

**Developing A Digital Marketing Strategy to Promote A
Restaurant And Fast Food Business (KPS) in Barnala (District
Bhimber Ajk)**



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(2024)

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A thesis submitted to the National University of Sciences and Technology,
Islamabad,

in partial fulfillment of the requirements for the degree of

Master of Science in
Business Administration

Supervisor: Dr. Muhammad Adil Iqbal

School of Business Administration

National University of Sciences & Technology (NUST)

Islamabad, Pakistan (2024)

BUSINESS PROJECT ACCEPTANCE CERTIFICATE

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I Sana Liaqat hereby state that my MS thesis titled “Developing a digital marketing strategy to promote a **restaurant and fast food business(KPS) in Barnala(District Bhimber Ajk)**” is my own work and has not been submitted previously by me for taking any degree from National University of Sciences and Technology, Islamabad or anywhere else in the country/ world.

At any time if my statement is found to be incorrect even after I graduate, the university has the right to withdraw my MS degree.

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CHAPTER:1

INTRODUCTION

The role of digital marketing has become an indispensable feature in today's business world especially in small and medium-size businesses like restaurants and fast food joints. For businesses to keep the leading position in the world of online buying, they have to adopt digital marketing strategies (2). Up to 40% of Small Medium Enterprises, or SMEs contribute significantly in improving the economy. Realizing it, I started my fast food shop in District Bhimber, Azad Kashmir. Naming this project KPS (Kashmir Pizza Shop), it was established on 15th September 2023. To my amazement and delight, it took me only four months before KPS became self-reliant financially. Beyond just financial security I desire to increase income and achieve a higher ROI. However this will require several strategic actions which improve operational effectiveness, as well as enhance customer engagement through digital media and promote brand loyalism. That's why I chose Barnala as my preferred digital marketing platform because the place has no trace of modern day digital technology and yet it falls under the list of remote places. This project will address the challenges faced by businesses in such areas, providing a comprehensive roadmap for digital marketing in this unique context.

The importance of internet based promotions in the food and drinks area is of great value. Today restaurants have new possibilities to target and involve potential customers with the advent of mass media, search systems and e-commerce. This concept embraces many different devices such as social media promotion (more on this topic later), search systems promotion (SEO), content marketing or email distribution system among others. Through careful use of such tools, KPS will attain higher visibility, attract more regular customers, and stand out from its competition (1).

CHAPTER:2

BACKGROUND

2 The Evolution of Digital Marketing

In the past twenty years, internet marketing has developed greatly changing the way companies relate with buyers. Internet discovery and subsequent increment in social media have revolutionized marketing dynamics from conventional methods of advertising that included newspapers and television stations to online platforms (3). Several factors have contributed to this shift, such as the availability of high-speed internet and the explosion of smartphones as well as the increased interest in online shopping and seeking information online. In the restaurant and fast food industry, digital marketing is very beneficial. They can set up targeted marketing campaigns, involve clients in real-time, as well as monitor customer behavior. Facebook, Instagram and Twitter among other social media platforms allow for brand loyalty building, interacting with customers and product promotion in restaurants. Improve the visibility of the eatery's website. This is done on search engines through SEO so that the establishment is easily found by potential clients online (4).

2.1 The Restaurant and Fast Food Industry in Barnala, District Bhimber, AJK

Within AJK, the small town of Barnala which is within Bhimber District offers an unusual business situation characterized by both difficulties and possibilities for making extra money. Most of its inhabitants primarily engage in farming while some others have turned their attention towards trade and hospitality industries such as food and drinks which are slowly becoming more important there. The number of city dwellers in the area is increasing and the need for restaurants and fast food has gone up. To this extent, there is an increase in the number of laymen in need of food in restaurants, hence the increase in the number of restaurants and fast food eateries. However, all this has led to increased competition making it necessary for companies like KPS in Barnala to come up with new marketing techniques to maintain their competitive edge.(5)(6)

A relatively new player in this area of business, KPS intends to cut out a place for itself by giving a range of food items that are more inclined towards regional flavors but also embrace popular fast food choices. Despite its good products, KPS must compete with other already existing indigenous restaurants or foreign companies that offer such products.

2.2 The Geographic and Demographic Context of AJK

AJK is a region which is 13,297 square kilometers in area, but is split into ten districts and has 1,771 villages. What makes it unique is that only 12% live in cities while 88% live in rural areas. In terms of literacy rates this region has always stood at 74% which is high compared to other regions while primary enrolment has been able to reach 94%. The average per capita income stands at USD 1,512 per annum, supporting a population of around 4.1 million as projected for 2018 based on the 2017 census (7).

2.3 Economic and Social Dynamics

The district of Bhimber, which due to its strategic geographical location and historical importance is called “The Gateway to Kashmir”, extends over an area of 1,516 square kilometers and had a population of 420,624 in 2017 national census. This district is important in terms of its defense and military perspective. Barnala which means “on the edge of a river” is an important city in Bhimber. During the 1965 Battle of Chamb, this city played a major role and hence it is now a tehsil within Bhimber district. Gujjar community constitute the major population while Jatts, Rajputs and Awans also live here. Linguistically, 92% of the population speaks Punjabi, 5% use Pahari whereas for Urdu it's 3%. (8).

2.4 The Need for a Digital Marketing Strategy

The promotion of a business such as KPS in Barnala and District Bhimber, come with distinctive challenges and opportunities. The absence of a digital marketing agency remains one of the challenges many face. This gap is a wonderful chance for any individual who would like to initiate online marketing there, paving the way for

others. Idea is to come up with a strategy that is good at promoting products online, reaches the exact clients and increases profits in the end. This project will provide insight into possible difficulties that may come up in a business operation situated at a remote area like Bhimber as far as selling goods or services online is concerned.

3 Objectives of the Study

The primary objectives of this study are:

3.1 Assessing the Current Digital Marketing Landscape:

To analyze the existing state of digital marketing within the restaurant and fast food industry in Barnala, identify key trends, and understand consumer behavior.

3.2 Identifying Effective Digital Marketing Channels:

To determine the most effective digital marketing channels and tools that KPS can utilize to reach and engage its target audience.

3.3 Developing a Tailored Digital Marketing Plan:

To create a customized digital marketing plan for KPS that includes social media marketing, search engine optimization (SEO), content marketing, and online advertising strategies.

3.4 Evaluating the Impact of Digital Marketing:

To establish metrics and methods for evaluating the effectiveness of the digital marketing strategy in achieving the desired business outcomes.

4 Research Questions

A strategic and well-executed marketing plan is essential for the successful launch and growth of a restaurant. To achieve this, it is crucial to answer several key questions:

1. How can we attract customers from a competitive market and earn profits?
2. Who will be the target audience?
3. What will a marketing plan look like?
4. Which social media tools will be used initially to reach the audience?
5. What are our customers expecting from us? Is our taste aligned with cultural demands?
6. Does our business address the marketing mix strategy
7. What new products can we introduce to attract customers from competitors?

Given the highly competitive nature of the food market, a well-crafted marketing plan is essential to spread awareness about our brand, generate leads, and attract maximum customers to KPS.

