

TO STUDY PROMOTIONAL TECHNIQUE USED FOR PROMOTING FAST FOOD OUTLETS AND RESTAURANT IN NAGPUR CITY THROUGH SOCIAL MEDIA

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ABSTRACT

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states within. Traditionally, Indians like to have home-cooked meals – a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption pattern among urban Indian families. The economic reforms brought in innumerable MNC brands in the fast food sector to the Indian market. Today, fast food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. This paper reports an empirical test of the claim that sales promotion strategies like high advertisement, combo offers, low priced meals and Indianised menu adopted by these MNC's has changed drastically every aspect of FMCG segment particularly in the food products in special reference to Nagpur.

INTRODUCTION

Promotion has been defined as the coordination of all seller- initialled efforts to setup channels of information and persuasion to sell goods and services or promote an idea. Promotion has also been described as those activities that provides extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales.

Compared to advertising, which builds a powerful base of loyal customers but at a very slow pace, sales promotion is like a bubble burst which creates a temporary excitement in the market and triggers increased sales. Measuring the impact of advertising is often a question mark in the market and triggers increased sales. Measuring the impact of advertising is an often question mark in the

minds of mark sheets, as the objectives of advertising are long – term and board based like greater market penetrating through greater awareness, brand building, increasing in mind. Share, and ultimately the market share. Sales promotion on the contrary, stimulates immediate responses through promising extra benefits to the price conscious customers, who are always willing to switch brand loyalties.

As the marketing has become tougher and competition stiffer, more and more organization have been shifting major chunks of their advertising budgets to sales promotion for quicker result. Promotion refers to raising customer awareness of a product or brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifics how much attention to pay to each of the five factors, and how much money to budget.

Fundamentally, there are three basic objectives of promotion. There are:-

- To present information to consumers and other.
- To increase demand.
- To differentiate a product.

The purpose of a promotion and thus its promotional plan can have a wide range, including: Sales increases, new product acceptance, creation of brand equity, positioning, competitive relations, or creation of a corporate image.

The term promotion is usually an “in” expression used internally by the marketing company, but not normally to the public or the market, where phrases like “special offer” are more common – examples of a fully integrated, long-term, and large –scale promotion are my coke rewards in the V.S. or coke zone in the VK and Pepsi stuff.

The Media

The next facilitating intuition is the media. Media refers to daily newspapers, magazines, technical journals. (Called the print media), hoardings, bill boards, neon signs, etc. (called outdoor media). Media in India has come a long way, as is shown in exhibit 14.4 on media and developments, from advertising processions, wall and roof paintings and also shop TV, cable, and the launch of star, zee, other Hindi and regional language channels.

Media Development in India.

The advertising scenario in India cannot be understood without considering the developments that have taken place in the media. This is one area in advertising industry which has witnessed the maximum revolution, that creating new challenges for the marketer. While reviewing the media development, we will look at the electronic media, print media and the outdoor media.

Electronic Media

The developments in this media have virtually been beyond the imagination of any individual who has been keenly interested in marketing in India. While television started as a state owned medium in 1959, by 1985 the scenario has changed dramatically and by October 1992 the Dordarshan network (state owned television) included 22 program-producing centres and 533 transmitters.

PURPOSE OF STUDY:-

The purpose of research behind selecting this project is to study the effect of promotional techniques used by eating outlets and restaurants in Nagpur city through mass media in view of its business prospects and leisure prospects

OBJECTIVES:-

- To study the promotional techniques which are been used for eating outlets & restaurants.
- To study the promotional effect on people.
- To study the popularity of eating outlets & restaurant among the people.
- To study the modes and messengers of effective promotion.

LIMITATION OF STUDY:-

- Time period is limited.
- Study is limited to specific area.
- Finance is also a limitation for researcher
- Sample size is restricted to 60 only.

REVIEW OF LITERATURE

Promotional Mix

Promotion is the communications part of marketing. It is the way we tell the world our product. Promotion provides consumers with information and knowledge in an informative and persuasive manner. This, we hope, will sooner or later result in sales of our services or products. The information and knowledge can be communicated using one or more of the five promotional techniques - advertising, personal selling, sales promotion, merchandising, and public relations. Taken together, these techniques are referred to as the promotional mix.

