

Student Assignment Cover Sheet

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**International College of
Hotel Management**

**Bachelor of Business
(Hospitality Management)**

**BBHM 106
Assessment 2: Marketing Plan**

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1. Marketing Plan Summary

1.1 Business Name

'Train to India' is the name for our restaurant. It means that we want to let the customers experience Indian culture by tasting the dishes from different parts of India.

1.2 Business Structure

The leader would be the Executive Manager whose main responsibility is promoting the entire chain once established. The first restaurant has a shift supervisor, a clean-up crew, 2 cooks and food preparers, 2 frontline associates, such as hosts and cashiers.

1.3 Business Location

The location of 'Train to India' is in the Adelaide CBD and near Adelaide University since there are not any Indian fast food restaurants in the city.

1.4 Products and Services

The restaurant offers both set menu and a la carte menus to the customers. The set menus include a main course (Voda, Dosa, Indian Curry or Fried rice etc.), a snack (Khaman, Jalebi, Kheer, etc.) and a non-alcoholic drink (Soft drinks, juices, tea, Indian style beverage, etc.). All the selections are based on region of Indian dishes and we will make some modification of the dishes will be made when necessary. Menus are easy to read with many pictures provided to avoid customer confusion when reading certain items that are written in the Indian language. English translation of each dish is provided.

Customers can eat in the restaurants or take away. We provide a really comfortable dining area, and for the takeaway food, paper boxes or plastic bags which are easy to carry. Moreover, we offer a delivery service as well. Customers can order food through our website, phone and the mobile app.

2. Situation Analysis

2.1 Market Segmentation

- Demographic

- Every age group except the older age group
- Families with children
- People who works close to the location
- Students from the university
- Indian people who live in Adelaide
- Medium income individuals and others in the lower to medium income bracket (Software, 2016)

- Behavioural Factors

- Willing to try exotic food
- In a hurry and would like to grab a quick lunch or dinner on the way
- Want to spend less money on their meals
- Want to have healthier and different fast food

- Location (Geography)

- Nearby Adelaide university > students will want to socialise after school
- In the central part of the city > always really busy
- Surrounded by a lot of hotels > tourists will stay overnight
- A lot of shopping malls, stores nearby > a lot of shoppers, workers

- Market need

- Authentic flavour of Indian food
- Look for the speed for the entire service process (Software, 2016)
- Easily to take away
- Comfortable, clean and attractive environment
- Lower price for the set meals

2.2. SWOT Analysis

The following SWOT analysis captures the strengths, weaknesses within the company together with the opportunities and threats that Train to India will face.

-Strengths

- Offers variety of choices from different parts of India
- Professional chefs from India with extra training
- High food quality, nice presentation and affordable price
- High speed of food delivery
- Alternative price, which only \$14 for a set meal, including drink and a snack
- Discounts for university students

-Weaknesses

- Train to India lack of recognition since it is a new restaurant
- High rental costs
- Limited budget to aware the brand
- High cost strategy
- Limited selection of food at the beginning

-Opportunities

- Hope to become the most popular fast food restaurant for university students
- Similar products on the market are more expensive and the food takes more time to prepare
- Increase spots in Australia
- Home meal delivery
- Be the first Indian fast food restaurant in Adelaide CBD

-Threats

- Competitors may decrease their prices
- Downturn in the local economy may make people spend less
- More fast food restaurants may open in the same district
- Various choices of international food in the city
- Trend of Indian cuisine may change

