

# Market research



MARKET RESEARCH In regard to my choice of mobile catering services limited, I realized that in-depth secondary research of various market data is critical in the overall outcome of the business feasibility. A lot of inspiration can be obtained from MacDonald which has remained on top in the catering industry. Reading various journals on the firm gives a lot of customer satisfaction gap. It has been a force to reckon in the catering industry due to its affordable pricing strategies and product differentiation. Its strong side superior products with various prices and the opportunities still available in this industry is the need for blend of nutrition with healthcare feeding programs. One of the weaknesses of Macdonald which is experienced in the industry is the increasing concern on ethics.

Offering mobile catering would capture the market potential for the increasing change in the socio-economic structure of the society in which some people may require services in funerals and weddings. This kind of data constitute oral interview as an aspect of primary data. It is evident that various events nowadays require caterers who offer mobile services within the event venue and this is the unexploited demand gap that has not been filled in this industry (Wiid & Diggins, 2009) . The target market in this case is the working class who is involved in employment and has little time to organize and provide local manpower to offer catering services in weddings and funerals. Critical evaluation of the three questions below can boost the progress of market research.

Do you have time to organize for local catering services by family members and relatives?

What can you say about the catering services within the venue of the event?

It is important to underscore the aspect of competition in any market and

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catering industry is not exceptional. Survival in such a market would therefore require strategic planning in which mobile catering will have to contend with lest they are pushed out by the other firms in the .

Mobile catering falls in catering and accommodation industry and has several competitors. Direct Sales Model is therefore critical as far as the success of the firm is concerned. Mobile catering requires face to face interaction with customers which is equally healthy in terms of determining the demand gap in the market (Wiid & Diggines, 2009). This business model has been preferred in the industry as it promotes long term relationship between the firm and the clients. It is critical to note the significance of a sound Mission/ Vision Statement and Value Proposition in enhancing the chances of better performance of the industry.

Mission/ Vision Statement: to provide excellent and faithful service in the catering industry for a better welfare of the society.

#### Reference

Wiid, J., & Diggines, C. (2009). Marketing research. Lansdowne, Cape Town: Juta.

Value Proposition: The firm seeks to capture the customer size of more than 25% of the market through improved quality of its services and relatively affordable prices.