Goals of Promotion

The ultimate purpose of promotion is to modify behaviour through communication. This requires helping customers at the various buying process stages so they eventually purchase or repurchase a particular service. Promotion achieves this by informing, persuading, and reminding - the three principal goals of promotion. Promotions usually fit into one of these categories; they are either informative, persuasive, or reminders.

Informative promotions work best with new services or products (early product-life-cycle stages) and with customers in early buying process stages (need awareness and information search). These types of promotions tend to communicate data or ideas about the key features of services.

Persuasive promotions are harder. They are aimed at getting customers to select one particular company or “brand” over those of competitors, and to actually make the purchase. Advertisements that compare one company’s services to another, and most sales promotions, fit into this category. Persuasive promotions work best in intermediate/late stages of product life cycle (growth and maturity) and the buying process (evaluation of alternatives and purchase).

Reminder promotions are used to push customers’ memories about advertising they may have seen, and to stimulate repurchases. They are most effective in the late product-life-cycle (maturity and decline) and buying process stages (postpurchase evaluation).

The five communications mix elements are;

1. Advertising
2. Personal selling
3. Sales promotion
4. Merchandising
5. Public relations (PR)

Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. The three key words in this definition are “paid”, “non-personal” and “identified sponsor.” Paid - hospitality and travel organizations always have to pay for advertising, either in money or in some form of barter (e.g., free meals from a restaurant in exchange for a radio ad). Non personal - neither the sponsors nor their representatives are physically present to give the message to customers. Identified sponsor - the paying organization is clearly identified in the advertisement.

The media advertising is mainly two types as printed media advertising (newspapers, magazines, brochures, direct mail and billboards), and broadcast media advertising (radio and television). Direct mail which is used extensively by tour operators, is postal communication by an identified sponsor. And this promotional tool is classified as direct marketing.

Because tourism is an intangible product, a great deal of promotion includes the production of printed communications such as brochures or sales leaflets. The design, organization and printing of tourism brochures is one of the most important promotion functions. Printed communications are often costly. In fact, the printing and distribution costs of brochures comprise the largest part of most marketing budgets within the tourism industry.

Advertising is used to achieve a whole range of objectives which may include changing attitudes or building image as well as achieving sales. However, advertising messages do not always have to be aimed directly at creating a sale. Sometimes it's the sponsor's goal simply to convey a positive idea or a favourable image of the organization (often called “institutional” advertising). (Sponsorship is the material or financial support of a specific activity which does not form part of the sponsor company's normal business) For example, IBM has sponsored ads during the Atlanta 96 Olympics.

Advertising is often described as above-the-line promotion (where the media space is paid by the company) with all other forms of promotion (where space is not paid) being termed below-the-line.

Personal Selling

Personal selling involves oral conversations. These are, either by telephone or face-to-face, between salespersons and prospective customers. This sort selling may be used by a non-profit-making museum as well as by a conference manager of a large hotel. Personal selling is very important in the sense that it has the ability to close a sale.

Sales Promotion

Sales promotions are approaches where customers are given a short term incentive (encouragement) to make an immediate purchase. Sales promotion campaigns add value to the product because the incentive does not normally accompany the product. Like advertising, the sponsor is clearly identified and the communication is non-personal. Examples include discount coupons, contests (trial), samples and premiums (prize, bonus). Free wine or free accommodation offers are frequently used in sales promotion campaigns for hotel restaurants which need to increase demand at certain periods.

Merchandising (point-of-purchase advertising)

Merchandising or point-of-purchase “advertising” includes materials used in-house to stimulate sales. These include menus, wine lists, signs, posters, displays, and other point-of-sale promotional items (in-room materials). It is a common practice to categorize merchandising as a sales promotion technique, because it does not include media advertising, personal selling, or public relations. In this course, merchandising is separated from other sales promotion techniques because of its uniqueness and its importance to the industry. Merchandising is important as a means of creating impulse purchase or remind the consumer of what is on offer.

