



Almaty Management University
бакалавриат студенттері,
магистранттары
мен докторанттарының
Бірінші Коллоквиумының
материалдар жинағы

29 мамыр 2018 жыл

Undergraduate and Graduate Colloquium

Proceedings
of the 1st Colloquium
of undergraduate
and graduate students
of Almaty Management
University

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The development and formation of marketing concept at the restaurant business («AS-TIMIAN» LLP)

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In a market economy, when supply, as a rule, exceeds demand, there is a constant competition among producers for existing sales markets. Large companies can invest in the creation of new markets, but the most attractive for most firms are existing markets with established consumption priorities and customer service rules.

Public catering is a branch of the national economy, which was, is and will be the most marketable sphere of activity. In public catering establishments, modern technologies are being introduced to improve the quality of culinary products.

For effective competition, enterprises use marketing as a tool to increase market share and better meet the needs of the population for the services provided. That is, marketing is one of the most important elements of the enterprise, which should be given enough attention.

Sphere of restaurant business is the sphere of rendering services. And this means that the main task of public catering is to make people happy by the time they are in a restaurant, cafe or bar. The business in the restaurant will be successful if it aims to satisfy the desires of the guests in the products and services.

Restaurant marketing is a complex system of product production and marketing organization, focused on meeting the needs of specific consumers and on market research and forecasting, the study of the internal and external environment of the market business. These programs include measures to improve the goods and their assortment, to study the consumers, the competitors and the competitive environment, to ensure the pricing policy, to train and promote the sales, to advertise, to optimize the sales channels, to organize the sales and expand the range of services. Nevertheless, before going into the depth of practical advices to the restaurant, it is necessary to reveal what is marketing and building the marketing concept through classical instruments of marketing mix. Forward thinking, the best is to write practical analysis of the theoretical data given in paragraph one concerning the marketing concept at the restaurant business.

There are 5 different concepts of marketing, each of which vary in the function that they deal with. For example – production concept deals with production and selling concept deals with selling. Each of the concept was developed as per the need of the market. As the market changed, so did the concepts of marketing. And today, we have an opportunity to look at all 5 concepts of marketing and what they represent.

- Production concept
- Product concept
- Selling concept
- Marketing concept
- Societal marketing concept[1]

If we proceed from the classification of the theory of “marketing management” proposed by the marketing professor at Northwestern University Philip Kotler, the “marketing concept” is understood as “a relatively new approach to business” which “asserts that the key to achieving the organization’s goals is to identify needs and needs of target markets and providing the desired satisfaction with more effective and more productive ways than those of competitors “ [2, p. 43-56].

The marketing concept is the most followed ideology by top companies. This is because, with the rise of economy, consumers have become more knowledgeable and choosy as a result of which the organization cannot concentrate on what it sells but rather it has to concentrate on what the customer wants to buy. As companies are ultimately satisfying the customer, the marketing concept also demands that the organization integrate all its different departments to give value to the customer. This means that all the departments including Marketing, Finance, HR or Operations should have an idea of the core objectives of the company as well as the goal of the company.

To summarize, the concept of marketing relies on market research and determining needs of the customer such that a better marketing strategy can be devised which satisfies the needs of the customer. The marketing concept also demands a holistic approach from the organization. The

societal marketing concept was an offshoot of the marketing concept wherein an organization believes in giving back to the society by producing better products targeted towards society welfare. Some have questioned whether the marketing concept is an appropriate philosophy in an age of environmental deterioration, resource shortages, explosive population growth, world hunger and poverty, and neglected social services. Are companies that successfully satisfy consumer wants necessarily acting in the best, long-run interests of consumers and society?

“AS-TIMIAN” restaurant was opened at April of 2017 year. Restaurant is situated at Navoi street, inside of residential complex “Shakhristan”. Restaurant presents complex dining menu for the family members, confectionary and boulangerie menu. Also the restaurant has the right to sell the line of alcohol and cigarettes.

The restaurant legal status is Limited Liability Partnership. One of the main shareholders and the co-founder is Neumivaykin Andrey Alexandrovich, who has been working as chief cooker at “Dostyk”, “Los gauchos”, “World Hotel Saltanat” restaurants. He is the member of Eurasian chief cookers association.

Mission of the restaurant - to prove that guests can enjoy the taste.

The purpose of the restaurant is to provide a fully equipped kitchen with accommodation, to provide guests with the opportunity to value and quality, to bring a delightful combination of aesthetics and taste. Offering a quiet, comfortable atmosphere in the city full of noise.

The purpose of the enterprise is not just organization of catering, but also recreation: banquets or celebratory events, organization of master classes. Come to the restaurant is not only a good meal, but also a chance to interact with others, to meet business issues, or to breathe.