5 The steps taken

4.1 Brand KPS

KPS is a fast food selling brand that would offer fast and efficient food options for the customers on the go. The ingredients used will be fresh to ensure flavorful recipes. It will be affordable to those consuming it, and will ensure consistency in taste to build loyalty. Brand Logo pasted below figure 2 in annexure

4.2 Target audience

Target audience will be the students from high schools, colleges and university, bankers from 5 banks in the area and shopkeepers who are far from the home and want food which is affordable and convenient to get on a single call.

4.3 Brand identity, Name and logo

Name for the brand is KPS (Kashmir pizza shop), the reason behind the selection of this name is to develop a feeling of belonging with the motherland. Logo is designed to attract the target audience through cartoon characters.

The Colors selected are red, black white and yellow. Red indicates passion, love and desire for food. White conveys an atmosphere of peace, yellow indicates happiness and excitement and black depicts comfort that a customer is going to feel on a visit to our place. (Figure 1)

4.4 Deals and Offers

We have designed our menu in a way that various deals are available for our customers at much better rates as compared to our competitors as can be seen in menu list shared in annexure below

-images pasted in annexure below fig 3 4

4.5 Ambience

Clean and comfortable seating area is arranged with efficient service counters to create a welcoming environment for the customers. We have tried to get competitive advantage by providing spacious halls for arranging events like birthdays, anniversaries and wedding rituals (chai pilae) of the area.

By arranging these events we have cultivated lasting connections with the customers. Keeping in mind the cultural demand we have two separate halls for the families to dine in a comfortable environment (Figure 5)

4.6 FREE Home Delivery

In order to provide the best experience to customers they have an option to order on a call and we deliver food on their doors and our delivery is free within the area of 3 km.

- Market ANALYSIS: (swot and pestle analysis)
- Fast food restaurants in area

- There are two fast food restaurants in the area.
- MK PIZZA
- AROOJ PIZZA SHOP

6 SWOT analysis

<p>STRENGTHS</p> <p>WE prepare fresh fast food items</p> <p>Sitting halls are spacious</p> <p>Cleanliness</p> <p>Educated staff</p> <p>Location(peaceful, not so rushy)</p> <p>Chefs trained from Saudi Arabia for shawarma</p>	<p>WEAKNESSES</p> <p>Location away from main market</p> <p>Customization</p> <p>Consistency in taste</p>
<p>OPPORTUNITIES</p> <p>Digital integration(introduce apps, capture new markets) to increase our reach</p> <p>Community engagements through events</p>	<p>THREATS</p> <p>Awareness of health and wellness</p> <p>Competition</p> <p>New emerging brands (One stop)</p>

6.1 Strengths

Preparing fresh fast food items forms part of KPS' pride, thus attracting health-conscious customers in large numbers and enhancing the quality of food. In spacious auditoriums, customers are provided with comfort and a sense of welcoming, which improves the dining. Cleanliness contributes significantly toward customer satisfaction because it enhances a hygienic environment for dining table .An educated team of workers can serve customers efficiently, deal with questions and operate smoothly. The restaurant should be situated in a serene environment away from the crowded main market. Cooking specialists that are experts in Saudi Arabia shawarma preparation are guaranteed to pull clients searching for genuine tastes, hence adding a unique value to the menu.

6.2 Weaknesses

The location is peaceful though lacks the main market so foot traffic is reduced and spontaneous visits are less likely. Limited options in customization may not cater to all of the customers' requests since there is a possibility that some people may have specific dietary restrictions which could make them unhappy if not considered during their purchase. Inconsistent taste kills this! The more customers like the food, the more they will come for it. For each customer to keep going back to this place, it is good if they are served same meals of the same quality every time they visit.”

6.3 Opportunities

By bringing mobile applications and online ordering systems on board, new markets can be found and customers are able to easily make food orders which in turn helps expand KPS activities. Community events can be held to foster strong ties with the local population, thus fostering brand loyalty among them. Also, it aids in publicizing the brand hence acting as a marketing strategy.

6.4 Threats

Awareness about health and wellness should be increased in order to make people prefer healthier dining opportunities, which could possibly lead to decline in fast food sales. Arooj Pizza and Mk are well-known rivals in addition to new companies like One Stop,

hence making competition fierce for KPS. KPS faces the possibility of losing some of its existing customer base if other businesses start dealing in the same quality commodities as it does.

6.5 PESTLE Analysis

<p>POLITICAL</p> <p>Regulations regarded safety standards and health</p> <p>Increasing sales tax</p> <p>Political instability impacts business operations</p>	<p>ECONOMIC</p> <p>Inflation rates affect consumer spending habits</p>
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<p>SOCIAL</p> <p>Changing consumer lifestyle</p>	<p>TECHNOLOGICAL</p> <p>DIGITAL ordering systems are helpful in increasing delivery options</p>
<p>LEGAL</p> <p>Training local staff to food safety regulations is a big challenge</p>	<p>ENVIRONMENT</p> <p>Rise in carbon footprint due to use of ingredient</p> <p>Packing and serving disposable glass plates etc. creating pollution</p>

6.6 Political

Operations should always be safe. Failure to adhere can result in either fines or closure. Non-compliance is also a serious offense. Business has higher sales taxes. Making it difficult for businesses to make profit can increase sales tax. Consequently consumers may have to buy goods at a higher price if sales tax is increased. Political instability disrupts businesses. This is because it can lead to disruption of entire businesses in the region (supply chains), impact on overall economic stance and hence makes it not easy for KPS's operation.

6.7 Economic

Inflation Rates: High inflation has various impacts to consumer behavior, cutting down disposable income and reducing nonessentials consumption such as fast foodstuffs. **Economic Growth:** Businesses like KPS benefit from the purchasing power of consumers that arises out of sustained or expanding local economies.

6.8 Social

Changing consumer lifestyles can give KPS openings to satisfy people as their tastes change because conveniences and fast food are more wanted today than ever before. People's rising interest in health can also make unhealthy customers look there for their meals other than the typical fast foods thus affecting their sales patterns.

6.9 Technological

Digital Ordering Systems: Businesses are able to achieve better customer satisfaction and increased sales through the implementation of digital ordering systems that help in enhancing customer convenience, increasing delivery options as well as operations streamlining. **Social Media Marketing:** Using social media platforms as marketing tools can greatly help boosting brand awareness and engage potential customers.

6.10 Legal

To train local staff or local staff, training must meet food safety laws for no legal disputes and remain high standards of hygiene. Avoid legal disputes and ensure smooth operations by obeying local and national regulations

6.11 Environmental

The carbon footprint can be affected by the use of ingredients, packaging, and disposable objects. One way to reduce the impact on the environment is to use more sustainable practices and materials. Packaging Pollution The consumption of disposable substances like glass plates leads to pollution caused by them along with other forms of wrapping such as plastic bags. Implementing eco-friendly alternatives may help in curbing these negative effects while attracting consumers who are conscious about their choice of products.

RESEARCH AND DATA ANALYSIS

Quantitative research method was used to collect data. Questionnaires were designed and data was collected directly from the customers after they finished their food. The purpose was to learn more about their taste, and to collect suggestions from them about the food that we were serving. The questionnaire contained 10 questions and data was collected from almost 200 customers starting from February 1st to 1st July 2024.