Public Relations (PR)

Public relations include all the activities that a hospitality and travel organization engages in to maintain or improve its relationship with other organizations and individuals. In other words, public

relations try to provide commercially significant news about the product or service in a published medium, or obtaining favourable presentation in a medium that is not paid by the sponsor. Publicity is one public relations technique that involves nonpaid communication of information about an organization's services.

Characteristics of each promotion

Each of the above promotional elements has capacity to achieve a different promotional objective. Personal selling has high potential for achieving communication objectives, however, only a small number of people can be contacted. Therefore advertising is a better method of reaching a high number of people at low cost. Public relations are more credible than advertising, but there is more control over advertising messages and they can be repeated on a regular basis. When it is difficult to rise advertising budgets, public relations is a lower cost alternative, but it is difficult to control the timing and consistency of PR coverage. Sales promotion may produce an initial trial for a product, but this type of promotion can only be used over a short period.

Each part of the promotion mix has its own strengths and weaknesses. While these may include the factors of cost, ability to target different groups, and control, there are other important considerations. On the following figure, they are compared on the basis of the level of awareness of the communication, and its comprehension (understanding, realization), as well as on whether it can build conviction (confidence, certainty) and succeed in creating action.

Factors affecting the promotional mix

Choosing a promotional program for a coming period requires very careful research and planning. The stage of customers' decision processes and product life cycle stages affect the promotional campaign decisions. However, there are some other factors that also affect promotional mix decisions.

Target markets

The effectiveness of the five promotional mix elements varies according to the target market. For example, in promoting its convention/meeting facilities, a lodging property might find that personal selling to key meeting planners is much more effective than advertising. On the other hand, using personal selling to attract individual pleasure travellers would not be feasible.

The geographic location of potential customers also has an impact. Where they are widely dispersed, advertising may be the most efficient and effective way to reach them.

Marketing objectives

The promotional mix selected should flow directly from the objectives for each target market. For example, if the objective is to build awareness by a certain percentage, the emphasis may be placed on media advertising. If, on the other hand, it is to build sales significantly in a short time period, the focus may be put on sales promotion.

Competition and promotional practices

There is a distinct tendency in certain parts of the hospitality and travel industry for most competitive organizations to use the same “lead element” in promotional mixes. Fast-food chains focus on heavy television advertising, hotels and airlines focus on frequent-traveller award programs, and cruise lines put a heavy emphasis on personal selling to travel agents. It is difficult and extremely risky for one competitor to “break from the pack” in this respect.

Promotional budget available

Obviously the funds available for promotion have a direct impact on choosing promotional mix elements. Smaller organizations with more limited budgets usually have to place greater emphasis on lower-cost promotions, including publicity and sales promotions. Larger organizations can better afford to use media advertising and personal selling.

Creating specific promotional messages

When the objectives which promotion is to fulfil have been decided in relation to an identified segment of buyers, the crucial step in the advertising process is to create memorable pictures and words. Creative execution captures attention, expresses the essence of a product in a few words that say it all, and provides key information. In travel and tourism good examples of creative executions are:

“We try harder” (Avis)

“We speak your language” (British Tourist Authority in the USA market)

“I love New York” (New York State)

“The World’s favourite airline” (British Airways)

“Only one hotel chain guarantees your room will be right” - “Everything in your Holiday Inn room will be right. Or we will make it right. Or we will refund the cost of your room for that night”

One of the members of an international advertising agency quoted;

... People can’t believe you if they don’t know what you’re saying, and they can’t know what you’re saying if they don’t listen to you, and they won’t listen to you if you’re not interesting.

And you won’t be interesting unless you say things freshly, originally, and imaginatively.

Definition of 'Promotions'

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

Description: There are several types of promotions. Above the line promotions include advertising, press releases, consumer promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on. Sales promotion is a part of the overall promotion effort.

There are also:

1. Personal selling: One of the most effective ways of customer relationship. Such selling works best when a good working relationship has been built up over a period of time.

This can also be expensive and time consuming, but is best for high value or premium products.

