

Burger Fest- Marketing Strategy & Plan
(Business Project-1)



By

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Islamabad, Pakistan

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BUSINESS PROJECT ACCEPTANCE CERTIFICATE

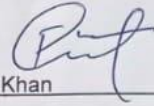
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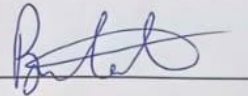
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ABSTRACT

This project presents a structured approach to creating a comprehensive marketing strategy for Burger Fest Commercial Market Branch using integrated traditional and digital marketing strategies with the aim to increase brand awareness and sales. The project begins with a detailed exploration of the restaurant's background, shedding light on its origins, objectives and products offered. The project further identifies the target market for Burger Fest to be fast-food loving price sensitive individuals, customers out for social meetup & recreation and those looking for convenience & taste. This formed the basis of developing a positioning strategy based on a critical analysis of the restaurant's strengths and weaknesses as well as the opportunities and threats it faces in the market. The results reveal that Burger Fest Commercial seeks to position itself as a brand that offers affordable, convenient, and value-driven dining option, attracting customers who prioritize these factors without compromising on taste or quality. An in-depth competitor analysis then followed which determined Burger Fest's unique selling proposition i.e., high quality charcoal grilled burgers with live cooking experience for all the food lovers looking for great taste with affordability. Banking on the restaurant's strengths, a detailed marketing strategy was formulated to meet the marketing objectives using the marketing mix. Various online and offline marketing strategies are then suggested such as social media and influencer marketing, print advertisement, events, local partnerships, local SEO and review marketing. Lastly, the retention strategies are discussed and the key KPIs that need to be tracked are highlighted to ensure continuous monitoring and improvement in order to have a marketing strategy in place that increases brand recognition and boosts sales.

Keywords: marketing strategy, digital marketing, burger fest, marketing mix, unique selling proposition.

1. SCOPE OF PROJECT

The purpose of this project is to create a comprehensive marketing and sales plan for Burger Fest- Commercial Market branch using integrated traditional and digital marketing strategies with the aim to increase brand awareness and sales. As the commercial market branch was established just a few months back, it does not have a proper marketing and sales strategy in place, which will be the focus of this project.

2. COMPANY BACKGROUND

The brand of Burger Fest started back in 2018 as an emerging restaurant with the aim of providing high-quality low-cost beef burgers with allied products. The idea was conceived by taking into account the highly expensive beef burgers offered by various brands in the market. Thus, there was a market gap in terms of availability of high-quality beef burgers at economical rates which formed the base of introducing Burger Fest in twin cities.

The brand works on a franchise basis throughout the twin cities and one such franchise is that of Burger Fest Commercial Market Rawalpindi run by Mr. Abdul Wahab. Mr. Wahab is a foodie having experience as a manger in McDonald's Germany. He has worked on exploring fast food and fast casual restaurants throughout Europe with the intent to understand their cultures and cuisines. businesses running the commercial market franchise with his partner Mr. Khurram Altaf who has experience in running multiple businesses including restaurants, import of cars, real estate etc.

2.1 Locality

The Burger Fest branch is located in commercial market which is situated in the heart of Rawalpindi. Commercial market is the shopping hub for those looking for quality, affordability, and variety of products in the twin cities. The market is swamped with shops and people all around and all the food chains in the area are always up and running. Thus, the branch has access to all types of customers throughout the day.

2.2 The Branch

The Burger Fest Commercial market branch has capacity to accommodate 70 individuals at a time with average TAT ranging between 55 minutes to 60 minutes depending on the size of order, type of customers (i.e., students, couples etc.), meal type, peak/ off peak hours etc. Currently, the branch has 16 employees which include one

receptionist, 6 waiters, one manager, 2 support staff and 4 kitchen staff and 2 people on the grill.

2.3 Products Offered

The Burger Fest brand originally has 86 menu items. However, keeping in view the market demand in commercial market area, the commercial market branch has launched only 53 menu items, the most popular of which is the charcoal grilled beef burgers. Their menu is divided into 10 categories as reflected in Image 2 which are briefly discussed below;

2.3.1 Starters/Appetizers

The branch offers a variety of options for starters including assortment of French fries, chicken strips, nuggets and wings. They have also ensured to incorporate such items in the menu that can satisfy the taste buds of all types of customers as evident from introduction of Caesar salad in its starters.

2.3.2 Breakfast

In the breakfast menu, Burger Fest offers a diversified range of parathas, eggs etc.

2.3.3 Burgers

The specialty of Burger Fest, the one item for which it is renowned in the market is its charcoal grilled beef burgers. The branch offers its customers the experience to enjoy live cooking/ grilling of burger patties and bundles it up with a diverse range of sauces and sides to enhance the experience of end consumers. The burgers are offered in both chicken and beef in various flavors to cater to the customer's needs.

2.3.4 Specials

The 'special's menu of commercial market branch includes a mixture of all the popular products/ food items that are normally found in a casual dining restaurant. In order to cater to a wide variety of customers, the branch has introduced menu items like mutton burger, fish fillet burger, chicken parmesan and a couple of various flavored pastas.

2.3.5 Wraps & Sandwiches

Wraps and sandwiches are especially liked by those individuals looking to enjoy Burger Fest's specialty i.e., grilled meat but also want to have a lighter meal than burgers. This category offers a mix and match of grilled and fried chicken and beef in the form of wraps or sandwiches as desired by the customers.

2.3.6 Steaks

One of the newly added food items is the introduction of beef and chicken steaks to the menu. The product is relatively new and the market response is currently being tested.

2.3.7 Pizzas

The branch has also introduced pizzas in 4 different sizes and multiple flavors, which is one of the highly liked budget friendly food items mostly liked by teenagers and students.

2.3.8 Deals

Burger Fest commercial also offers bundle discounts in the form of deals specially designed for families, students, couples and large groups.

2.3.9 Desserts

In line with the industry practice, Burger Fest commercial market branch has also added the most sought-after desserts to its menu including brownies, ice-creams, muffins and molten lava cake.

2.3.10 Drinks

The branch's selection of drinks caters to individuals of all age groups. The drinks on the menu include soft drinks, tea, green tea, water, juices etc.

3. RESTAURANT INDUSTRY ANALYSIS

All Pakistan Restaurants Association (APRA) is registered with the Securities and Exchange Commission of Pakistan as the authorized body of Restaurants and Caterers in Pakistan to advocate their rights. It is a member of Federation of Pakistan Chambers of Commerce & Industry (FPCCI) and is registered with Directorate General Trade Organization (DGTO), Ministry of Commerce, Government of Pakistan, Islamabad.

The restaurant industry can be bifurcated into three different categories as elaborated below;

1. Quick Service Restaurants (QSRs)
2. Full-Service Restaurants (FSRs)
3. Fast Casual Restaurant (Hybrid Model)

These can be further divided into sub-categories based on menu, size, price, time of service, convenience, atmosphere and quality of food.

3.1 Quick Service Restaurants (QSRs)

Quick service restaurants are the ones that require minimal preparation time and are able to offer quick service to the customers. These typically include Fast Food restaurants with limited menu items that count on pre-prepared food items to offer standardized services in least possible time. The menu offered by QSRs have little room for customization and therefore have relatively lower prices than other restaurant categories. Delivery mode of such restaurants is either over the counter or through drive-thru. Examples of QSRs in Pakistan are McDonald's, KFC, Burger King etc. Moreover, food trucks and stalls also fall into the same category based on their speed, convenience and price.

3.2 Full-Service Restaurants (FSRs)

Full-Service Restaurants (FSRs) are categorized by the provision of table service to their customers. They have a relatively broad menu with meals that are primarily prepared for the individuals placing the order and have higher rates than that of QSRs. FSRs have wait staff that seat the customers, take and serve their order and bill them afterwards.