7 Data Analysis

Two hundred customers from different age groups, class and gender fill these questions and the result of this survey is shown by a graph. We have segmented customer data into five distinct research groups based on age, gender, and occupation. This manner of segmentation allows us to provide pretty detailed insights about the heterogeneous customers in KPS as well as enables us make personal improvements in service delivery, whose membership includes such categories as:

CUSTOMERS RANGE	AGE	GENDER	PROFESSION
1 TO 50	ABOVE 15	MALE	COLLEGE STUDENTS
50 TO 100	ABOVE 15	FEMALE	COLLEGE STUDENTS
100 TO 125	25 PLUS	MALE	BANKERSAND TEACHERS
125 TO 150	25 PLUS	MALE	SHOPKEEPERS
150 TO 200	BELOW 50	KIDS	

Through segmenting the customers in this manner, KPS was able to identify distinct preferences and improvement areas within different demographic categories.

8 Result of the survey

8.1 Research group 1

College student's male	Very poor	poor	Good	Very good	Normal
Quality of food	2	5	25	8	10
cleanliness	0	7	20	18	5
Ambience	0	0	25	10	15
Customer service	10	5	10	5	10
Over all experience	12	5	20	8	5

KPS was generally received positively by male college student feedback. For the large part they ranked the food's quality between good (25) and very good (8), while others felt it was just okay (10) or bad (5). Cleanliness received high esteem as most scores were in the range of good (20) and very good (18). On ambience, most comments bordered on good (25) and very good (10) thus depicting a friendly environment. Mixed customer service responses show both poor (5) and good (10) ratings, they are inconsistent. Although the whole experience was considered favorable (20) and very positive (8), there are areas that need to be addressed specifically.

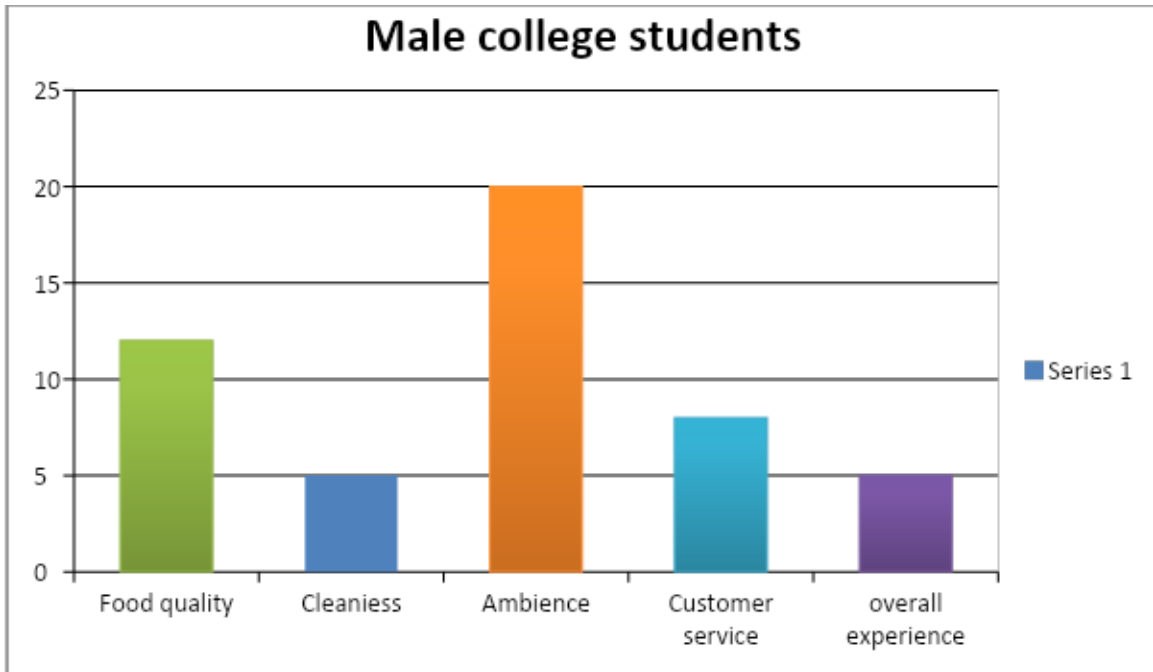


Figure 8: Male college students

8.2 Research Group 2

College students	Very poor	poor	Good	Very good	Normal
Female					
Quality of food	0	2	22	16	10
cleanliness	5	9	15	12	9
ambience	0	0	15	35	5
Customer service	0	30	5	0	5

Over all experience	0	0	19	10	21
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Most female college students rated the quality of food mainly as good (22) and very good (16), showing a high level of appreciation. Cleanliness had mixed ratings as many people gave it a score of good (15) while others felt it was poor (9). When it came to Ambience though, most students gave it a score of very good (35), which meant people enjoyed what they were offered in this environment. On the other hand, customer service seems to have been a real disappointment seeing that most students gave it a score of poor (30) which is the worst rated service area. The overall experience was split between good (19) and normal (21), suggesting a moderately satisfactory experience with potential for improvement.

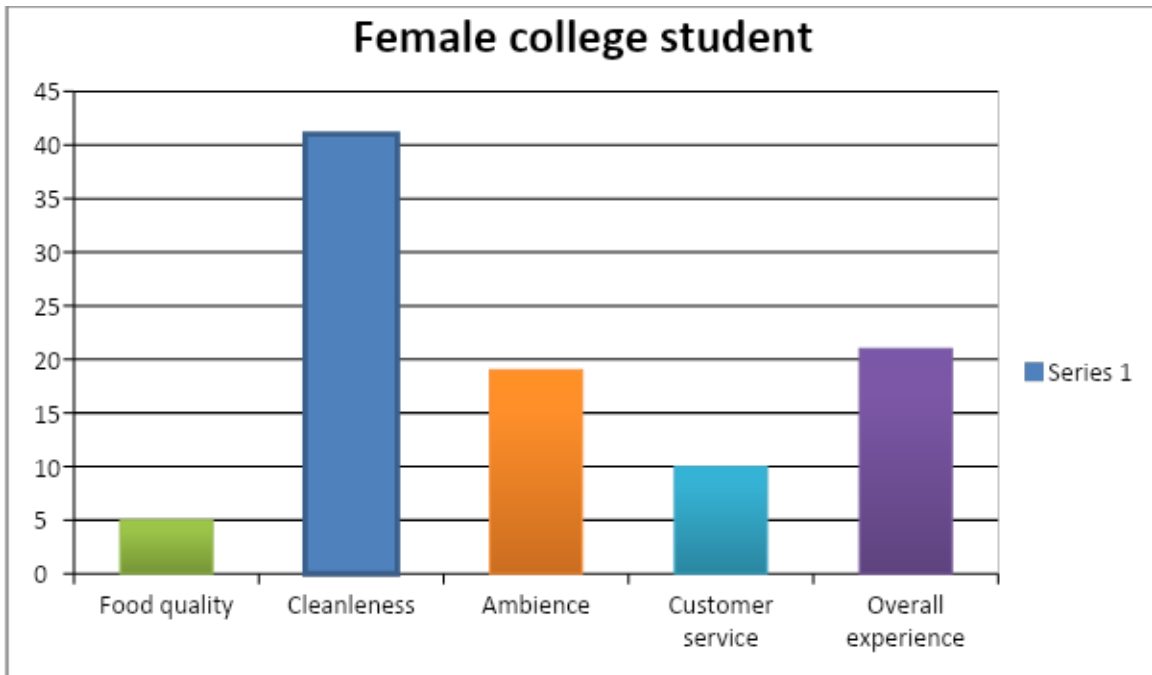


Figure 9: Female college students

8.3 Research group 3

Bankers and teachers	Very poor	poor	Good	Very good	normal
Quality of food	0	0	25	13	2
cleanliness	0	0	32	8	10
ambience	0	0	29	4	17
Customer service	0	0	15	35	5
Over all experience	0	0	10	20	20