The results of the Five Forces analysis shows that «AS-TIMIAN» needs to prioritize the issues related to competition, consumers, and substitutes, all of which exert a strong force on the company. A possible course of action for «AS-TIMIAN» to address these issues is product innovation. New «AS-TIMIAN» products can attract and keep more customers. Also, this Five Forces analysis shows that «AS-TIMIAN» can implement higher quality standards to address competition and substitution in this saturated market. Contributing to competitors or substitutes of «AS-TIMIAN» authors of this project presents the analysis of 3 restaurants situated nearby in the same price and service range. The analysis is made upon short list question (in the table) and the opinion of customers of this restaurants.

The analysis were held by author while the period of internship in 2018 year. Authors find out the marketing mix of the restaurant and investigated current status of the marketing. For example, authors did the SWOT analysis of the “AS-TIMIAN” in order to find the “carrefour” or intersection of business coordinates. Moreover, this analysis will reveal the weak points working on which will help to shift restaurant from the current coordinates where “AS-TIMIAN” has a lot things to develop yet (including marketing concept).

Table 8. SWOT analysis of marketing in “AS-TIMIAN” restaurant

1	“Strong”	3	“Opportunities”
	<ol style="list-style-type: none"> 1. The founder is a famous chef 2. Parking lot 3. The Author’s menu 4. A pleasant and relaxed atmosphere 5. WI-FI 6. Availability of VIP halls 7. New building 8. Family oriented 9. Tasty gifts for several dishes 		<ol style="list-style-type: none"> 1. Growth of public catering market in Almaty. 2. Increased demand for the services 3. Master class for children events 4. Release of discount cards for regular guests 5. Delivering of food 6. Increasing staffing, involving training at all levels, motivating staff. 7. Updated menu, extension
2	“Weak”	4	“Threat”
	<ol style="list-style-type: none"> 1. Inconvenient location 2. Absence Marketing Policy 3. Absence of children menu 4. High income oriented 5. Low road infrastructure 6. Low staff qualifications 		<ol style="list-style-type: none"> 1. Large stream of staff 2. State’s unstable economic situation 3. Changing the tastes of visitors 4. Fire safety (open kitchen) 5. Instability of the exchange rate 6. Bankruptcy 7. Increased competitors

Note - compiled by the author’s research[3]

Being a famous chef of founder of the strengths of the restaurant “AS-TIMIAN”, it is the main advantage of the competitors because it is a person who knows the work of the restaurant. He relied on his own experience and thought of his authoring menu. In addition, the price of hot dishes is specially selected for the price of selected garnish, bread syrup and sauce. Weaknesses are: it is not located along the street, it is difficult to find a restaurant. It includes the ability to expand the menu and area, upgrade the staff, introduce discounts and additional services, and provide unemployed employment. Risks are considered to be a threat, such as increased competitors, failure to check, changing tastes, and inflation.

Table 9 presents the schedule of marketing activities planned for January and February 2018. The tasks given in the best practice have been fulfilled in the highest possible way. The order of the AS-TIMIAN restaurant has been ordered by the time being. The “Esentai mall” shopping center at the “Let’s Eat” festival held at “Grand Park” shopping center and held a series of celebrations for “New Year Esentai Fair”. There is also a corner for children and a menu for children.

Table 9. Schedule of implementation of measures on marketing strategy

№	Actions taken	Date
1	Creating a corporate site, meeting with suppliers	25.01.2018
2	Distribution of restaurant dishes during the festival “Let’s Eat” in the “Grand Park” shopping center, distribution of flyers with information about the restaurant.	02.02.2018
3	Take part in the New Year event “Esentai Fair” at “Esentai mall” shopping center	04.02.2018
4	Investigating customer sites and negotiating (Chocofood, Bestfood, Zenge)	08.02.2018
5	Strengthening the children’s program “AS-TIMIAN Kids”.	10.02.2018
6	Thinking and entering the Kids Menu	10.02.2018
7		12.02.2018
8	Equipping the Kids zone for children.	14.02.2018
9	Conduct a contest and hold a campaign on February 14th.	14.02.2018
10	February 14 Decorating the restaurant on the day of love.	12.02.2018
11	Enhanced outdoor advertising.	15.02.2018

Note - compiled by the author’s research[3]

After evaluating the situation in the restaurant “As-timian”, we can conclude that in the restaurant company under investigation, systematic marketing activities are still not enough. This circumstance negatively affects both the volumes of trade turnover and the competitive stability of the restaurant “As-timian”, which in the long term may create a potential threat of losing customers. Therefore, the restaurant “As-timian” has developed recommendations for improving its marketing activities.

Factors that may worsen the results of the restaurant As-timian include the increased competition in the restaurant market in Almaty. This factor is the most significant and in many respects is connected with the aggravation of competition in case of aggressive access to the Moscow market of new large restaurant chains operating in the same market segments as the restaurant “As-timian”. In this case, the profitability of the restaurant business “As-timian” is likely to decrease. The probability of occurrence of this factor is high.