Based on the differences in size, prices and atmosphere, the Full-Service Restaurants can be divided into two categories i.e., Casual Dining Restaurants and Fine Dining Restaurants. Differences between these two are elaborated below:

Table 3. 1 Casual Dining vs Fine Dining Restaurants

Differentiating Factor	Casual Dining Restaurant	Fine Dining Restaurant
Atmosphere	The atmosphere of a casual dining restaurant is more relaxed and comfortable.	The atmosphere of a fine dining establishment is usually more elegant, and the food is served in a more formal way.
Quality of Food	Higher quality of food than fast food restaurants but lower quality than fine dining restaurants.	Highest quality food, made with luxurious ingredients, and served in unique and beautiful presentations by renowned chefs
Prices	Mid-range	The prices for fine dining are higher than at a casual restaurant based on the higher

3.3 Fast Casual Restaurant (Hybrid Model)

With consistent change in fast food industry over the years, a relatively new segment of the industry is now common typically known as the Fast Casual Restaurant. These restaurants act as a hybrid of QSRs and FSRs and aim to provide high quality food at relatively lower prices while still maintaining a casual atmosphere with quick service. Fast Casual Restaurants do not typically have a table service, but they may bring out food

to the customer's tables. Unlike fast food restaurants that are all about the turnover, Fast Casual Restaurants want people to consider the place as a casual sit in option. Such restaurants have lower average meal prices than casual dining, offer off-premises and on-premises dining options, limited table service and food items that are quick for a service line to assemble, as well as easy for a guest to enjoy. The fast-casual concept incorporates relative affordability with high-quality ingredients. Their menus feature more natural ingredients and customized selections.

Based on the above, it can be deduced that Burger Fest Commercial falls on the spectrum of 'Fast Casual Restaurant' category. They offer high quality specialized beef burgers at lower cost than other market players, offers itself as a casual sit in option and has the option of table service. With regards to the speed of service, Burger Fest Commercial offers a mix of food items i.e., ones that can be served quickly e.g., French fries and burgers and others that take their time e.g., steaks.

4. SWOT ANALYSIS

SWOT analysis as discussed below was performed to gauge the strengths of Burger Fest Commercial Market branch, the threats faced by it and the opportunities available in the market which can be exploited through utilizing its strengths and improving on its weaknesses.

4.1 Strengths

The main strengths of Burger Fest- Commercial Market are discussed below:

1. Trained Team:

The owner of Burger Fest franchise has more than 5 years of experience as a manager in an international fast-food chain. He also has handpicked some of the renowned and experienced chefs from other food chains, enabling them to offer high quality meals to the customers. Furthermore, the franchiser gave formal hands-on training to the employees which has given the branch a boost in terms of delivering original Burger Fest taste and consistent service level.

2. Diversified Menu:

Burger Fest is known for its charcoal grilled beef burgers and there is no such direct competitor for this menu item in commercial market. In addition to the standard menu items offered by the Burger Fest chain, the commercial market branch has also added other dishes like steaks, unique drinks, pastas and desert options based on high customer demand. This enables them to cater to a variety of clients at the same time, thereby increasing the customer inflow.

3. Brand Image:

One of the competitive advantages of commercial market branch is the brand name that it carries. Burger Fest is a well-established brand name in the twin cities and the customers are aware of their standard services due to which the branch received an overwhelming response upon its opening despite utilization of limited marketing efforts and resources.

4. Location:

Burger Fest commercial market branch is ideally located in the shopping hub of Rawalpindi and receives the majority of clients looking for quick food options after shopping.

4.2 Weaknesses

The areas of improvement of Burger Fest- Commercial Market are discussed below:

1. Restricted Parking Space:

One of the important factors considered by customers while deciding on a restaurant is the parking space. As the branch is located amidst the main shopping area of Rawalpindi, it is usually difficult to find nearby parking. However, as most of the customers are already on foot while shopping, many of the customers do not face this issue. Furthermore, increased customer flow usually starts in the evening when most of the nearby offices are closed leaving behind parking space (Image 3) that can be used by the public.

2. Same Menu as Competitors:

Even though Burger Fest Commercial is offering a unique menu item i.e., charcoal grilled beef burgers, the other menu items offered by them are similar to those being sold

by other competitors. Moreover, there's a limit to how much diversification one can do in the fast-food business. However, the branch's competitive edge comes into play here i.e., low prices and live cooking experience.

4.3 Opportunities

The business opportunities for Burger Fest- Commercial Market are discussed below:

1. Competitors Closing Down:

One of the competitors of Burger Fest i.e., Pizza Hut located in Commercial market is scheduled to close down due to changes in their management and ownership structure. This serves as an opportunity for Burger Fest branch to increase their marketing and promotion campaigns to attract Pizza Hut's customers to their own fast-food branch.

2. New Alliances:

Burger Fest commercial branch can enter into agreements with the local offices for catering to their events at discounted prices. Moreover, MOUs can be signed with universities for setting up their stalls and eventually penetrating further through expansion.

4.4 Threats

The potential threat for Burger Fest- Commercial Market branch is discussed below:

1. Impact of Inflation on Costs:

During the current economic situation of the Country, the cost of everything from rent, utilities, transportation to employee salaries, meat and other supplies has increased manifold. In order to retain its profit margin, the branch will pass on the rise in costs to the customers, due to which it might affect its image of being a low-cost alternative. However,

as inflation has hit everyone in the industry, all the market players are resorting to passing on their costs to customers enabling Burger Fest to remain in the lower price category relative to other competitors.

5. COMPETITOR ANALYSIS

As the scope of this project is limited to Burger Fest branch located in Commercial market, Rawalpindi, the competitor analysis is performed for the competing players present in the nearby areas of Rawalpindi only.

Burger Fest commercial has a combination of direct and indirect competitors in the market. Indirect competitors are the alternatives other than fast casual restaurants or fast-food chains that the customers can opt for quick food options. These include casual dining restaurants, food sections at supermarkets (like Hyperstar), small fast-food stalls and home-based cooks offering their meals on online apps like Foodpanda.

Even though there is no direct competition to Burger Fest’s unique selling item i.e., charcoal grilled beef burgers with live cooking experience, yet, keeping in view the broader menu items provided by the branch, direct competitors would include other fast-food & fast casual businesses in the vicinity of Burger Fest commercial market branch. These include the following:

Table 5. 1 Competitor Analysis

Player Name	Intro	Marketing Strategy	Products Offered	Weaknesses
Cheezious	Pakistani Origin Started in 2012 >20 restaurants	Tagline: ‘Finest Taste Ever’ Positioning: Budget friendly good quality fast food place	Zinger Burger, Crown crust pizza	-No promotional offers
KFC	International chain Started in Pakistan in 1997	Slogan: ‘It’s Finger Lickin’ Good’ Positioning: Socially responsible brand. Employs deaf staff as well	Most popular: mighty zinger, signature fried chicken.	Mobile application unavailability of drive-thru low parking space

	->110 restaurants			service speed
OPTP	Pakistani Origin >73 restaurants	Promotes high quality food with natural ingredients Company focused marketing strategies instead of brand focused	Belgian Fries, burgers, fried chicken	-Consistent introduction of new items not accepted by the market
14th Street Pizza	Pakistani Origin >8 restaurants Pioneer of New York style 20-inch hand tossed pizzas in Pakistan	Uses offline digital media options like radio and Television to market its new products and is active on social media for running its campaigns.	New York style 20-inch pizzas 'Create your own pizza' options on its website Footlong pizza	High prices
Pizza Hut	-International Chain -Sub franchising mechanism	-	Self-service salad and pan pizzas, all you can eat deals	About to close down Affected reputation due to substandard services
Burger Lab	Pakistani Origin >32 restaurants Focus on CSR	-They run on the premise of innovate and experiment -Customer Centric Approach -Premium quality	Introducers of American smash burger technique in the market	High TAT

Refreshment Center, Mamoo Burger Point & Bamboo Fast Food	Oldest desi fast-food restaurants in Rawalpindi Single branch	Word of mouth Presence on foodpanda	Breakfast Evening Snacks Typical fast-food options	Decline in food quality Parking issues Low sitting capacity for families Did not evolve
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6. STP ANALYSIS

The primary goal of the customer value driven marketing strategy is to develop an engaging, effective relationship with the right customer. Because restaurants cannot serve every consumer in the industry, the strategic selection of target customers is essential. In order to make the marketing communications more focused, the STP model is employed below to segment the audience, target the best fit segment and position Burger Fest commercial to tap the target segment effectively.

6.1 Segmentation

In order to understand the market and segment it into homogenous groups, a survey was conducted to identify various traits of customers, their values and dining behaviors. The data gathered suggests that the market can be divided into the following segments based on similarities in traits, needs and wants:

6.1.1 *Geographic Segmentation*

The Burger Fest branch under discussion is located in Commercial Market, Rawalpindi. Consequently, it attracts traffic from neighboring areas including satellite town, Chandni chowk and Murree Road that makes it a nearby restaurant option to dine in, takeaway or get the food delivered through delivery apps like Foodpanda. However, people out on shopping come from extended areas of twin cities as well.

6.1.2 *Demographic Segmentation*

Demographically, the target market can be segmented on the basis of income, age, gender and religion.