2. Sales promotions: This includes freebies, contests, discounts, free services, passes, tickets and so on, as distinct from advertising, publicity and public relations.

3. Public relations: PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between the company and the public.

Marketing - Promotion Strategy

Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public.

Once you've identified your target market, you'll have a good idea of the best way to reach them, but most businesses use a mix of advertising, personal selling, referrals, sales promotion and public relations to promote their products or services.

- Advertising
- Selling
- Sales promotion
- Public relation

1. Advertising

What is advertising?

Advertising is a form of communication designed to persuade potential customers to choose your product or service over that of a competitor

Successful advertising involves making your products or services positively known by that section of the public most likely to purchase them.

It should be a planned, consistent activity that keeps the name of your business and the benefits of your products or services uppermost in the mind of the consumer.

Why advertise?

The objective of advertising is to increase your profit by increasing your sales. Advertising aims to:

- Make your business and product name familiar to the public
- Create goodwill and build a favourable image
- Educate and inform the public
- Offer specific products or services

- Attract customers to find out more about your product or service

The rules of advertising

There are four rules to consider when planning any advertising activity – i.e.: before you prepare and book any form of advertising.

Aim - What is the primary purpose of the advertisement? Is it to inform, sell, produce listings or improve the image of your business?

Target - Who is the target? From which sector of the public are you trying to achieve a response? For example is it male, female, adult, teenager, child, mother, father etc.

Media – Bearing the aim and target in mind, which of the media available to you is the most suitable – i.e.: TV, radio, press or Internet?

Competitors – What are your competitors doing? Which media channel do they use? Are they successful? Can you improve on their approach and beat them in competition?

Developing effective advertising

Good advertising generally elicits the following four responses:

Attention – It catches the eye or ear and stands out amid the clutter of competing advertisements.

Interest – It arouses interest and delivers sufficient impact in the message or offering.

Desire – It creates a desire to learn more or crave ownership.

Action – It spurs an action which leads to achievement of the ad's original objective – i.e.: it prompts potential customers to purchase or use your product or service.

Making sure your advertisement is legal

Section 52 of the Trade Practices Act (Cth) 1974 prohibits misleading or deceptive conduct.

You must consider the advertisement as a whole and the ordinary meaning of the words used. You must determine if the people to whom the advertisement is directed are likely to be misled or deceived by its content.

You can use humor, cartoons and slogans to make your ad stand out, but be sure they're not likely to mislead or deceive your audience. The Australian Competition and Consumer Commission (ACCC) provide advertising guidelines in information circulars that are available from the local office of the ACCC.

Commonly used media

There are many media options open to advertisers. Which media you use will depend on who you are trying to reach, what you want to say and your budget. Often a combination of media (the media mix) can be used to good effect. Remember to keep your branding and message consistent across all media. This includes use of colors, logos, design elements and fonts.

- Stationery

Stationery, which includes letterheads, envelopes and business cards, is a means by which your business image or “name identification” is projected. Good quality stationery, used with care and attention and with a high standard of presentation, is an everyday means of presenting your business image.

- Window display or office front

The external presentation of your business office or shop is one of the principal ways of establishing your business image. An attractive, well maintained exterior with clear, bold sign writing is an essential start. Windows should be bright, attractively presented, scrupulously clean and well lit at night. The display should be arranged neatly and aimed at projecting an attractive company image and providing a reason to buy your products or services. Above all it should have sufficient impact to attract attention.

- Press advertising

This is a commonly used form of general advertising and includes advertising in all press such as newspapers, magazines and journals. Press advertising is suitable for image building, information dissemination and sales campaigns. It is also a very affordable option for small businesses.

- Radio

Radio is considered by many advertisers as an ideal medium due to its ability to reach specific target groups e.g. teenagers, racing followers or grocery buyers. Radio advertising covers spot adverts (usually 15 or 30 second), promotions or talkback/DJ discussions. Most radio stations offer packages which include production and extension of your radio campaign through their websites.

- Television

Television is a powerful advertising medium because it creates impact through sight, sound and movement however the cost of producing the advertisement and procuring sufficient air time to allow the campaign to work often makes it prohibitive for small business.

