success?

In order to collect information about student attitudes towards current restaurant services, prices, design, and menu, and in order to measure student attitudes towards the new restaurant, it is recommended to use the survey as a tool to collect information from sample of College of North Atlantic – Qatar students.