Even though Rawalpindi is an area dominated by the Muslim community, yet we cannot ignore the presence of some minority groups whose religion does not allow them to

eat certain food items like beef. Therefore, as Beef burgers are specialty of Burger Fest commercial, its customer base would exclude such minority groups.

Moreover, age and income level are some of the main driving factors behind a customer's purchase decisions. For example, food items offered by Burger Fest are usually consumed more by youngsters between the ages of 10-24 who depend on their family income and young adults in their late 20's and early 30's who have started earning on their own. Both of these segments have inclination towards consumption of such food items with the level of consumption dependent on their disposable income. For youngsters, fast food consumption is a part of their recreational activity whereas for young adults, it can additionally act as a source of convenience food for the ones struggling with maintaining work life balance. However, the level of income of this segment also impacts their spending habits.

Furthermore, gender of the customers also factors in as most of the people who dine in are either bachelors hanging out with a group of friends or females out for shopping looking for a fast food or casual dining experience.

6.1.3 Psychographic & Behavioural Segmentation

The market can also be segmented according to their psychographic characteristics such as their attitudes, values, aspirations, personality and interests. The audience for Burger Fest can be segmented into introverts who like to order in or individuals looking for a lively atmosphere with the comfort of having combined options of quick food and dining experience. It can also include those who like the convenience of fast food but have a preference for healthier eating options. Based on these characteristics, they can be further segmented on the basis of their behavior including spending habits and hobbies. These can include customers looking for discounted deals or frequent visitors indicating their preference for a certain type of menu item. They can also be segmented on the basis of preference of venue for social meetups.

Based on the above analysis, the audience for Burger Fest Commercial market branch can be divided into the following segments:

1. Minority groups having vegan diet.
2. Customers who do not like discretionary food and look for healthier eating options.
3. Individuals who like fast food but have budget constraints.
4. Customers looking for a place for social meetups and recreation.
5. Customers looking for convenience and taste.

In all these segments, the main geographic focus will be selective areas of Rawalpindi including Commercial market, Satellite Town, Asghar Mall, Chandni Chowk and Murree Road.

Table 6. 1 Segmentation

Segment No.	Demographics	Psychographics	Behavior
1.	Age: 18-35 Income/ Occupation: Financially Sound Gender: Both	Food preference: Vegetarian Ambience: Social acceptance in the sitting area	Frequency of consumption: Dines out seldom.
2.	Age:>35 Income/ Occupation: Financially Independent Gender: Both	Food preference: Healthy food Ambience: Lively, Appropriate for families	Frequency of consumption: Dines out seldom. Company: Mostly accompanied by friends or family

3.	Age:18-35 Income/ Occupation: Students, newly employed individuals, middle income earners Gender: Both	Food preference: Fast food/ comfort food with bundle offers Ambience: Bright lighting, music preferred, vibrant decor	Frequency of consumption: Calculated spending on fast food Company: Usually in the form of groups of a minimum of 2 individuals.
4.	Age:18-40 Income/ Occupation: Middle income group Gender: Both	Food preference: Variety in menu to cater for everyone's taste. Ambience: Comfortable sitting arrangement, aroma of food, bright lighting, music preferred, contemporary décor	Frequency of consumption: Frequent spending on fast food Company: In the form of groups. Usually families, bachelors etc.
5.	Age: 22-35 Income/ Occupation: Working individuals, financially independent Gender: Both	Food preference: Fast food with quick service. Ambience: Family friendly seating, functional dining spaces	Frequency of consumption: Frequent spending on ordering/ take away Company: Usually young couples, bachelors etc.

6.2 Targeting

Out of the market segments defined above, Burger Fest commercial should not target the first two segments i.e., minority groups having vegan diet and customers inclined more towards healthier eating items. Even though Burger Fest's menu has a few items to cater to both of these segments, however, the core value proposition of Burger Fest is its charcoal grilled beef burgers which can't be consumed by vegetarians and are a part of discretionary foods that is not preferred by health-conscious customers. Therefore, the ROI on these market segments would not justify the resources consumed to target them.

Thus, based on Burger Fest's strengths, financial resources, capabilities and the potential financial return expected from the target market, Burger Fest commercial should target the following segments:

1. Individuals who like fast food but are price sensitive.
2. Customers looking for a place for social meetups and recreation.
3. Customers looking for convenience and taste.

Detailed personas of each of these target markets are given below:

6.2.1 Persona 1: Budget Conscious Student

Demographics: Ali is a 19-year-old student who depends on his father to meet his expenses and receives a monthly budget of PKR 8,000/- for his personal expenses.

Psychographics: He is young and energetic and enjoys fast food. He likes to make everything an occasion with his friends and prefers a casual/ informal and budget friendly dining place to hang out.

Behavior: Being a part of Gen Z, it is routine for him to check the restaurant's reviews online along with the menu before choosing a dining place. He dines out once a week and is drawn to a restaurant where he can enjoy pocket friendly food in the form of bundle offers/ deals with fast food option.

6.2.2 Persona 2: Family oriented Head of Family

Demographics: Farhan is a 40-year-old male who is the sole breadwinner for his wife and kids. Farhan owns a house in satellite town, has a secure job and falls into the middle-income group.

Psychographics: He tries to maintain work life balance and is fulfilled by his family bonding. He likes celebrating little things like birthdays, promotions, milestone

achievements etc. He likes dining in a restaurant having comfortable sitting arrangement suitable for families with a variety of food options that can cater to the taste buds of both kids and the parents.

Behavior: His choice of restaurant mostly depends on what his children want to eat, and he usually dines out once a week to reconnect with the family.

6.2.3 *Persona 3: Shopper*

Demographics: Sarah is a 30 years' old female who is married to a businessman and is herself a housewife. She manages the shopping needs of her family including clothes for the family, groceries etc. and usually visit commercial market for it with her family members or friends.

Psychographics: She lives an active lifestyle and is fulfilled by her friendships and family. She likes an informal atmosphere where she can feel comfortable showing up in her casual clothes carrying her bags of shopping items.

Behavior: Sarah always dines in for a quick snack while doing shopping with her friends/family. She goes shopping twice a month and is drawn to a restaurant where she can stay relaxed and have a variety of options to order from.

6.2.4 *Persona 4: Busy Professional*

Demographics: Aslam is a bachelor who has just moved into the city for his new job. He lives in a rented apartment and puts extra hours into work to have a prosperous career.

Psychographics: He is a career-oriented individual and is focused on following his ambitions. He enjoys a variety of food options and appreciates customization options to suit his dietary preferences. He looks for menu items that provide a balance between taste and nutrition.

Behavior: Aslam values convenience and efficiency. He often eats on the go and prefers quick and easy meals. He wants his food to be ready fast without compromising taste. He frequently uses food delivery apps and values loyalty programs that offer discounts and rewards.

6.3 Positioning

Based on the above analysis, it is evident that Burger Fest Commercial seeks to position itself as a brand that offers affordable, convenient, and value-driven dining option, attracting customers who prioritize these factors without compromising on taste or quality.

This would require creating a brand identity that reflects a modern and vibrant atmosphere while emphasizing the core features of affordability, convenience, and value. The brand's positioning would be reflected in everything including Burger Fest's promotion strategy, brand communication, menu, pricing, partnerships, and distribution strategy.

7. UNIQUE SELLING PROPOSITION

The differentiating factors of Burger Fest Commercial Market branch are discussed below:

- International Experience:
 - The franchise owner, Mr. Wahab, has experience of working in a renowned international food chain due to which he is exposed to best practices and is able to replicate them in his branch.
- Charcoal Grilled Burgers with Live Cooking Experience:
 - Burger Fest commercial market branch is the only one in its vicinity to offer the opportunity to have live cooking experience of charcoal grilled burgers. This creates a festive ambience like no other and is a point of attraction for many customers.
- Affordability with High Quality:
 - Burger Fest commercial offers the juiciest burgers in town at lower cost than its competitors which helps it to attract customers of various demographics.

USP: Burger Fest Commercial Market Branch offers high quality charcoal grilled burgers with live cooking experience for all the foodies looking for great taste with affordability.