- Direct mail

This is a broad category covering direct communication with the consumer through email, post or fax. It can include newsletters, catalogues and letters. If you plan to use email, be sure to comply with national anti-SPAM legislation which makes it illegal to send unsolicited commercial electronic messages. Visit the Australian Communications and Media Authority website for more details - www.acma.gov.au.

- Outdoor

This is any type of advertising which is done outdoors, including static advertising such as billboards, backs of street benches and bus shelters or mobile advertising displayed on buses, trains, taxis or towed signage.

- Ambient

Refers to any form of advertising that occurs in a non-standard medium outside the home, and usually where your consumers are likely to be. It's limited only by your imagination and includes things like advertising on the back of shopping receipts or toilet doors at the cinema, placing branded coasters at the local pub, projecting onto buildings, advertising inside lifts or distributing branded cups.

- Cinema

You can purchase cinema advertising by individual cinemas or screens for a set amount of screenings or "runs". Most providers offer packages which include production and screening of your advertisement.

- Point of Sale

Advertising at the point where the consumer makes a purchase decision e.g.: floor stickers, in-store digital advertising, shopping trolley signage, shelf or counter posters or playing interviews about your product in store.

- Online

The options for online advertising continue to grow rapidly. They include advertising on your website, advertising on other websites, creating links to your website from other websites, publishing blogs, offering online product games, social networks and forums.

- Directory listings

Many consumers use business directories to find a supplier. Directories include the yellow or white pages, union directories, trade directories or local business directories.

Evaluating the effectiveness of your advertising

Famous American department store merchant John Wanamaker (1838-1922) was attributed as saying “Half the money I spend on advertising is wasted – the trouble is I don’t know which half.” This quote is often still true today as many businesses do not evaluate the effectiveness of their advertising.

Evaluating effectiveness can be as simple as staff asking every new customer “How did you hear about us?” or asking every customer that responds to an advertised special “where did you see or hear our advertisement?”

Whatever method you use, it is absolutely critical in getting top value for your advertising dollar by finding out which media works and which doesn't.

2. Selling

What is selling?

Put simply, selling is the exchange of goods or services for an agreed sum of money.

Depending on the circumstances, a sales transaction can include one, some or all of the following stages.

Prospecting and qualifying – identifying qualified prospects ie: those that are likely to want or need your product or service and can afford to pay for it.

Pre-approach – undertaking research about prospects to assist in the actual selling process.

Approach – making actual contact with the prospect in person, by phone or in writing.

Presentation and demonstration – presenting and demonstrating the features and benefits of your product or service in order to convince the prospect that their want or need can be satisfied.

Handling objections – demonstrating the product or service value to overcome real or perceived objections or misunderstandings that are impeding the purchase decision.

Closing – bringing the selling process to a successful conclusion by either asking for the order or responding to a positive decision from the prospect.

Follow-up – proactive or reactive contact with the purchaser to establish their satisfaction level and to address any problems that may exist.

In planning the selling element of your marketing strategy you will need to consider the following:

- The size and structure of your sales team
- Recruiting, training, motivating and evaluating individuals and the team as a whole
- The remuneration structure
- The location/territory to be serviced
- Management and communication systems

3. Sales Promotion

What is sales promotion?

Sales promotion relates to short term incentives or activities that encourage the purchase or sale of a product or service. Sales promotions initiatives are often referred to as “below the line” activities.

What are the major sales promotion activities?

Sales promotion activities can be targeted toward final buyers (consumer promotions), business customers (business promotions), retailers and wholesalers (trade promotions) and members of the sales force (sales force promotions). Here are some typical sales promotion activities:

Consumer promotions

- Point of purchase display material
- In-store demonstrations, samplings and celebrity appearances
- Competitions, coupons, sweepstakes and games
- On-pack offers, multi-packs and bonuses
- Loyalty reward programs

Business promotions

- Seminars and workshops
- Conference presentations
- Trade show displays
- Telemarketing and direct mail campaigns

- Newsletters
- Event sponsorship
- Capability documents
- Trade promotions
- Reward incentives linked to purchases or sales
- Reseller staff incentives
- Competitions
- Corporate entertainment
- Bonus stock
- Sales Force Promotions
- Commissions
- Sales competitions with prizes or awards

4. Public Relations

What is public relations?