3. Competitive Analysis

3.1 Market Trends for fast food

- **Health Consciousness:** Nowadays, most of people consider healthiness really important even when they are consuming fast food. Healthiness about fast food could include, low calories, more vegetables, and also real food. (Wolf, 2016)
- **Franchise Diversity:** Fast food is not only for burgers and chickens anymore, a lot of micro cuisines from different countries are becoming more and more popular. (Franchisehelp.com, 2016) Regional flavours and, ethnic foods and stronger tastes are the characteristics of the new trends for the micro cuisines. (Wolf, 2016)
- **Connection with technology:** “Mobile and automated ordering offer a big opportunity for restaurants, both in terms of customer service and behind the scenes.” (Taylor, 2015) Offering customers some digital method to view the menus, order and pay is a trend to not only speed up the service process (Wolf, 2016) but also create more profits.
- **Non-traditional destinations:** Drive-thru and stand-alone stores still dominate the fast food landscape, but some chains are exploring new options such as counter service within larger stores, catering and even delivery. (Sena, 2016)

3.2 Main Competitors

Our main competitors are all the restaurants around the Adelaide CBD, especially the fast food restaurants, Asian cuisine restaurants and any restaurant which provides a takeaway service, and in particular all Indian food restaurants around Adelaide. As a result of the large quantity of the restaurants, few of our direct competitors are listed.

-Direct Competitors

- **Wok in a Box:** Wok in a Box is an Asian cuisine franchise which has over 30 stores in Australia. It offers a combination of a large variety of Asian dishes with takeaway or casual dine-in area. The really convenient online ordering service and the delivery service are attractiveness for the customers (Wokinabox.com.au, 2016).
- **Hungry Jack's Rundle Street:** As one of the most popular fast food restaurant in Australia, Hungry Jack is definitely a threat for us. They can offer food at lower prices because of the scale of their overall chain. Hungry Jack usually consists of a large see-through kitchen with three or four cashiers at the front to speed up the queue. A big dine-in area is provided for the customers to eat in the restaurant as well.
- **The Logical Indian:** The Logical Indian is located in Rundle Mall, which means that the majority of their customers are shoppers and workers there. Their most unique characteristic is offering food for different age group and people from different countries. For example, besides the traditional Indian cuisine, they also provide some western dishes which are made using Indian cooking methods.
- **Jasmin Indian Restaurant:** As one of the most famous Indian restaurants in Adelaide. They offer a large variety of traditional Indian dishes at a higher price. Their biggest distinction from other restaurants is their wine menu which lists an excellent selection of wines of various varieties and regions (Jasmin.com.au,2016).

-Indirect Competitors

- **Zen Kitchen:** Zen Kitchen is a Vietnamese restaurant offering traditional dishes across every region in Vietnamese. Their main customer groups are the people who want to dine-in as they do not offer any takeaway service.

4. Marketing Objectives

4.1. Products & Services

- Increase the number of menu items we sell
- Add children's menu within 6 months
- Decrease the price of our delivery service
- Sell additional merchandise. For instance, Indian spice mixes, sauces, teabags etc. (Riesco, 2009)

4.2. Promotions

- Grow restaurants from one to three by October 2017 in Adelaide
- Expand another one restaurant outside Adelaide by July 2017
- Raise awareness of our brand name
- Increase the frequency of customer visits (Riesco, 2009)

4.3. Profits

- Serve 300 set meals every week for the first month (Shock, Bowen and Stefanelli, 2004)
- Regain capital funds within 6 months of opening
- Maintain steady growth of net profits every month
- Increase the price of the menu items

5. Marketing Strategy

5.1 Promotion & Advertising Strategy

- Flyer Distribution: We are providing some basic information and food selections through the menu, and will be distributing the flyers in the lunch hour and in the evening in the area of the university of Adelaide and the Rundle Mall.
- Comeback Coupons: To encourage the customer frequent return visits, and increases business and the loyalty from the guests. (Restaurant Engine, 2014)
- Social Media: Sharing online-only deals, sharing the deals or menu on the right timing, attract more customers to come (Widjaya, 2016)

5.2 Pricing Strategy

- Discount for everyone: Providing 15% off or \$5 off when ordering over \$20, letting people to try something new with lower price at the first month
- Students Discounts: After opening one month, we provide discounts for students when they show their students cards to us (Spacey, 2016)
- Points/ stamps Collect: When they order a set meal or a specified price, they can get a stamp, after they collect ten stamps, they can get a free meal

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