8. MARKETING MIX – THE 4 PS

The marketing mix of Burger Fest discussed below would define the strategies and tactics that the brand can use to reach its target customers in terms of product, price, place and promotion. It is pertinent to mention here that the commercial market branch of Burger Fest has some limitations in terms of their freedom to use marketing strategies due to which the marketing mix will be altered accordingly. Some of these limitations along with their suggested mitigants are given below:

Table 8. 1 Limitations of Marketing Mix

Sr. No.	Limitations	Suggestions
1.	Pricing decisions are made by the franchisor.	This limitation is to the benefit of the branch as they don't have to allocate resources for analyzing competitor prices and the impact of inflation to determine final prices.
2.	Burger Fest has no website in place and the branches are not allowed by the franchisor to make individual websites for each branch.	The branch owner is in discussions with the franchisor to develop a consolidated website for all the branches which can enable the user to enter their location upon opening the website. The user can then be located to the interface of that branch which falls nearest to the location of that user. Having a website is of utmost importance as it serves as the main point of contact for the customers. However, till the time the website is made, the owners should constantly update their social media pages and remain active to respond to customer queries to ensure customer engagement and satisfaction.
3.	Freedom to change Logo	Even though Burger Fest's logo needs improvement, yet only the franchisor has the authority to make changes to it. However, the suggested changes have been communicated to the franchisor and the suggested improvements are under consideration.

8.1 Product

The 'Product' bit of the marketing mix covers the organizational outputs i.e., the goods and services provided by Burger Fest to its target customers. As Burger Fest is a food service business, its product mix is mainly composed of food and beverage products.

As discussed earlier, Burger Fest commercial market branch is currently offering 53 menu items in the branch which are divided into 10 categories. However, as the target market has now been defined and positioning strategy is in place, the products offered by Burger Fest should reflect the core features of affordability, convenience, and value. Therefore, it is recommended to bring about the following changes to the menu.

- Remove breakfast options from the menu. The target market of Burger Fest encompasses the majority of those people who find time to dine out in the latter half of the day. The survey results show that the average preferable visit/ dining time starts from 3 in the afternoon till midnight.
- Exclude menu items that do not reflect the true essence of Burger Fest's unique selling proposition. Burger Fest's specialty is its charcoal grilled burgers. In order to stay aligned with its strengths, extra menu items like steaks, chicken parmesan, Caesar's salad and pizzas should also be excluded from the menu. This would reduce inventory and holding costs of the branch and would enable them to focus on their core products.
- Offer a standardized menu. Many items like chicken parmesan and pastas are offered by the commercial market branch which are not a part of the menu items offered by other branches located in the twin cities. Having a standardized menu is imperative to give a cohesive brand image.
- Change the outlook of the menu card (both physical and digital) in a manner that highlights the strengths of the branch i.e., charcoal grilled burgers. The existing menu has lots of text and is not visually appealing. It should be altered in a manner as to showcase the scrumptious food that raises desire of its purchase in the customer. For this purpose,

the burgers section should have images of the different burger types in order to highlight the main menu whereas the rest of the food items offered should be sidelined. Moreover, these images would also guide the customers what to expect in their order. An example of this is given in the annexure as a sample of the suggested changes in the menu.

Keeping in view the above, the following revised menu is proposed.

- **Starters/ Appetizers**

The branch should offer a variety of most sought-after options for starters including assortment of French fries, chicken strips, nuggets and wings. These starters cater to the interests of all three segments of Burger Fest's target market.

- **Burgers**

The specialty of Burger Fest i.e., the one item for which it is renowned in the market is its charcoal grilled burgers. The branch should continue offering its customers the experience to enjoy live cooking/ grilling of burger patties and bundles it up with a diverse range of sauces and sides to enhance the experience of end consumers. The burgers will be offered in both chicken and beef to cater to the customer's needs.

- **Specials**

The 'specials' menu should include menu items that do not deviate from the true essence of dishes offered by Burger Fest, yet provide the feeling of consuming something unique. Therefore, retaining menu items like mutton burger and fish fillet burger is recommended in order to effectively cater to its target market.

- **Wraps & Sandwiches**

Wraps and sandwiches are especially liked by those individuals looking to enjoy Burger Fest's specialty i.e., grilled meat but also want to have a lighter meal than burgers.

This category offers a mix and match of grilled and fried chicken and beef in the form of wraps or sandwiches as desired by the customers and should be retained as such.

- **Deals**

The existing deals offered by the branch should be simplified to lunch deals, midnight deals and family deals that would cater to the majority of the members of the target market.

- **Desserts**

The branch should retain the most sought-after desserts in its menu including brownies and ice-creams whereas muffins and molten lava cake should be removed from the menu as data of Burger Fest as well as our survey shows that the demand for these two desserts is close to zero.

- **Drinks**

The drinks on the menu should include soft drinks, water and juices whereas tea and green tea should be removed from the menu.

8.2 Price

An effective pricing strategy is a fundamental aspect of the marketing mix that can significantly impact a company's top line & bottom line and eventually determine its overall success.

Burger Fest is a fast casual restaurant operating in commercial market Rawalpindi. Keeping in view the characteristics of its target market, it should focus on delivering wholesome meals at reasonable prices while keeping costs under control. It is important to develop a compelling and profitable pricing strategy that drives customer loyalty, enhances competitiveness, and fuels sustainable growth in the marketplace through maximizing profit margins and sales volume.

8.2.1 *Burger Fest's Pricing Strategy*

Burger Fest is currently employing a combination of cost-plus pricing and competition-based pricing strategies. They use the cost-plus method to determine their selling price and can then see where it places them in comparison to similar competitors in the market before setting a final price. By combining these two pricing models, Burger Fest manages to stay ahead of the competition and manage its costs as well. The brand follows the following steps to determine its prices:

8.2.1.1 Fixed & Variable Costs

It starts off by calculating all the costs pertaining to running the restaurant. These include both fixed and variable costs. Fixed costs include rent, salaries, loan payments, license fees, equipment etc. These costs are easier to budget for when opening a restaurant because they don't fluctuate much each month. On the other hand, variable costs include ingredients, packaging, labor costs, marketing, inventory costs and delivery charges, which vary with the number of items sold.

8.2.1.2 Recipe Costs

When the costs of ingredients are determined, total recipe costs are then finalized. Calculating recipe costs starts with standardizing the recipes. These are consistently adjusted for changing prices by capturing product price fluctuations.

8.2.1.3 Plate Cost

After finalizing the recipe costs the total plate cost of every menu item is determined. Plate costs are the combination of all the recipes costs and raw ingredients that go into the dish, broken down by portion size. Two more factors are then accounted for after which the total price of the menu item is finalized. These two factors are:

- Percentage component to account for sudden fluctuations in costs. This is an important factor as minor changes in input costs can be accounted for without having to change the whole price of the product. Frequent changes in product prices can lead to negative customer reaction.
- Profit margin component.

8.2.1.4 Competitor's Pricing

Burger Fest Commercial seeks to position itself as a brand that offers affordable, convenient, and value-driven dining options, attracting customers who prioritize these factors without compromising on taste or quality. In order to achieve this, it is important to keep a close eye on the strategies adopted by the direct competitors of Burger Fest. Through a quarterly analysis of competitors' prices, Burger Fest sets its price ceiling by ensuring that the prices remain somewhat lower than those of its competitors while maintaining its profit margin.

8.2.1.5 Monitoring and Reevaluation

After the prices are set, they are periodically reviewed to account for any fluctuations in costs. Furthermore, prices of competitors are also analyzed to keep up with the market trends. Any price exceeding that of the competitors is then rationalized by employing cost reduction strategies including but not limited to using waste management strategies, reconsider purchase terms and reevaluate vendors, optimize staff scheduling and controlling inventory.

In spite of the above, it is imperative to regularly review and analyze the pricing strategy to ensure the restaurant remains competitive and profitable. Monitoring food costs, analyzing customer feedback, keeping up with market trends and closely following competitors' pricing are important to make adjustments as needed.

8.2.2 *Other Pricing Strategies Used by Burger Fest*

Burger Analysis of the existing menu of Burger Fest reveals that in addition to the pricing strategies discussed above, the branch also uses the following pricing strategies for some of its menu items:

1. Bundle Pricing Strategy:

Burger Fest offers meal sets for prices that are discounted, compared to purchasing each item separately. This encourages upselling and ends up seeming like a better deal to the customer when cheaper bundle prices are available. Marketing bundle deals can help sell more products than can be otherwise sold individually. Offering value-driven promotions, such as combo meals, family packs, or lunch specials, to attract price-sensitive customers without compromising quality.

2. Psychological Pricing Strategy:

Burger Fest uses psychological pricing strategy through the 9- digit effect for some of its menu items. It targets human psychology to boost sales by using prices that appear more affordable, such as Rs 499 for a meal instead of rounding it off to Rs 500. This pricing strategy encourages consumers to purchase the company's food products based on perceived affordability.

8.3 Place

The 'place' or 'distribution' element of the marketing mix refers to the strategies and channels used by the restaurant to make its products available to the target customers. This element plays a critical role in determining the accessibility and convenience for the customers. It can significantly impact a restaurant's success by maximizing customer reach, enhancing customer experience, and optimizing operational efficiency.