Most individuals in the two professions rated the quality of the food as either good (25) or very good (13), an indication of their positive perceptions. Cleanliness was another key area that got positive comments; most people rated it as either good (32) or very good (8). Other categories like ambience had an average rating at best, which means they were good (29) or normal (17). Customer service observed similar trends with most people indicating that they are satisfied with service delivery through positivism. The overall experience was positively rated, with very good (20) and normal (20) responses, reflecting general satisfaction with occasional neutral feedback.

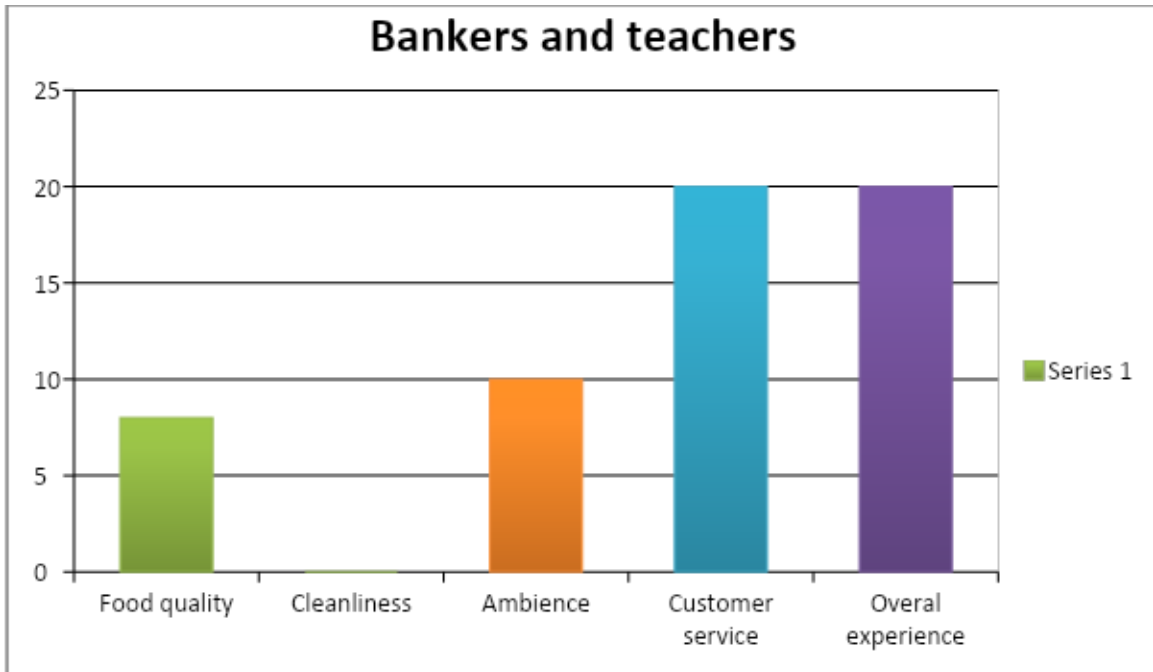


Figure 10: Bankers and Teachers

8.4 Research group 4

Shopkeepers	Very poor	poor	Good	Very good	normal
Quality of food	0	0	12	3	35
cleanliness	0	0	20	10	20
ambience	0	0	16	12	22
Customer service	0	15	18	15	17
Over all	0	0	40	10	0

experience					
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Among shopkeepers, the quality of food was mainly rated as average (35) and excellent (12), which implied that they took a more stringent approach to how food quality should be. In relation to cleanliness, most of them assessed it as good (20) and very good (10), showing that hygiene standards were observed though there may still be room for enhancement. Regarding ambience, it was given a score of good (16) and very good (12), which meant that it provided favorable conditions for people doing business in those premises. The analysis of customer satisfaction shows that the customers reacted differently. There are a lot of customers (40) who find the service satisfactory and others who find it very good (10) which means that there is a possibility of improving the service. On the other hand, 18 customers believe they were treated nicely.

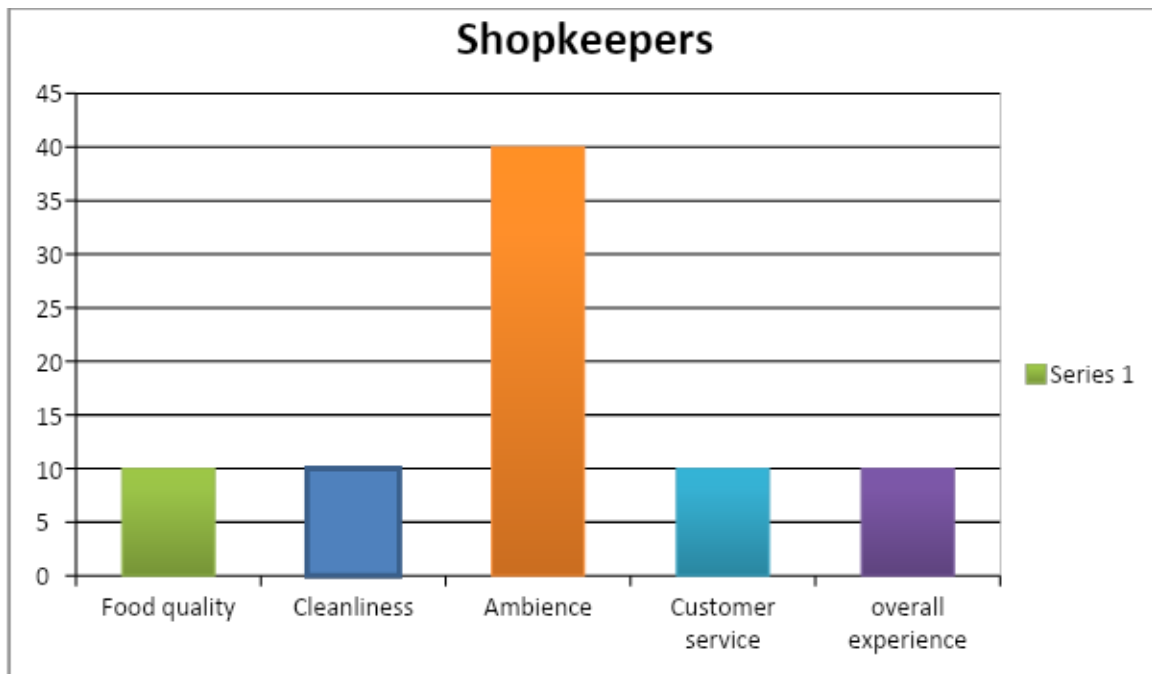


Figure 10: Shopkeepers

8.5 Research group 5

Below 15	Very poor	poor	Good	Very good	normal
Quality of food	0	0	16	18	16
cleanliness	0	0	25	15	5
ambience	0	0	14	17	19
Customer service	0	0	34	8	8
Over all experience	0	0	10	30	10