The restaurant is one of the most complex types of service enterprises. From the manager here are required not only organizational skills, but also the ability to create a special atmosphere of the institution, which is pleasant for visitors. Without this condition, there can be no question of any formation of loyalty. Hence, it is necessary to “fine” the adjustment of marketing, allowing both to attract and retain the client. But, unfortunately, it is in restaurants that marketing is still not paid enough attention. The main reasons for the underdevelopment of restaurant marketing should be found in the following: The level of economic / marketing training of restaurant owners is quite

low compared to the leaders of many other types of business. Misunderstanding of the value of marketing (which is largely determined by the previous paragraph) and, as a consequence, the reluctance to finance this direction. And the desire to save money also applies to the financing of marketing programs, and to the salaries of specialists who could organize such work. Therefore, very often marketing in a restaurant boils down to what seems to be necessary - advertising in the media, "outdoor", and ... everything. Serious experts in the field of advertising and marketing do not hurry to work at public catering establishments. Firstly, they do not consider this work prestigious and gives considerable experience. Secondly, there is not much growth in the restaurant. In a solitary institution in general, you rarely meet at least one specialist, not to mention the department or department. Thirdly, the level of salaries in the restaurant for such positions is low and suitable only for beginner specialists, which can arrange them only for the time being for finding another, higher-paid and perspective work[4].

In this paper, authors had presented over 7 ideas of "how to drive marketing and attract new customers". This idea refers to needs of customers, for example, visitors generated the delivery idea when authors implemented questioning research. In addition, the main aim of marketing is attract new clients and transform them into loyal clients. Authors believe this tools will help to reach this perspective aim.

The challenge is to create a restaurant concept and bring it into being, a concept that fits a definite market, a concept better suited to its market, than that presented by competing restaurants. The restaurant business is intensely competitive. There is always a better concept coming on stream, better in atmosphere, menu, location, marketing, image and management[5].

There are some marketing concepts "AS-TIMIAN", should put aside. For instance the selling and production concept are not valid to the restaurant market. The best possible solutions are marketing and societal concept (less). In marketing concept restaurant should care what customer wants and needs and focus on delivering it to the focus group using one stylistic approach. If to take an example of traditional restaurant they deliver cuisine and culture of particular country. In the case of "AS-TIMIAN" restaurant should focus on delivering delicious European food for the family members. There are some important points:

1. Brand ambassador
2. Brand message
3. Target group oriented advertising
4. Brand marketing promotion framework
5. Service oriented marketing

Resuming this ideas, every action taken into building strong marketing concept following specific line (not chaotic) will help to build strong brand image, with the specific messages that customers willing to experience. If company will to take step by step action into building this images, it will inevitable allocate it among other competitors.

In this paper, we examined the marketing activities of the restaurant "As-Timian". It is marketing that allows the restaurant "As-Timian" to plan and, if necessary, to adjust:

- Situation of the restaurant in the target market (the size of the market and its main segments, competitors and distribution channels).
- New opportunities for the most effective use of company resources in case of timely use of the opening advantages of the enterprise, or a favorable combination of circumstances.
- Tasks and objectives of the enterprise, planned for the planning period.
- Marketing strategy as an algorithm for solving marketing tasks of the business unit includes its blocks: segmentation, prioritization and positioning strategies (for each positioned segment); strategies for implementing the elements of the marketing mix (new products, sales organization, advertising, sales promotion, prices), taking into account the hazards and new opportunities of the enterprise; optimal budget implementation of targeted marketing strategies.
- Plan of measures to implement the marketing strategy

Based on the survey, we can give the following recommendations to the restaurant "As-Timian":

1. To organize and maintain a marketing information system in a restaurant.
2. To study carefully target customers, their wants and needs.
3. To standardize marketing action into marketing concept framework detailed in paragraph 3.2.
4. To implement qualified marketing researches
5. To organize marketing promotion according to marketing concept
6. To develop service and product

7. To deliver brand messages
8. To build system of advertisement, account the financial abilities of the company and implement the best possible advertising strategy.
9. To build promotion plan according to the ideas presented.

Introduce a modern restaurant automation system that will speed up not only the maintenance processes, but also simplify the work with checks.

Concerning this work, in this project study author find out the theoretical aspect of building strong marketing concept for the restaurant, analyzed current market for the problems and needs. In the second chapter author made a detailed analysis for the economic situation at the company, and analyzed the current marketing situation at the company. Resuming the second chapter authors emphasized on the problems and mistakes of the company, and made a study for where company should thrive. In the third chapter of this work author offered ideas to solve the problems of the restaurant and presented the idea of marketing concept framework inside of which company should be operating its marketing actions. Authors strongly believe this study will help “AS-TIMIAN” to increase the sales, through building strong brand image among its target audience.

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