The physical restaurant is the most prominent place where the company’s products are distributed. However, the business utilizes a couple of places as part of this 4P variable. The main places through which Burger Fest distributes its products are as follows:

- Restaurant (located in commercial market)
- Food panda Application

8.3.1 Restaurant

Burger Fest’s restaurant is where it generates most of its sales revenues from as compared to other modes of distribution. The restaurant is located in commercial market-Rawalpindi which is a shopping hub in the city. It offers options for both indoor dining experience along with outdoor dining option with live grilling experience. The restaurant is lit with bright lights and provides the ambience of a cheerful dining place.

However, the seating arrangement inside the restaurant does not give the vibe of a fast casual restaurant. Rather it is loaded with heavy furniture occupying a lot of space thereby leading to inefficient handling of increased customer flow. Moreover, the restaurant is located in an area which consistently has parking issues. These issues were highlighted to the management of Burger Fest and their mitigants are discussed below:

Table 8. 2 Issues with Seating Arrangement

ISSUE	MITIGANT
Seating Arrangement	The restaurant owner has decided to replace the furniture with light and modern furniture that reflects the true essence of a fast casual restaurant.

<p>Parking Issues</p>	<p>The target market of Burger Fest in commercial market is the customers out for shopping in the area, students who dine in after school and employees working in the nearby buildings. All of these potential customers usually approach the restaurant on foot thereby eliminating the need for a large parking space. Moreover, the customers residing in the nearby areas usually prefer ordering through food delivery app. Furthermore, increased customer flow usually starts in the evening when most of the nearby offices are closed leaving behind parking space that can be used by the public.</p>
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8.3.2 Food Panda Application

Burger Fest leverages its partnership with a popular delivery service i.e., Food Panda that expands the restaurant's reach and caters to customers who prefer ordering in home or the office.

Even though the above-mentioned platforms are working well for Burger Fest, yet there is room to further elevate its presence in the market by adopting innovative channels as explained below:

1. Partnerships:

Collaborating with other businesses can be an effective way to expand the restaurant's presence. For example, there are many businesses in the vicinity of the restaurant that order their lunch meals from Burger Fest on a regular basis. Efforts can be made to enter into a collaboration with these businesses to provide lunch items at a predetermined menu at competitive prices throughout the year on a contractual basis. This would ensure fulfillment of a specific order on a daily basis, thereby boosting revenue streams and enabling better inventory management. Similarly, Burger Fest can invest in a food truck or a pop-up store to reach customers in different locations and test new markets

without committing to a permanent brick-and-mortar location. Schools like Roots School System and Beaconhouse Schools can be approached to place food trucks during their events and can also offer provision of lunch boxes for the staff.

2. Online Presence:

Burger Fest currently neither has a website nor a mobile application. In today's digital era, having a robust online presence is crucial for any business. This includes an attractive and user-friendly website and mobile app that provides essential information such as menu, operating hours, location, contact details and functionality for online ordering. As Burger Fest works on a franchise basis where complete control of the franchise lies with its owners, the website and/ mobile application should be such that it asks the user for its location and then directs them to the interface of the branch located near them. This would intact individuality of all franchises and would enable the consumers to have a single platform to navigate.

Thus, by carefully designing ambience of the restaurant, adopting innovative distribution channels, and understanding the preferences of the target market, Burger Fest can maximize its customer reach, enhance the overall dining experience, and drive sustainable growth. Additionally, adapting to technological advancements and consumer trends, such as mobile apps, delivery services, and online ordering, will keep the restaurant competitive in a rapidly evolving market.

8.4 Promotion

Promotion is a critical element of the marketing mix for any restaurant. This element of the marketing mix defines the tactics that the food service business uses to communicate with customers. It plays a pivotal role in creating awareness, building a positive brand image, attracting customers, and ultimately driving sales.

8.4.1 Existing Marketing Strategies of Burger Fest

Since the commencement of its business back in 2022, Burger Fest has not followed a cohesive marketing plan. It has a not so active Instagram page and puts up banners when any new menu item is introduced. Keeping in mind the era we're living in, it is of utmost importance to have a proper marketing strategy in place that can convey Burger Fest's brand image in a compelling manner, create brand awareness and attract & retain the target customers. However, it is pertinent to mention here that the commercial market branch of Burger Fest has some limitations in terms of their freedom to use marketing strategies due to which the marketing plan will be altered accordingly.

8.4.2 Proposed Marketing Plan & Strategy

Before establishing a comprehensive marketing plan for Burger Fest, it is imperative to lay the groundwork. This includes having an awareness of our brand positioning, knowing the customer and determining the brand aesthetic.

8.4.2.1 Brand Positioning & KYC

So far, we have established that Burger Fest offers high quality charcoal grilled burgers with live cooking experience for all the foodies looking for great taste with affordability. Moreover, it's aiming to target the following segments;

1. Individuals who like fast food but are price sensitive.
2. Customers looking for a place for social meetups and recreation.
3. Customers looking for convenience and taste

8.4.2.2 Brand Aesthetic

Brand aesthetics are defined by the unique brand identity elements like name, logo, color schemes etc. that create a cohesive recognizable image for the business and reflects

in everything including communication with customers, marketing campaigns, menu card etc. The brand identity elements for Burger Fest are described below:

a) Brand Name

The brand name 'Burger Fest' was decided by the brand owner and is being used as it is by the franchisees. The name Burger Fest carries literal meaning i.e., a festival devoted to enjoying Burgers. The name was chosen keeping in mind the unique selling point of Burger Fest i.e., its charcoal grilled burgers.

b) Logo

The Logo of Burger Fest has been standardized by the franchisor throughout its franchises. It showcases a burger with fire pouring out of it depicting its specialty i.e., charcoal grilled burgers. The logo also includes the name of the brand i.e., 'Burger Fest' and underneath are the words 'let's meat' which is a wordplay of the phrase 'let's meet' conveying that the restaurant serves as a meeting spot for the customers where they can enjoy the 'meat' i.e., burgers with charcoal grilled patties. It also gives further meaning to the name of the brand by reflecting that the food offered by the restaurant is no less than a festival where people can gather and enjoy the food, especially that involving charcoal grilled burgers.

c) Color Scheme

The color schemes used by the brand are black, yellow, red and green. These are the colors that are reflected in Burger Fest's logo, menu card, videos and pamphlets. Each of the colors used are based on the core food items of Burger Fest as described below:

- Red: Refers to the color of meat and tomatoes, both used in burgers and other fast-food items
- Green: Shows the greens used in burgers i.e., lettuce or iceberg
- Yellow: Shows the color of buns and French fries as a part of the main dish i.e., charcoal grilled burgers served with French fries

- Black: Reflects the essence of ‘charcoal’ with reference to the charcoal grilled burgers

d) Website & Mobile Application

As discussed earlier, Burger Fest currently neither has a website nor a mobile application. In the current technological era, whenever an individual looks for places to eat, they do so by searching online. Therefore, having an active online presence is a necessity. As Burger Fest works on a franchise basis where complete control of the franchise lies with its owners, the website and/ or mobile application should be such that it asks the user for its location and then directs them to the interface of the branch located near them. This would enact the individuality of all franchises and would enable the consumers to have a single platform to navigate and place orders.

However, it would require approval of the franchisor to proceed with building a website for which all the franchisees need to be onboard. If all the franchisees are aligned, platforms like Blink Co. can be used that offers a cloud-based online restaurant ordering system with a branded mobile app, a website, and built-in fleet management technology, along with end-to- end CRM and business intelligence tools that help in managing orders, menus, items, payments and promotions quickly and easily in one place. Many restaurants in Pakistan like Cheezious, Burger Lab etc. are also using Blink for e-commerce solutions.

Burger Fest currently has 5 branches in the twin cities. For the ordering website and mobile application, the yearly subscription fee is estimated to be around USD 2,880/- whereas transactional fee of around USD 0.25/- per order is charged on monthly orders of less than 100. Depending on the budget at hand, Burger Fest can start with the basic plan and keep on purchasing addons as they grow.

8.4.2.3 Marketing Strategies

Keeping in view the target market, USP and marketing goals of Burger Fest, the following marketing strategies are proposed for the Commercial market branch:

8.4.2.3.1 Print Advertisement:

Enticing and vivid print advertisements can be used by Burger Fest to promote their brand in commercial market.