The food quality ratings of children were divided equally among good (16), very good (18), and normal (16), indicating differences in tastes/preferences. A majority of children rated cleanliness as good (25) while some thought it was very good (15), which meant that people were generally happy with how clean things were kept. Ambience evaluations seemed to differ in that many rated it as very good (17) or normal (19) suggesting a split view on how they felt about the surrounding. The level of satisfaction was mostly high (34), implying that customer service was very good. This category included some normal (10) on the experience overall and some good (3) specifically on delivery and quality performance which was not surprising.

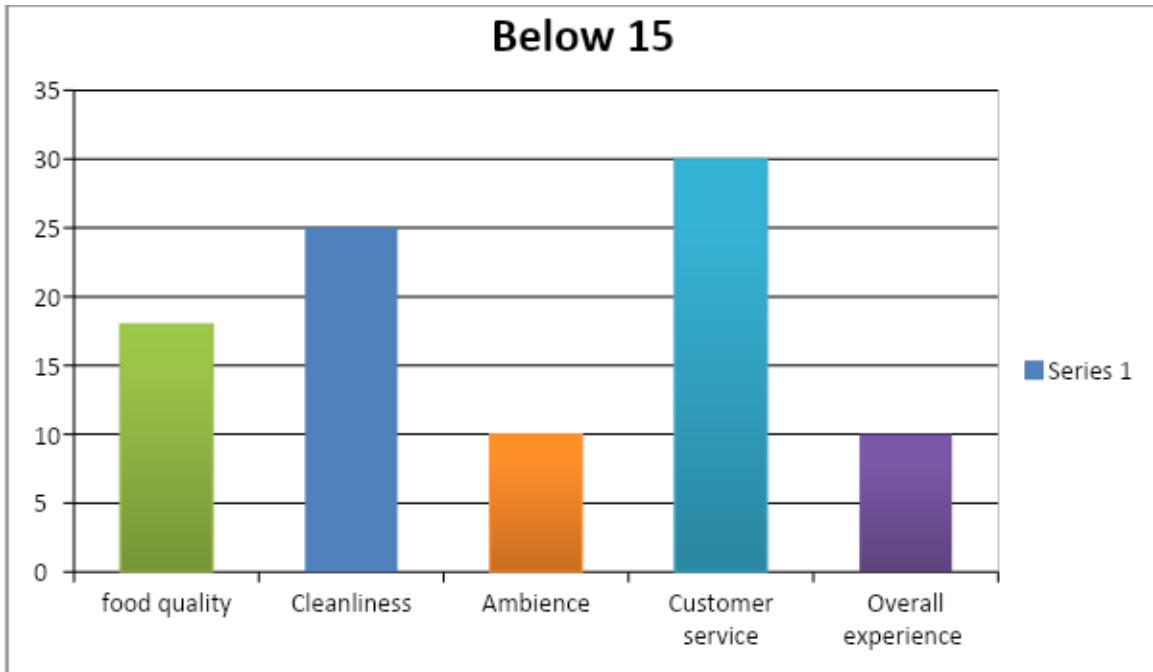


Figure 10: Below 15

9 Overall Analysis

The data shows different customer satisfaction levels across a number of demographics, for instance, college students give mixed reviews with respect to customer service as rated by females, rated lower than the customer service aspect by females. Bankers and teachers had very high satisfaction in customer service and cleanliness. Similarly, Shopkeepers and children had very high scores for their overall experience with however the food quality and the ambience could both go up a little. Through all the varied feedback reviews, it is clear that for customer experience improvement strategies to work effectively they should be tailored to specifically address certain areas.

DIGITAL MARKETING STRATEGIES USED

Marketing through digital mediums has become crucial for all the businesses in today's world. Gone are the days when businesses depend on traditional mediums for communicating their messages to their clients and waiting for days or months for their replies. Several key reasons mentioned below will highlight the importance of digital marketing for businesses today

10 Global reach and availability

Through digital marketing customers can be reached at global level and expansion of business can be achieved across the borders .Service providers can interact with customers around the clock, can send and receive their messages by 24/7 availability.

11 Targeting audience with less cost

Digital marketing makes it easier for businesses to segment and target audience at cheaper rates. It's cost effective and businesses can utilize these mediums to reach their potential customers at low budgets and keep adding more finances as per their affordability.

Informed decisions

Businesses can track their results through analytics tools provided by these mediums and can run campaigns after analyzing their performances in competitive markets thus taking informed decisions for getting greater returns on investments.

Interactions with customers

Entrepreneurs can build healthy relations with their existing and potential customers by interacting with them through engaging content, videos and pictures. This relationship building enhances loyalty hence resulting into repeated purchases.

Visibility and recognition

It provides businesses with the opportunity to get brand awareness and recognition. Sharing engaging and valuable content with consistent and strategic marketing planning can help them to get visibility and recognition in local as well as international markets.

Stay ahead

Leveraging latest digital marketing tools competitive advantage can be achieved by beating competitors who are slow in adoption of latest technologies.

Flexibility and customer insights:

Digital marketing is flexible as changes can be done in content shared message communicated and campaign can be adjusted as per demand. Customer behavior, feedback and reviews can be collected within seconds.

Several strategies were implemented in KPS in order to address the feedback and improve overall customer satisfaction. Platforms such as TikTok, Facebook and mobile marketing were strategically used to engage customers through Social Media Engagement and promote KPS. In a bid to attract larger groups and families, Bundle Meals were introduced offering better value. However, there was the use of Influencer Marketing, a strategy employed for improving brand visibility through attracting new clients. Engaging in community visits helps build relationships within our localities, while exploring our daily living and enhancing access points. Different occasions provide an opportunity for celebration such as; New Year or birthdays which are quite common in our society. Providing freebies at restaurants promotes eating satisfaction among clients leading to constant visits. A variety of menu options are available, catering to different tastes and dietary needs. Mobile Marketing is making use of mobile platforms for promotion and customer interactions.

12 TIKTOK MARKETING

TIKTOK has more than 1 billion monthly active internet users. Through this explosive growth rate users are increasing day by day. It is the App that is downloaded most on Google play as per the 2024 App downloaded list.

Apart from fun and entertainment, TIKTOK has allowed businesses to get clients from across the globe. It has provided businesses with the great opportunity to promote their products in international markets.