The Public Relations Institute of Australia (PRIA) defines Public Relations (PR) as: “The deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization (or individual) and its (or their) publics”.

Put more simply, public relations is about building good relations with the stakeholders (public) of your business by obtaining favorable publicity, building a good corporate image and handling or heading off unfavorable rumors, stories and events.

By building good relationships with your stakeholders, particularly customers, you can generate positive word of mouth and referrals from satisfied customers.

Stakeholder

Stakeholders are the various groups in a society which can influence or pressure your business's decision making and have an impact on its marketing performance. These groups include:

- Clients/customers
- Staff

- Shareholders
- Strategic partners
- Media
- Government
- Local community
- Financial institutions
- Community groups

Operationally, stakeholders really refer to those groups that your business is or should be, communicating with.

What are the main public relations tools?

Typical PR tools include:

- News creation and distribution (media releases)
- Special events such as news conferences, grand openings and product launches
- Speeches and presentations
- Educational programs
- Annual reports, brochures, newsletters, magazines and AV presentations
- Community activities and sponsorships

What are the key steps in implementing public relations?

Implementing effective public relations activities requires careful planning. The three major steps are outlined below

Setting the objectives – what is it you want to achieve and who do you want to reach? Is it to create awareness of a new product or service to your existing clients, to overcome community misconceptions about your business or to create a positive impression with your bank manager?

Deciding on the message and the vehicle – what is the major thing you want to communicate and what public relations tools will you use to get the message to its target?

Evaluating the results – did you achieve the desired result and did it lead to a positive outcome?

Many small businesses do not devote enough attention to public relations in their promotional mix but done properly, it can be a powerful and cost effective business development and marketing tool.

Marketing

There are many definitions of marketing but one of the simplest suggests that:

"Marketing is getting the right product or service in the right quantity, to the right place, at the right time and making a profit in the process".

Marketing is about identifying and understanding your customer and giving them what they want. It's not just about advertising and promoting your business.

Effective marketing is a result of examining every aspect of your business and how it affects the consumer's end experience. It covers everything you'll need to do in order to deliver your products and services to the consumer including research, planning, pricing, packaging, promotion, selling and distribution.

The six “Ps”

The following six areas provide a comprehensive framework for developing an effective marketing plan. These areas are often referred to as the “6Ps” or the ‘marketing mix’:

Product

This covers the combination of goods and services that your business offers. It could include the following characteristics of your good or service: quality, variety, design, features, services, warranty, sizes, packaging, brand name and returns.

How does the consumer access your product or service? Things to think about in this area include: distribution channels, coverage, inventory, transportation, logistics and retail outlet location.

Price

What approach will you take to pricing your product? Will you offer discounts or extended payment periods? What credit terms will you set?

Promotion

Refers to how you communicate with your customers. Most businesses use a mix of advertising, personal selling, referrals, sales promotion and public relations. People

Your staffs are ambassadors for your business. Think the following in relation to your staff: knowledge, experience, skills, communication, teamwork and attitude

Process

The processes that you use in the day to day operation of your business have a flow-on effect on the customer's experience, even if it's simply ensuring that orders are effectively managed. Think about the following aspects of business operation: systems, quality control, planning, review, continuous improvement, documentation and feedback channels

Market research

Market research is a key part of developing your marketing strategy.

It's about collecting information to give you an insight into your customer's mind so that you understand what they want, how they gather information and where they come from. You can also do market research to get a better idea of market trends and what is happening in your industry sector.

Need a marketing plan

A successful business operator understands what they are offering the customer and how it differs from their competitors. What are you offering your customers? The process of developing a marketing plan will help you understand the key benefits and features of your product or service, and how to go about attracting and retaining the right type of customer. The marketing plan is usually a component of your business plan.

A significant component of your marketing plan involves in depth industry analysis which will help you to segment your target market and appropriately position your business.