- **Posters:** Posters/ banners can be placed on utility poles that can grab the attention of by passers. Strategic placement of these posters would be the key to achieving the success of this advertisement.
- **Pamphlets/ Menu:** Distributing pamphlets either directly or through partnering with a newspaper company can increase the reach of the restaurant manifold. These can include the restaurant's menu, special offers and some words on the specialty of the restaurant.
- **Taxi/ Bus Advertisement:** Taxi/ Bus advertisements are in again in the market where Burger Fest can put printed ads on the vehicle that usually operate in commercial market. These can help reach a significant number of people as the vehicle is mobile and keeps roaming around in the entire city.

However, in order to have an integrated marketing approach, the print advertisements should have a QR scanner that can lead directly to the brand's website/ social media page which would ultimately increase engagement on digital front.

8.4.2.3.2 Social Media & Influencer Marketing

Leveraging social media is no longer a matter of opinion anymore. People in this era spend almost a 3rd of their day on social media due to which active presence on it is imperative for any business to thrive.

Social Profile Optimization:

The first step is to optimize the social profile through the following:

- Add complete contact information, business description, hours/ availability on Google My Business, Facebook and Instagram.
- Add logo, cover photo and other necessary graphics on social media pages.
- Create relevant highlights for updated menu, upcoming deals and collaborations on designated areas in Instagram.

Content:

Keeping in view our marketing objectives i.e., enhance brand awareness and increase footfall, a well-rounded content plan is required to keep the audience engaged and excited. Burger Fest Commercial is active on Instagram, but it does not have any presence on Facebook. Instagram is more focused on photos, reels (60 second video clips) and 24-Hr stories whereas Facebook has different post formats, such as long form text-based posts, link sharing, photos, videos, and reviews. Nonetheless, the following content can be used for both the platforms with slight changes for each:

- **Food Imagery:** High-quality photos and videos of the menu items presented creatively can be used on both Facebook and Instagram. Such photos and videos are already being used by Burger Fest to show their live cooking experience and scrumptious meals on Instagram. However, the frequency of postings needs to be increased in order to have a greater reach.
- **Behind-the-Scenes:** Short reels on Instagram or even long videos on Facebook showcasing the kitchen, staff, and daily operations can help build a connection with the audience.
- **Promotions and Specials:** Burger Fest can highlight limited-time offers and discounts on its social media through Instagram stories and Facebook statuses. Images and posts can also be used to promote any upcoming event or news with the use of the right hashtags and keywords to attract a larger audience.
- **Storytelling:** Establishing a connection with customers ensures their loyalty and even has the potential to convert them into the brand's

ambassadors through word of mouth. This connection can be made through sharing the story behind the restaurant, the owner and his struggles and the unique dishes offered. Unique stories tend to cling onto the minds of people which ultimately increases brand loyalty. For example, the story behind the owner of KFC's struggles is known by many people which clearly indicates that when the story spreads, the brand spreads as well.

- **Interactive Content:** Engagement through social media is being used by many businesses to attract, engage and convert potential customers into loyal ones. This can be done in many ways like conducting quizzes to give free giveaways to winners and carrying out polls like chicken vs. beef to boost engagement. It is imperative to create a content calendar with a consistent posting schedule. It is advisable to plan content ahead of time, including special occasions and promotions, project spend, and record actual performance metrics as the marketing campaigns go live.

Content Dissemination:

After the content is created and timeline is set, focus should be shifted to spreading that content. This can be done through the following:

- **Paid Advertisements**

Platforms like Facebook and Instagram offer precise audience targeting at reasonable rates. Paid ads are customizable, meaning you can choose how much you want to spend, how long you want the ad to run, and what type of audience you want to target.

- **User Generated Content**

The customers can be encouraged to share their experiences using the brand's hashtag on Facebook and share stories on Instagram while tagging the brand. This encouragement can be derived from offering discount or free drink to those who either upload a status on Facebook of their location or share experience on Instagram stories. This would not only

enable Burger Fest to reshare those stories, but also ensure to spread awareness in the circles of those customers. Moreover, feedback shared on dedicated food pages like SWOTs Guide to Islamabad can also help reach millions of customers through a single post. Unique hashtags for the restaurant should be created to encourage user participation. It is important to share positive customer reviews and testimonials on Burger Fest's own page as social proof can greatly influence potential customers.

- **Collaboration with Influencers**

Burger Fest should consider collaborating with social media influencers to increase visibility. Such influencers already have lots of followers and they can get maximum customer engagement with the help of stories, reels and pictures. Relevant influencers and food bloggers from twin cities can be shortlisted and approached for this purpose. Some examples of the most sought-after influencers/ food bloggers in the region are given in Annexure A.

Collaboration can be done through free food tastings and food challenges/ competitions and promo codes can be given for them to give out to their followers. These can be done through all platforms including YouTube, Instagram and Facebook.

Monitoring, Feedback & Engagement:

After content is disseminated, it is important to continuously monitor the impact of the campaign and engage with customers. It is imperative to take out time and monitor the comments and DMs and respond to them in a timely manner. On Facebook, a chatbot can be implemented to scale the marketing strategy and respond to simple questions from potential customers without having a staff member constantly monitoring messages.

Moreover, feedback of customers is of utmost importance in order to bring about continuous improvement to the business. It is ideal to offer a small discount or freebie in exchange for their opinions, which can help in improving the restaurant's offerings.

8.4.2.3.3 Local Partnerships

As discussed earlier in the ‘place’ component of the marketing mix, partnerships with nearby businesses, offices and schools can be made for ordering specific meals on pre-agreed terms for lunch, events etc. A few examples of such partnerships are given below:

- Burger Fest is currently under negotiation with an event management Company ABC for terms under which the business would provide printed cups to be used by Burger Fest on which logo of that Company would be added as well. In exchange, ABC Company would agree to provide Burger Fest with 53 events during the year with a minimum event size of 30 people.
- Similarly, Burger Fest can invest in a food truck or a pop-up store to reach customers in different locations and test new markets without committing to a permanent brick-and-mortar location. Schools like Roots School System and Beaconhouse Schools can be approached to place food trucks during their events and can also offer provision of lunch boxes for the staff.
- Burger Fest can enter into partnerships with nearby movie theaters like Cinepax Jinnah Park, Rawalpindi & Odeon Cinema Rawalpindi to offer meal discounts for their patrons.

8.4.2.3.4 SMS Marketing

SMS marketing is a great way to reach out to customers in real time as it can be used to communicate time sensitive offers like new deals at the restaurant. People now are more attached to their phones than ever hence, the chances of them interacting with the SMS sent out automatically increases. However, there is an ethical element associated with it with regards to consent of the customer and timing of the SMS. While time management can be done as per the prevailing cultural practices, consent of the customer can be ascertained through the phone number given by the customer while placing the order or obtaining feedback post meal.

8.4.2.3.5 Events

Apart from generating a chunk of sales, participation in various events within the twin cities can also increase customer reach and create a buzz about the brand. Many events like Islamabad Eat, Islamabad Taste, Coke Fest etc. attract thousands of people who come to attend concerts, relish various cuisines and enjoy the ambience. Burger Fest recently participated in one of these events in February that not only helped in generating sales but also assisted in spreading awareness about the brand. This was catalyzed by the use of strategies like discounts upon posting a selfie on Instagram with Burger Fest's stall and attractive deals.

Another way is to create an event yourself. For example, screening of cricket matches, and celebration of Independence Day are the kind of events many people enjoy. Burger Fest screened T20 world cup last year and witnessed remarkable customer footfall. Special deals given out on these days are a source of major attraction for customers looking to celebrate. Moreover, competitions can be conducted to encourage participation.

Furthermore, Burger Fest can promote deals for celebration of birthdays and events at the restaurant.

8.4.2.3.6 Local SEO

Apart Once the website for Burger Fest is all set and functional, the next step is to opt for local SEO. Local SEO (Search Engine Optimization) refers to the process of optimizing a website or online presence to improve its visibility in local search results on search engines like Google when potential customers search for somewhere to eat. The goal of local SEO would be to attract more local customers to the restaurant as it has a physical location targeting a specific local audience.

An SEO expert is recommended to be hired for this purpose when the website is functional to cover the following areas:

- **Keyword Research:** Research needs to be carried out for relevant local keywords that potential customers might use to search for a restaurant in commercial market area. This can be done through the use of research tools like Ahref, SEMrush etc.
- **On-page Optimization:** This would include applying traditional on-page SEO techniques such as optimizing title tags, meta descriptions, headers, and content for relevant local keywords.
- **Off-page Optimization:** Off page SEO would be continuous process after on page part is complete. For this purpose, Google My Business has already been optimized whereas work needs to be done on local citations. These are mentions of Burger Fest's name, address, phone number and menu on various online platforms, including business directories, review sites, and local listings. Consistency in this information across different platforms is important for local SEO.
- **Pay per Click:** Geotargeted ads on platforms like Google Ads and social media to reach potential customers within a specific radius of the restaurant be leveraged to drive the right traffic towards the website and consequently lead to conversions.

