

MARKETING – FOR RESTAURANTS

Basics on a Plate

Louise Fenwick

The Chichester region offers several superb restaurants. But there are also some that need a little help and this is where a few marketing tips could help:

1. Know your Product

Be specific about what you are offering. Don't try to cater for all tastes, or you'll cater for none.

Don't assume your food is good, just because you like it! Ask your customers - If they don't like your food, you won't get their business.

What are other restaurants serving? How do you compare? Regular competitor analysis is vital.

2. Know your Customer

Who is likely to visit your restaurant? Who do you want to attract? Know who your customer is & what they want from you – and provide it. If you're attracting the “wrong” customer, look at the possible reasons why.

3. Know your Price Point

By knowing your customer and your competition, you can pitch your pricing fairly well. But don't be arrogant or greedy. Everyone wants value for money – that doesn't mean cheap, they just want to feel they've paid a fair price.

4. Your Packaging

Product Packaging = restaurant appearance. Décor and ambience enhance the taste of food, or can put someone off before they've entered. If your paintwork's scruffy, what attention does your food get?

Take a customer's perspective: does your property need a lick of paint, new tablecloths, a complete overhaul? This is your packaging – it needs to appeal.

5. Manage Expectations

Don't forget your promise. Customers create their own expectations from the first point of contact with your restaurant: advert, phone-call, menu, the outside. That expectation builds or decreases throughout their experience. Your aim is to exceed their expectations.

No business is “immune” to marketing. It can and should be applied to every industry; we all have customers or stakeholders and all need to make or attract money. It's what business is all about!

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This article originally appeared in *Chichester Business News*, the Chichester Chamber of Commerce publication