

Sales Promotion Strategy by Fast Food Restaurant

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Abstract

Major Fast food Joints use different sales promotion techniques to ensure that the customer should consume the premium product as well as come back again to the restaurant. Sales promotion not only helps in increasing the sale but also leaves the customer with the lucrative options which can be redeemed in the near future.

Due to presence of international brands, improvement in the quality and service standards, it has become essential for the outlets to generate more proportion of revenue through the costlier products offered in the menu. This is essential to keep the profit margin higher. At the same time, regular dishes remain the part of menu to keep the popularity high among all income segment. These regular economical dishes are important as they compete with the price range of other product offered by small scale vendors. In this scenario, the Fast Food Joints remains economical at the same time strictly abide with the sales promotion strategies over the Point of Sale (POS) and display counter where the promotional events, combo menu, special package schemes are on display. These are for the immediate sale and the efforts are made to replace the mindset of the customer to go for economically priced dish with the premium one. The customer finds it attractive as though customer is paying more but individually charged less for each dish. Fast Food Joints focus on total sales of the day, irrespective of the selling price of each dish. Promoting Online food Orders also has helped the restaurants to increase in sales

The object behind the paper is to bring to the notice among the readers that the pricing is not the only criteria for the sale but it is a tool by which Sale can be promoted across all income group. There is always an option for the people who are price sensitive to prefer less expensive one but the art is to comply majority of them to go for promotional option and opt for the premium one. At the same time, they should also feel value for money spend is at par with the quality received. Sales Promotion Tools are more impulsive in nature and makes customers feel rewarded when given to them as an offer. These sales strategy makes the customer a special one.

Key Words:

Sales Promotion, service marketing, restaurant business, restaurant offers

Objective

1. To study the Sales Promotion Strategy adopted by Fast Food Restaurant
2. To study the reasons for Guest satisfaction

Methodology

The research is done using the secondary data ie. Books, internet, newspaper, articles, magazines.

Among different strategies adopted by the fast food restaurant, customer satisfaction is most crucial aspect. Efforts are taken to make the customer the Sales Promoters.

What is Sales Promotion?

Sales Promotion means increasing the revenue of the Fast Food Joint by promoting the premium menu for which customer pay the higher amount . Fast Food Restaurant, at the time of taking order, ensures that the Combo offers, special packages, new products are on display in front of the eyes of the customer. This is the time when the customer makes the choice for the food .

Various combo offers are read out elegantly by the counter staff where meal is combined with beverages or smoothies or Ice creams.

Lucrative schemes like Gift Vouchers, Coupons, Lucky draws, Promotional SMS and codes are offered to the customers with discounted rates to ensure that the customer visits again. Customers find such schemes attractive as the future visit to the restaurant would give them concessional rate

Customer Satisfaction leads to repeat business . Thus, it becomes crucial that the policy of the hotel be surrounded to the keys areas which leads to customer Satisfaction

Factors helps in sales Promotion are

1. Option of Online Food Orders
2. Social media for advertising
3. Software Technology for Food Operations
4. Customer Satisfaction, making them Sales Promoters
5. Loyalty Programs for the Customers
6. Menu Designing

Factors Contributing to Customer Satisfaction

Customer Satisfaction is very important aspect to ensure maintaining the regular sales. Every hotel look for the regular customer . This ensures that the people are happy with the food and services provided by the restaurant. Customers have varying needs and expectations. A Satisfied customer would spread Positive words and help in generating more business

Customer Satisfaction is achieved by focusing on following

1. Quick and quality Service
2. Friendly environment
3. Choices in the Quality product
4. Affordable Pricing
5. Understanding changing Customer taste and needs
6. Value of service given to customer

Buying is Impulsive in nature

Most of the time the customer is in indecisive about the selection of the menu. This may be due to the price, quench for new product or simply due to number of dish on the menu card and becomes difficult to choose one. Customer looks for suggestion from the counter staff and quickly likes the recommendations and makes his choice. This impulsive nature of buying rather helps in suggestive selling of the product. This is also a golden opportunity to increase the sale .

How customer feel rewarded?

Promotional offers given to the customer as a part of Loyalty Programs. Winning a customers loyalty means positive feedback which influence many more customers to experience the quality

services in terms of food and ambience at the restaurant .This results in increase in business. The biggest reward to the customer is when he is made to feel special. A message sent on the anniversary and birthday do wonders. Customers gets emotionally connected to the organization.

Conclusion

Sales Strategy is the continuous activity. It evolves around the Price, Product, Promotion and advertising .Pricing is generally kept low for regular dishes and medium to high for others with the tag value attached . Cheese roll would always be expensive than a regular roll . Popular Product has its own image and demand .Sales automatically takes place for the popular product.

Sales Promotion includes various tools such as marketing , advertising and branding. Customer satisfaction, loyalty Programs and rewards are the part of Sales Promotion. Online food Orders also helps in increase of sales. Sales Promotion is used to create affirmative Customer Perceptions . Promotional activities are Public relations, Personal selling, contests, coupons, offering discounts, organizing games and entertainment programs.

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