8.4.2.3.7 Review Marketing

Apart Review marketing would allow Burger Fest to take control of the restaurant's online reviews, build an online reputation and use social proof to drive more business. Burger Fest has already started employing this strategy by asking clients to leave reviews on Facebook, Instagram, Google Maps and Trip Advisor. This effectively results in lots of referral traffic and helps build credibility.

8.4.2.3.8 Customer Retention-Loyalty Programs

Apart Loyalty programs ensure a strong customer base that is loyal to the brand. These can include special offers for members, discounts on specific items and a points-based system that unlocks exclusive benefits like free deliveries upon collecting enough points through orders. An important aspect of the loyalty program would be that it will allow Burger Fest to collect customer data that can be further used in promotional activities.

9. KPIS

As Burger Fest currently does not have any marketing plan in place, the effectiveness of marketing efforts can be ascertained through the following metrics by drawing a comparison between the data before and after implementation of the marketing plan:

- Increase in number of queries about the menu items. Burger Fest is currently recording this data manually whereas the use of CRM software can increase the accuracy of this process and determine the effectiveness of marketing campaigns.
- Increase in customer footfall. All the customers should be given feedback cards at the end of the meal which, among other things, would inquire how they heard about the restaurant. This would be regarded as conversion of customer through marketing campaigns.
- Coupon encashments. Encashment of coupons given out during events can act as evidence of effective execution of marketing efforts leading to customer conversion.
- Increase in social media engagement which can be ascertained through tools like Google Analytics.

10.CONCLUSION

In conclusion, Burger Fest should use a combination of traditional and digital marketing strategies with the aim to increase brand awareness and sales by capitalizing on their unique selling proposition of offering high quality charcoal grilled burgers with live cooking experience for all the food lovers looking for great taste with affordability. Banking on the restaurant's strengths, the marketing strategy formulated in this project aim to meet the marketing objectives using the marketing mix through various online and offline marketing strategies such as social media and influencer marketing, print advertisement, events, local partnerships, local SEO and review marketing. Lastly, focusing on the retention strategies discussed and the key KPIs that need to be tracked shall ensure continuous monitoring and improvement in order to have a marketing strategy in place that increases brand recognition and boosts sales.

ANNEXURE A: IMAGES

A.1 Burger Fest Outlet



A.2 Existing Menu

STARTERS/APPETIZERS

Caesar's Salad	450
A mix of fresh veggies & chunks of grilled chicken.	
Fries: Regular 150 Large 300 Masala	450
French fries topped with our special sauces, fresh veggies & grilled chicken.	
Loaded Fries (Grilled)	650
French fries topped with our special sauces, fresh veggies & grilled chicken.	
Loaded Fries (Roasted)	650
French fries topped with our special sauces, fresh veggies & crispy fried chicken.	
Stuffed Chicken Strips	849
4 x Finger pieces of stuffed fried chicken served with honey mustard sauce.	
Hot wings	449
5 x Wings served with ranch dressing sauce.	
Honey wings	499
5 x Wings served with ranch dressing sauce.	
B B Q wings	499
5 x Wings served with ranch dressing sauce.	
Nuggets	
4 pcs	250
10 pcs	450
20 pcs	700
Served with cocktail sauce.	

STUDENT DEALS

Student deal 1	399
1 x Ripped Shooter Zinger Jr + 345ml drink	
Student deal 2	749
2 X Ripped Shooter Zinger Jr + 2 X 345ml drinks	
Student deal 3	1599
5 X Ripped Shooter Zinger Jr + 1.5ltr drink	

Drinks

NR 345 ml	1.5 lr	Can	Water S	Water L
Rs.100	Rs.180	Rs.130	Rs.90	Rs.120



BURGER FEST

BEEF BURGERS

Beef Slave	600
Grilled double-patty burger with B.B.Q & chilli mayo sauces.	
Beef Mushroom	650
Grilled double-patty burger with B.B.Q, chilli mayo & mushroom sauces.	
Beef Jalapeno	650
Grilled double-patty burger with special sauces & jalapeno rings.	
Flesco Beef	700
Grilled double-patty burger with a mix of special spicy sauces.	
The Beast (Signature Burger)	750
Grilled double-patty burger with our mixed signature sauces.	
Beef Binda (Signature XL Burger)	800
Grilled triple-patty burger served with our mixed signature sauces.	
Beef-Chicken Binda Combo (XL Burger)	850
Double beef patty sandwiching a chicken fillet served with special sauces.	

CHICKEN BURGERS

Chicken Burger	350
Fried chicken patty served with tasty sauces.	
Ripped Shooter Zinger Jr.	400
Marinated chicken fillet covered with special breading served in a cornmeal bun.	
Ripped Shooter Zinger	500
Marinated chicken fillet covered with special breading served in a black seed bun.	
Chicken Jalapeno	600
Grilled fillet burger with a mix of spicy sauces & jalapeno rings.	
Chicken Gypsy	700
Grilled fillets burger with special gypsy sauces.	
Chicken Tron	700
Grilled fillets burger with a mix of special sauces.	
Wild Big Ben (Signature Burger)	750
Grilled fillets burger with a mix of our signature sauces.	
Chicken Binda (Signature XL Burger)	800
Grilled fillets burger with a mix of our unique sauces & jalapeno rings.	
Chicken-Beef Binda Combo (XL Burger)	850
Grilled fillets sandwiching a beef patty topped with our specially made sauces.	

SPECIALS

Chicken Parmesan	1100
Crumbs-fried chicken fillet served with special sauce, cheese & penne pasta.	
Fettucine Pasta	750
Grilled chicken chunks served with alfredo sauce.	
Penne Pasta	650
Grilled chicken chunks served with marinara sauce.	

WRAPS & SANDWICHES

Beef Cheese Wrap	650
A combination grilled beef, fresh veggies and various sauces.	
Chicken Grill Wrap	650
A combination of grilled chicken, fresh veggies & special sauces.	
Boomer's Wrap	680
Crispy fried chicken chunks served in tasty sauces in a tortilla wrap.	
Chicken Grill Sandwich	600
Grilled chicken fillet served with special sauces & fresh veggies.	
Beef Cheese Sandwich	600
Grilled beef combined with tasty sauces in sandwich bread.	

DESSERTS

Molten Lava Cake	550
The all time favourite molten lava cake served with a scoop of vanilla icecream	
Brownie	600-2pc
The ever lasting & delicious freshly made chocolate brownie served with vanilla icecream	

PIZZAS

	S(7")	M(9")	L(13")	XL(15")
Tikka	549	899	1349	1699
Fajita	549	899	1249	1599
Supreme	549	899	1249	1599
Tandoori	549	899	1249	1599
Pepperoni	449	799	1249	1549
Cheese (L)	449	799	1249	1549
Sausages	449	799	1249	1549
Bihari Kebab	649	999	1449	1849
Malai Boti	649	999	1449	1849
B.F Special	649	999	1549	1949

STEAKS

Pepper Steak	Beef 1549	Chicken 1149
Steak served in spicy pepper sauce with veggies & french fries or mashed potatoes.		
Mushroom Steak	Beef 1549	Chicken 1149
Steak served in mushroom sauce with veggies & french fries or mashed potatoes.		
Mexican Steak	Beef 1649	Chicken 1249
Steak served in our spicy mexican sauce with veggies & french fries or mashed potatoes.		
Tarragon Steak	Beef 1549	Chicken 1149
Steak served in our mild tarragon sauce with veggies & french fries or mashed potatoes.		
Smoke Fire Steak	Beef 1749	Chicken 1349
Steak served in our specially made spicy hot smoke fire sauce with french fries or mashed potatoes.		
BBQ Steak	Beef 1549	Chicken 1249
Steak served in BBQ sauce with veggies & french fries or mashed potatoes.		
Jalapeno Steak	Beef 1649	Chicken 1249
Steak served in our jalapeno sauce with veggies & french fries or mashed potatoes.		
Fire Line Steak (S)	Beef 1749	Chicken 1399
Steak served in mexican sauce topped with cheese		