Seeing its significance I have also used this platform to promote KPS. Engagement with our existing customers has helped us to make new customers. The reason behind selecting this App for marketing my restaurant is that most of the users are Generation Z and are younger Millennial who often consume fast food. The App has helped me to reach my target audience easily. It was easy for me to engage customers by sharing visually appealing pictures and videos of my food.

12.1 How I started my TIKTOK Marketing:

Firstly I downloaded the App and made my profile, wrote my business details in it to educate the clients about our fast food business. The details included the restaurant name, logo, and an overview of the restaurant offerings.

12.2 Display of menu creatively

Dishes from the menu were displayed creatively on TIKTOK. Short clips were made once dishes were prepared and these visually appealing clips attract new customers.

12.3 Encouraging reviews

Satisfied customers shared our food on their TIKTOK videos and we encouraged their reviews by posting it on our platform. This motivated others to visit KPS.

Highlighting seasonal dishes and special events

Special attention was paid on creating content that highlight our special aspects like seasonal dishes as ice cream and milkshakes in summer, soups and kastoori tea in winter. All the events celebrated in our halls were displayed through short videos on TIK TOK.

12.4 Engaging Content

Attention was paid on creating the content that is engaging .Eye catching videos were made using effects from the app. It has helped me to showcase the staff, share promotions, share my customer experiences, and work with the influencers.

12.5 Building community

I started building my own community by posting simple videos and allowing people to comment and share their experiences.

12.6 How Meal is Prepared

One of the objectives was to pull back the curtain and showcase how meal is prepared, the seasoning, rolling, baking and serving. This visual play has proven more fruitful than just sharing picture of pizza or burger in the plate. I gain trust of my customers by showing clean and hygienic environment of my restaurant

12.7 Kitchen Staff videos

Secondly I break the barrier between customers and kitchen staff by posting their videos and sharing their specialties. For customers it was a great experience to get connected with those who are preparing their meal and for staff members it was an opportunity to get viral and help them in their career growth.

12.8 Sharing Promotions and Discounts

Thirdly I used this medium to share discounts on special occasions like Eid, Ramadan offers, birthday discounts, and nikkah ceremony etc.

12.9 Sharing customer satisfaction videos

After taking permission from customers I shared their pictures and videos while they were enjoying their meals. Sharing pictures and videos of customers already having fun at my restaurant has helped me to attract more customers. Satisfied customers posted their meal pictures and videos on their own social media platforms and this has helped me to get more engagement from their accounts as well.

12.10 Sharing ambience

I experimented with various shots showing ambience of my Restaurant. Customers who have never visited before got a chance of seeing the interior of my restaurant and after finding it unique from other local restaurants paid visit to my place.

12.11 Influencer Marketing

I engaged more people by inviting famous TIK TOKERS at my restaurant, they enjoyed the food and share pictures from their accounts and their presence in my restaurant has attracted their followers and they visited KPS.

12.12 Promoting New Menu items

Another opportunity that I had been provided by this platform was that it was easy to introduce new dishes in menu. In a single video I was able to deliver my message of introducing new food items.

12.13 Consistent posting schedule

I kept on sharing content on regular basis and each and every occasion within KPS boundaries was posted on the TIKTOK to keep customers updated and engaged. In short, TIKTOK marketing has helped me to get visibility, engage customers by posting videos and pictures of food items, get likes, comments and increase following. I came to know what is liked most in my menu and what is not; knowing customers taste and preferences was one of the main objectives that I achieved through this digital marketing platform.

13 Facebook Marketing:

Social media sites have increased social interactions and have helped individuals to build communities where they interact, engage and share information across the globes. The individuals have gathered on social media sites based on their interests and likings. Due to increase in usage of these sites businesses are using them for their marketing purposes especially Facebook, twitter and TIKTOK are used widely for marketing purposes.

Social media sites are helping businesses to market their products, get visibility, attain competitive advantage and increase their revenues.

Facebook which is the widely used social media site has more than three Billion active monthly users. It is one of the most visited social media site and has more traffic than any other social media site. Facebook dominates retail industry when it comes to marketing. It has an ability to drive sales and change customer behavior. It spreads positive word of mouth and has developed emotional connectivity of community with businesses which in turn has helped businesses to earn greater revenues by working on their weaknesses and by solving customer's queries. (11)

Adoption of Facebook in businesses has helped them to reach out their clients, build brand image, and engage with customers and build a community that plays an effective role in spreading business message across different people. Businesses can manage their brand image by managing relationship with customers.

Interactions among customers develop social capital for businesses which is an important resource for generation of revenues. Overall business success depends on the acquisition of social capital which in turn will help businesses to expand and grow. This capital can be an important factor for small businesses to promote them and spread their message at large scale without spending much.

Small businesses are backbone of any country's economy and major challenges faced by them is the ability to use Facebook for getting customers. The right use of platform can

yield best results. Seeing importance of Facebook in developing businesses and helping them to greater revenues by putting little efforts , I have used this platform for developing my business as well.

13.1 Facebook Marketing For KPS

People of district Bhimber use this platform the most. By using it I was able to target my audience in my district and designed a strategy to increase my reach in my local circle. Primary objective of KPS was to increase brand awareness in district Bhimber by using Facebook. Platform has helped me to find new customers and deliver my message and serve their needs after knowing their taste and preferences. Strategy used by KPS for getting in touch with customers is described under

13.2 Developing Facebook page:

Firstly I set up a profile mentioning my brand name, logo and describing about my food and services that we offer.

Then I designed a Facebook page to share my stories and get connected with the people of the area. Facebook page is used for marketing purpose as it has all the features necessary for the promotion of my business like cover image that is visual display of KPS offerings, in description section mobile number, menu items and business hours mentioned facilitated our audiences in getting details about KPS. Menu, location, reviews and Recommendations have also played an important role in keeping my potential customers engaged through this platform.

Images of the fresh food prepared, information about the food through captions and display of kitchen environment depicted hygienic way of how KPS serves its customers was the source of attraction for others.

13.3 Managing Facebook page:

Special efforts are made to manage the page. Strategy used for this purpose was to upload one post on daily basis with alternate menu items to keep audience engaged and save

them from boredom. Audiences' comments were answered promptly, their complaints were handled appropriately and their likes and sharing was appreciated.

In order to strengthen relationship and build trust among potential and existing customers negative comments were not deleted but were answered respectively.

13.4 Creating a Facebook Ad account:

Once Facebook page started running I thought of creating an ad account on business manager account. Through that account I started posting ads with different formats like text, images, videos, stories and reels etc.

13.5 Facebook stories

A post showing our updates, behind the scenes and freshly prepared food is shared with viewers on daily basis on Facebook stories.

13.6 Promote deals and offers

Medium was utilized to highlight the exclusive discounts and offers at KPS to drive immediate traffic on our floors.

13.7 Feedback and reviews

Satisfied customers were requested to write a review on our Facebook page and their reviews were encouraged to bring more potential diners

13.8 Medium for social proofing

Satisfied customers posted their experiences on their Facebook walls which was shared as a proof by our page to prove it socially about our services authenticity

13.9 Cross promotions

Facebook page was connected with other platforms like WhatsApp business, TIKTOK and followers on them were requested to follow Facebook page to stay updated with our activities at KPS.