Marketing Plan

Generally a marketing strategy will cover the following areas.

Executive summary

- Brief description of products or services
- Define target market
- Competitive advantage
- Positioning statement
- Anticipated sales, profits and market share

Market and situation analysis

- Political environment
- Economic environment
- Social environment
- Technology environment
- Industry environment
- Competitor environment
- SWOT analysis

Market segmentation and customer analysis

- Market Segmentation
- Target market/segment characteristics
- Market research findings

Objectives and goals

- Mission Statement
- Objectives
- Goals

Strategies

- Price strategy
- Product strategy
- Place strategy
- Promotion strategy
- People strategy
- Process strategy
- Priorities and timeframe

Budgets and controls

- Sales, expenses and marketing budgets
- Contingency plans and risk management

SELECTION OF AREA: -

Restaurants and eating outlets of the Nagpur city.

SELECTION OF SAMPLES:-

Questionnaires, direct communicating with public and discussion method was used purposive random sampling technique was used for sample and samples was from all the direction of a particular area.

SIZE OF SAMPLE:-

*** 10 responses of eating outlets and restaurants.**

RESTAURANTS WERE SELECTED FOR SURVEY

- Dominos
- Pizza hut
- Panino
- Mc D
- KFC
- Calcutta roll
- Kathi crossing
- Pizzenia
- Haldiram
- Carnations

*** 50 responses of Guests**

SUMMARY AND CONCLUSION

Nagpur is a city with people of different clintal, religious and different sectors hence the preference for outlets/eating outlets changes from one home to other and one person to another. The food outlets of Nagpur is getting popular and getting developed day by day as the city and the surrounding are getting developed with the different industries and selectors and also the living standard of the people of Nagpur city. There are some speciality restaurants which are running on the certain cuisine. But due to lack of promotion it is not popular or the consumers are not aware about the product or the cuisine/restaurant. Many more new international/branded food outlets are entering in Nagpur city.

In this research it shows how the promotional techniques is been used by outlets/restaurants for making an awareness among the people of Nagpur city.

It is also found that the difference between the promotion of branded outlets and the local outlets of Nagpur. It is also found that how the local outlets are doing there promotion for example “Panino”. It is found that in this study some good innovative ideas are given which are very useful for promotion Nagpur food outlets in Nagpur to create awareness about the food products/ outlets with the help of this study researcher come to know that there are lots of chances to run a successful outlets in Nagpur and also to create a name as a brand or a local brand in Nagpur. This may also include big international fast food outlets such as KFC, DOMMONIOS, and PIZZA HUT. The other outlets should take an idea from these branded outlets.

CONCLUSION

The study and research on “To Study Promotional Techniques Used for Promoting Eating Outlets and Restaurants in Nagpur City through Mass Media” provides the following conclusions:-

- On every occasion the food outlets promote different types of events such as New Year eve, Christmas party and many more which attract every class of people to go in food outlets to celebrate thesekinds of events.
- Along with the discount, coupons and easy availability, the small food outlets try to create their brand/local brand in market.
- One of the tools for promotion can be messenger also, which will help in increasing the sale.

- The promotion of different food product, speciality of Nagpur, will increase the value of product in and outside Nagpur.

SUGGESTIONS AND RECOMMENDATIONS

- Maintaining a file of feedback of the guest.
- Workout on more promotional activities for example hoardings, messenger, etc.
- Messages to each and every individual person.
- Hoarding should be more graphical, more attractive so that it should attract more guests.
- The food product should be mentioned in promotion with a prize to attract more guests.
- If any of the speciality of an outlet then it should be highlighted.
- Use messenger tool as to provide an information and awareness about the product/ outlets to each and every single person at a time.
- Different tools and techniques can be introduced in market for example :-
 1. PUBLICITY STUNTS
 2. PUBLIC RELATIONS
 3. BOUNCEBACKS
 4. BUSINESS SOCIALS
 5. SAMPLING
 6. HOST FOOD EVENTS
 7. TOSS UP TUESDAY (just an example)
 8. MENU BINGO
 9. BIRTHDAY PROGRAM

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