DEALS

Lunch Deal	1299
2 X Chicken jalapeno burgers with regular fries + 2 X 345ml drinks	
Midnight Deals	1399
2 x Beef slave burgers with regular fries + 2 x 345ml drinks	
Family Deal	2999
5 X Chicken jalapeno burgers with large fries + 1.5ltr drink	
One Person Deal	749
Chicken jalapeno burger with regular fries + 345ml drink	
Combo Deal 1	1499
1 X wild big ben + 1 beast with regular fries + 2 X 345ml drinks	
Combo Deal 2	1649
2 X Chicken/ beef binda with regular fries + 2 X 345ml drinks	
Treble Choice Deal	2499
Any 3 Burgers of your choice + large fries + 1.5ltr drink	
Quadruple Deal	2999
Any 4 Burgers of your choice + large fries + 1.5ltr drink	
Five a side deal	3599
Any 5 Burgers of your choice + large fries + 1.5ltr drink	
Mix & Match	1249
Small pizza + zinger jr + regular fries + drink	
Mix & Match 2	1349
Small pizza + zinger + regular fries + 2 X drinks	
Mix & Match 3	1999
Medium pizza + 2 X chicken jalapeno burgers + regular fries + 2 X drinks	
Family Fiesta 1	3549
Large pizza + 2 X chicken jalapeno burgers + 2 X beef jalapeno burgers + large fries + 1.5ltr drink	
Family Fiesta 2	4999
XL Pizza + 2 X chicken jalapeno burgers + 2 X beef jalapeno burgers + zinger + large fries + 1.5ltr drink	

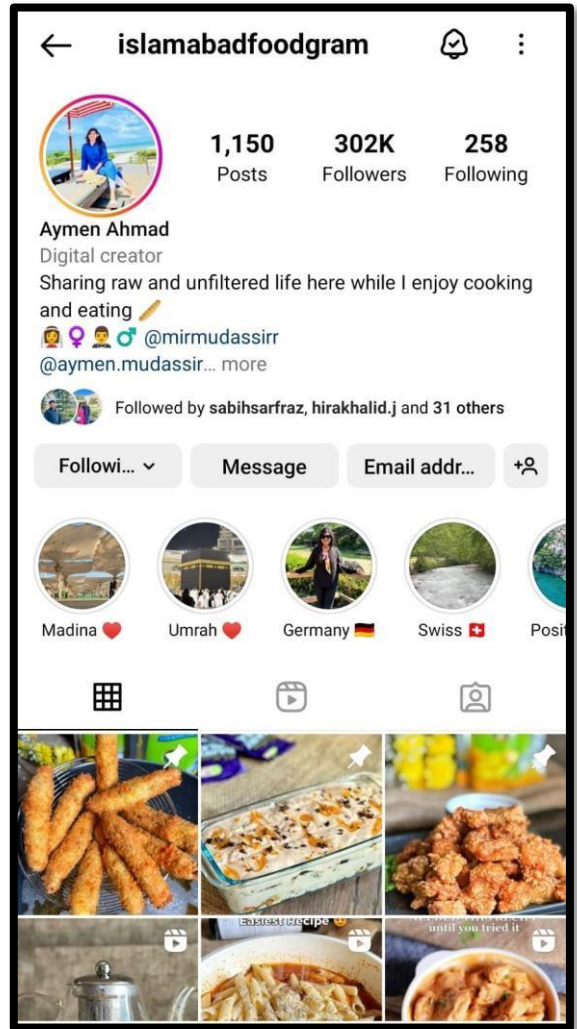
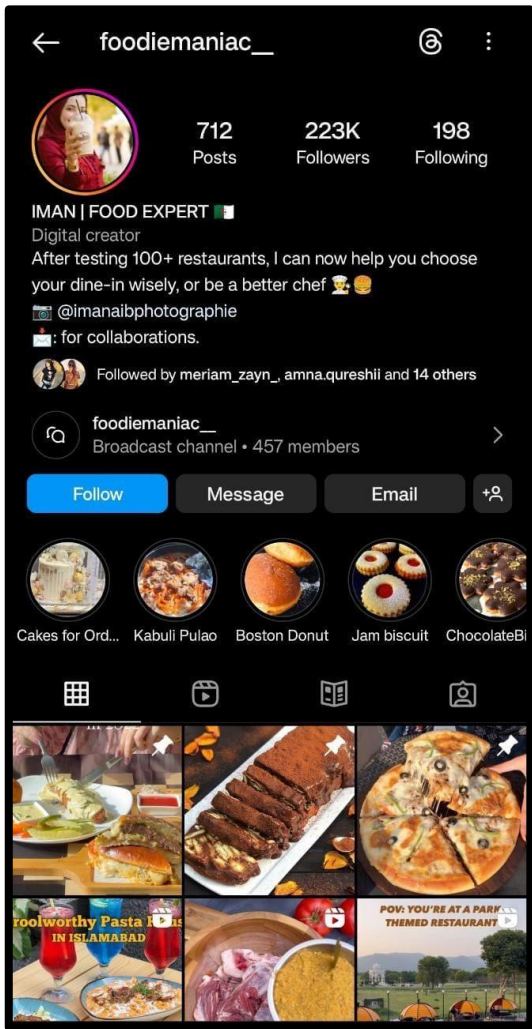
A.3 Parking Space Near Burger Fest Commercial Market Branch



A.4 Seating Arrangement



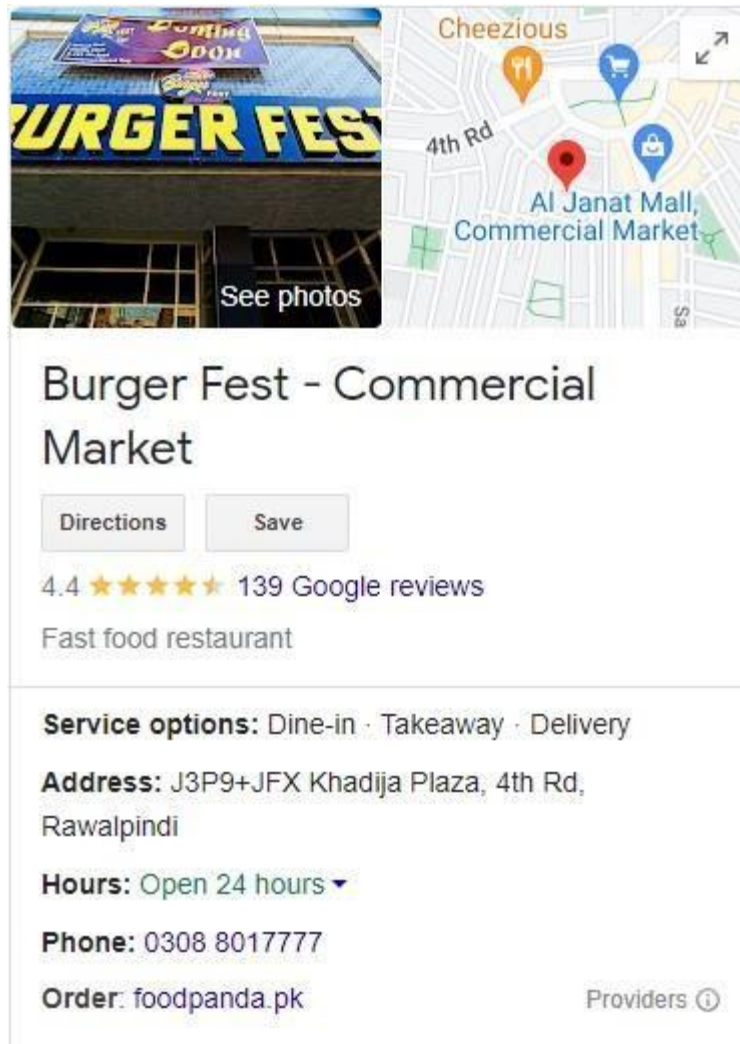
A.5 Influencers in Twin Cities



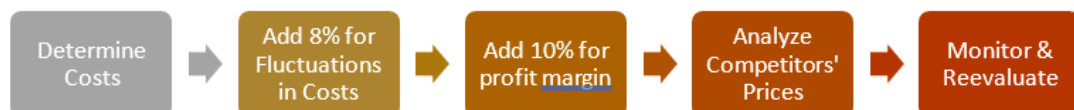
A.6 Burger Fest Logo



A.7 Burger Fest- Google My Business



A.8 Monitoring & Reevaluation of Pricing



A.9 Sample of Suggested Changes in Menu

BEEF

Rs.550



**FLESCO
BEEF**

Rs.500

Rs.500



**BEEF
JALAPENO**

Rs.650



**BEEF
MUSHROOM**



**BEEF
BINDA**

Rs.480

Rs.550



**BEEF
SLAVE**



**THE
BEAST**

A.10 SWOT Analysis