14 Mobile Marketing Strategy

Mobile phones which are means of communication have enabled users to keep in touch on personal level as well as have helped businesses to communicate with their customers in an easy and comfortable way. It's a first choice of elderly as well as youngsters when it comes to gadget purchasing.

Big cities as well as people in villages and towns make use of it for communication purposes. The use of mobile phones has surpassed the use of computers. Interacting with customers for marketing purpose has become easy by penetration of these small gadgets at such a huge level. More ever it is cost effective and with little budget message can be communicated effectively to the customers. People who have bad experience with businesses mobile phone accessibility never make purchases.

Teledensity which was 76.6% in 2018 in Azad Kashmir has reached to 99.5% in 2023 and subscribers have increased from 4.3 % in 2018 to 6.1% in 2023. (13) Seeing its growing importance and presence in almost all homes of my target area I have used it for marketing purposes.

Mobile marketing refers to the use of mobile phones for promoting products and services. In case of KPS I have used mobile phone in two ways firstly for SMS marketing and secondly for advertisement through status updates and sending advertising material directly on customers numbers.

Mobile marketing provided KPS an opportunity to reach customers directly and market our services and offerings in a more meaningful way. In a remote area like Barnala where internet services keep on facing issues mobile marketing proved fruitful for my business. It is easy for us to send our menu, promotions and any other update directly on customer's numbers. Accessing information in time has become convenient for our customers by using mobile marketing by KPS.

Customers' complaints regarding delays in delivery, food quality or staff behavior is

addressed in time and on priority basis just after receiving any call or message through mobile phone. In order to make customer experience wonderful through mobile we are available for them 24/7 and we try at our best not to miss any call or message from them.

It is a multifaceted marketing approach and much is still needed to be done and we are working on it. We are thinking to introduce mobile app and geo fencing technique to drive more results through it.

USE OF GOOGLE MAP FOR MARKETING

Advertising through Google map has proved effective marketing strategy for promoting KPS. Person travelling or searching for food points use Google maps. Google my business has provided an option of reviews, ratings, photos and location. By providing correct information and quality images customers can be attracted through it.

Brief introduction and description about the business is provided on Google maps with mobile number, Location, business hours and images of food representing services that we offer at KPS.

This marketing strategy also bought many customers at KPS.

15.1 Research Findings:

Social media is drawing the attention of businesses not only in cities but also in town like Barnala and is becoming popular marketing tool among business communities of Kashmir. Businesses that make better use of social media sites are making huge profits as compared to those still lying on traditional means of marketing. Apart from providing facility to market the products social media sites are helping businesses to keep an eye on results by providing analytics on every activity being performed on these sites.

KPS was able to achieve objectives of increasing interactivity, which is creating an environment where participants can interact, exchange messages and share their experiences of visiting KPS. Customer's engagement has helped me to evaluate my restaurant's performance in the market and I was able to learn about their expectations from KPS. The techniques employed by KPS was sharing videos of food, customer satisfaction videos, events celebration and posts asking for customers reviews and feedback about the food they enjoyed at KPS. I observed customer satisfaction at two levels. Lowest level of engagement was that people only view the posts or videos while highest level of engagement was that customers commented on the posts and also sharing further helped me to get more and more audiences.

Facebook ads were the source of building customer relationship. We have special offers for our Facebook friends; they get discounts on their special occasions like birthday celebration, party etc. This relation has motivated the customers to consume our fast food products which in turn increased our revenue.

KPS increasing fan base has increased our popularity in the area. Potential customers got all the needed information through the feedback from existing customers and this free of cost viral popularity brought customers from different areas of the District Bhimber.

Analytics has provided me with wealth of data that was the source of information about customer preferences and our performance in the market. KPS was able to know the needs and wants of the target audiences through these analytics. KPS was able to track customer's journey that helped us in designing effective digital strategies to boost sale. Reach, likes, comments and video stats highlighted the weaknesses in ads creation and pointed out the areas that need special attention.

Digitization is still in its early stages in Kashmir, digital development is the need of the area and if infrastructure and connectivity issues get proper attention from concerned authorities, it can drive potential growth and productivity gains in all business sectors and can contribute to the growing economy.

15.2 Conclusion:

In conclusion, the digital marketing strategy for KPS Restaurant in Barnala District, Bhimber, through Facebook Ads and TikTok promotion, promises to be a game-changer for the business. By leveraging Facebook's targeted advertising capabilities, we can reach a broad and specific audience based on their demographics, interests, and behaviors. This ensures that our promotional content is seen by potential customers who are most likely to convert into loyal patrons.

TikTok, with its rapidly growing user base and engaging short-form video content, offers a unique platform to showcase KPS's menu, ambiance, and customer experiences

creatively. By producing high-quality, entertaining, and shareable videos, we can create a buzz around KPS, attracting a younger demographic and enhancing brand visibility.

Together, these platforms allow for a comprehensive digital presence that not only increases awareness but also fosters customer engagement and loyalty. The integration of analytics tools will enable continuous monitoring and optimization of our campaigns, ensuring maximum return on investment.

This digital marketing strategy is designed to position KPS Restaurant as a leading dining destination in Barnala District, Bhimber. By embracing these modern marketing techniques, KPS can effectively reach and engage with a broader audience, ultimately driving growth and success in the competitive food industry.

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APPENDICES 1

QUESTIONNAIRE

1. How old are you?
 - 15 or younger
 - 15-20
 - 20-25
 - Above 30
2. Gender?
 - Male
 - Female
3. How often do you consume fast food?
 - Daily
 - Once a week
 - Twice a month
 - Every weekend
 - seldom
4. The quality and taste of food at KPS is?
 - Very poor
 - Poor
 - Good
 - very good
 - Normal
5. The cleanliness at KPS is?
 - Very poor
 - Poor
 - Good
 - very good
 - Normal
6. The ambience at KPS is?

- Very poor
- Poor
- Good
- very good
- Normal

7. How comfortable was the seating at KPS?

- Very poor
- Poor
- Good
- very good
- Normal

8. Your satisfaction level for the value of money you spent at KPS?

- Very poor
- Poor
- Good
- very good
- Normal

9. Prices at KPS justify the taste?

- Yes
- No

10. Your overall experience at KPS was?

- Very poor
- Poor
- Good
- very good

Normal

11. Customer service experience at KPS was?

- Very poor
- Poor

- Good
- very good
- Normal

Any suggestions? Please write it

سوالنامہ

آپ کتنے سال کے ہو؟

- 15 یا اس سے کم عمر
- 15-2
- 20-25
- 30 سے اوپر

صنف؟

- مرد
- عورت

آپ کتنی بار فاسٹ فوڈ کھاتے ہیں؟

- روزانہ
- ہفتے میں ایک بار
- مہینے میں دو بار
- ہفتہ کا ہر آخری دن
- مکمل طور پر

