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PROGRAM: MBA-72

MID TERM EXAM: INTERGRATED MARKETING MANAGEMENT

TEACHER: DR WASEEM

ANS#1

Salman is going to revive his old business which he used to have by the name of “Khalis”, which enjoined a good business and attracted quite loyal and satisfied customers through its product’s quality and unique and distinguished ambiance provided by him.

The communication challenges that he is going to face are that although he did use to hold quite substantial percent of the market share and had established a great image, but now he is a new entrant to the market. Now, the conditions of the market are different and there are other eateries who have captured their own market share and customers by proving their mettle in their own unique way and services. They are already flourishing in the market in current times and they have a lot of budget to invest in their marketing campaigns reaching to a larger audience and capturing their eyes. Whereas, on the other hand Salman won’t be able to match with their marketing being a new entrant into the market and thus would not be able to match their investment. Secondly, it would be quite difficult for him to change the customer loyalty of Chaman, Mcdonalds, Jan’s Deli and Tehzeeb because reaching out to them in such a way to change their psychological and emotional attachment with these current established competitors of him.

The opportunities that can be offered and be of value are that he is competing with the new international companies and national companies. He already has the knowledge of the local dynamics more as he already has this experience which used to be successful too because of its own uniqueness which he would use to his advantage to do his targeted marketing with his previous understanding of the market.

ANS#2

Salman can use different sorts of digital marketing, reaching out to customers through different marketing tactics. The use of social media platform is the foremost important one

as it is widely used by people all over so using it tactically should be his main focus. He should make appealing and tempting videos of his restaurant and products serving the purpose of both igniting a desire to check out the tempting food and along with that also to target their emotional aspect by depicting the union of families and friends having a nice and bonding time in a comforting atmosphere with the additional benefit of having quite a range of quality food items within a single restaurant. He should then choose his target audience to boost his videos to them. His target audience should include his previous customers as it would ignite their nostalgic memories of that place prompting them to go there to have that experience of nostalgia again, teens- as they would prompt their parents to go there and people in their mid-thirties who would love to go out with their small family with little kids who would enjoy the park and slides and bond together. He would include video and written testimonials in his page and boost his page to the targeted audience. He could also reach out to people through advertisements in cable channels and design emotionally appealing pamphlets which pictures to be distributed among the people. He should also create a hype before launching so that people are waiting for his launch and should make his website and pages on different platforms of social media a long time beforehand it's opening and posting alluring pictures and messages making people eager for its launching.

ANS#3

The first message that he should try to communicate to all of his potential customers should be focused on the uniqueness that it provides to families and friends to bond together in a scenic environment which provides everything from a variety of items for a good quality meal, ice-cream and chocolates in an eccentric ambience and all in a single location. So basically, he is providing a full package, so his message should be very coherent and it should be created such that it triggers the emotional aspect of the people to atleast try that place for once. Since this one is in outskirts and with a better ambience and surrounding areas, targeting can also be done to tell people to come to the outskirts and spend their family day out away from the hussle and bustle of the city. Then, he would be able to retain his customers by being consistent with delivering them with real quality food with value for money too so his targeted audience is not very limited. So price also plays a substantial way in the success of his venture but the foremost message he should reach out to his potential customers should be more emotionally motivated inciting their nostalgic memories with this place.

ANS#4

Salman would be able to use social media platforms in his marketing communications efforts as that is the most emerging form of marketing communication and it's the easiest way to reach a vast number of audience comparative to other marketing campaigns. He

would first make pages on different platforms on social media writing catchy phrases to tell its potential customers that they are opening again. Keep them engaged on social media by regularly boosting his appealing content to tantalize it's customers making them yearn for it to open and for them to enjoy the experience that Salman would be promising to offer through social media platforms. He should publicize all his positives of the restaurant in an interactive sort of way so that emotional connection is established and it is publicized more by other people through their word of mouth and sharing of their experiences and resharing it on their own timelines too, thus creating a larger impact. Salman should hire outside marketing specialists agencies to do this task for him and maintain his social media pages and create valuable and appealing content to increase the popularity of the restaurant by enticing them through focusing more towards the value it provides and its uniqueness. Although, it would cost him but in the long run, he is going to benefit from it and reap its fruit.