KPS میں کھانے کا معیار اور ذائقہ کیا ہے؟

- بہت غریب
- غریب
- اچھی

- بہت اچھا
- نارمل

KPS میں صفائی کیا ہے؟

- بہت غریب
- غریب
- اچھی
- بہت اچھا
- نارمل

KPS میں ماحول کیا ہے؟

- بہت غریب
- غریب
- اچھی
- بہت اچھا
- نارمل

KPS میں بیٹھنا کتنا آرام دہ تھا؟

- بہت غریب
- غریب
- اچھی
- بہت اچھا
- نارمل

KPS میں آپ نے جو رقم خرچ کی ہے اس کے لیے آپ کے اطمینان کی سطح؟

- بہت غریب
- غریب
- اچھی
- بہت اچھا
- نارمل

KPS ميں قيمتيں ذائقہ كا جواز پيش كرتى هيں؟

- جى ہاں
- نہيں

KPS ميں آپ كا مجموعى تجربہ تھا؟

- بہت غريب
- غريب
- اچھى
- بہت اچھا
- نارمل

KPS ميں كسٹمر سروس كا تجربہ تھا؟

- بہت غريب
- غريب
- اچھى
- بہت اچھا
- نارمل

كوئى تجويز؟ براہ كرم اسے لكھيں۔

ANNEXURE



Figure 1: Map Location



Figure 2: Brand Logo

K.P.S Special Burger

Juicy burgers

Crispy Zinger Burger	380
Student Zinger Burger	280
Grilled Chicken Burger	380
Single Petty Grilled Burger	380
Double Petty Grilled Burger	480
Chicken Burger	280
Double Daker Burger	620
Pizza Zinger Burger	480
KPS Special Tower Burger	530

KPS Special Flavour

	JP	S	M	L	Family
KPS smike B.B.Q pizza	600	800	1250	1670	1980
Bufalo chicken	600	850	1250	1670	1980
Crown crust pizza	630	900	1300	1700	2000
Bonefire pizza	600	890	1280	1650	1980
Seafood/Fish pizza	650	920	1350	1700	2000
Kids special pizz	550	850	1200	1600	1900

KPS Classic Pizza

Hot & spicy pizza	570	880	1240	1620	1930
Lemon chicken pizza	570	880	1240	1620	1930
K.P.S peri peri classic pizza	600	900	1250	1640	1950
The tex max pizza	700	900	1280	1640	1950
Mexican pizza	570	890	1240	1620	1950
Cheese lover pizza	500	850	1200	1600	1900

KPS Regular Pizza

Cornivor pizza	550	850	1200	1600	1900
K.P.S italian pizza	550	880	1150	1550	1850
Tikka pizza	550	850	1200	1600	1900
Fajita pizza	550	850	1200	1600	1900
Vegi lover pizza	550	800	1100	1500	1800
Achari pizza	550	850	1200	1600	1900

KPS Most Special Pizza

KPS special pizza	750	1050	1400	1750	2100
Filfil pizza	750	1050	1400	1750	2100
Kababish pizza	750	1100	1450	1850	2150
Shahi mila pizza	750	1100	1500	1900	2150
Donner pizza	750	1100	1500	1900	2200
Own choice pizza	750	1150	1500	1900	2200
Extra topping chicken	100	150	200	250	
Extra topping cheese	120	170	220	270	

Figure 3: Deals and Offers

10% Discount on Students Card





KPS
Pizza Hut

Awan sharif road muslim center barnala

Student Lunch Box Deals

Deal 1 ₹500
Chick burger/shwama
Reg fries
Drink 500ml

Deal 2 ₹699
2-Zinger burger
Reg fries
Drink 1ltr

Deal 3 ₹999
Small pizza
5 wings
Drink 500ml

Free- Delivery with in 3km.

Cont.No
0327-5260200
0340-0391000

AL BAIK FRIED CHICKEN		BAR-B-Q	
1 pcs chicken	200	Tikka boti	130
2 pcs chicken	360	Shahi mlai boti	170
5 pcs chicken	880	Seekh kbaab B.B.Q wings	130
8 pcs 9cut	1440	Grilled leg piece	250
10 pcs hot wings	480	Special grill fish	1600/kg
15 pcs hot wings	760		
20 pcs hot wings	1200		
5 pcs nuggets	400		
10 pcs nuggets	600		
Fun nuggets	450		

Karahi		KPS Special	
Chicken karahi	1400	Matka Biryani	500
White chicken	1500	Fish	1400
Beef karahi	1700	Soup	250
Beef white	1800	Ice cream cup	200
Mutton karahi	2800	Family Boul	800
Mutton white	3000	Ice-cream single scope	100
Chicken handi	2000	Ice-cream double scope	200
Tikka karahi	1700	Ice-cream triple scope	280
Makhni handi	2000	Russian Salid+Family boul	800/1000
		Zeera raita	80
		Mint raita	70
		Fresh salid	150
		Kachomar salid	250
		Fruit chaat	250
		Chana Chaat	180

Figure 4: Menu

Drinks	Chai	Pizza deals	Super deals
Regular 80	Special Kashmiri chai 160	Deal 1 ₹50 Pizza 10" tin pack	Deal 1 ₹50 3 small classic pizza 1ltr drink
500ml 130	Regular chai 70	Deal 2 ₹50 Chicken cheese small pizza 1ltr drink	Deal 2 ₹50 3 med reg pizza 1.5ltr drink
1000ml 160	Matka chai 100	Deal 3 ₹50 Pizza 10" cheese pizza fries 1ltr drink	Deal 3 ₹50 3 large reg pizza 1.5ltr drink
1.5ltr 210	Peshawary kahwa 50	Deal 4 ₹50 Small pizza single burger 1ltr drink	Deal 4 ₹50 3 family reg pizza 1.5ltr drink
Tin pack 120	Cream chai 110	Deal 5 ₹50 Large pizza small fries 1ltr drink	
Water large 120	Apple shake 150	Deal 6 ₹50 Large pizza half pasta small masala fries 1ltr drink	
Water small 60	Diet almonds shake 200	Deal 7 ₹50 1 family pizza 5 pcs hot wings 5 pcs nuggets 1 family fries 1.5ltr drink	
Juice nestle 80	Pine apple shake 180		
	Ice-cream shake 200		

Wrap roll	Fries	Burger deals
Labnies shawarma 300	Simple fries 200 380	Deal 1 ₹50 Zinger burger
Arabic shawarma 400	Masala fries 220 400	Deal 2 ₹30 Zinger burger
Sheesh taq shawarma 380	Garlic mayo fries 250 430	Deal 3 ₹100 3 Zinger burger
Turkish shawarma 450	Loaded fries 350 600	Labnies shawarma
Chicken shawarma 250	Pizza fries 350 650	Fries medium
Double sause shawarma 300	Matka fries 500 850	1ltr drink
Zinger wrap 380		
Veggie shawarma 180		
Chicken pratha 300		
Zinger pratha 380		
Turkish pratha 380		
Veg pratha 220		
Kababish pratha 350		
Spin roll 4pcs 750		
Chicken cheese sticks 600		
Chicken sticks 600		
Pasta 400		

Figure 5: Deals



Figure 6: Clean Environment



Figure 7: Family Hall



Figure 8: Birthday



Figure 9: Events



Figure 10: Spacious halls for arranging events like birthdays, anniversaries and wedding rituals (chai pilae) of the area