

Village Wok Restaurant Marketing Plan

WebQuest Description: This webquest page is intended to be a High School marketing education students use to build a marketing plan for a restaurant.

Grade Level: 9-12

Curriculum: Business / Economics

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Introduction

You are the manager of Village Wok restaurant. The restaurant has been working on marketing to attract new customers. Last year, due to many Chinese students came to this city, Village Wok need to change strategy and to do marketing research so that increasing profit.

Tasks

The Owner of the restaurant has assigned your marketing team the task of coming up with a marketing plan to dramatically increase the retention rate of the restaurant's customers. Creativity is encouraged, and be prepared to back up your plan with research. The teacher will assign 4 students per marketing team. Your plan should include the following: Business Mission Statement "Good" Marketing Objectives SWOT Analysis Sources of Competitive Advantage Strategic Alternatives Target Marketing Strategies Elements of the Marketing Mix Evaluation & Control Measures Summary of why your strategic planning will be effective

Process

To develop a marketing plan, each team should follow these steps: Know a basic outline for a marketing plan. Develop an appropriate business mission statement. Write "good" marketing objectives based on the criteria we discussed in class. Conduct a "mock" SWOT analysis. Teams can be creative when coming up with the hotel's strengths, weaknesses, opportunities, and threats, as long as the marketing plan supports your analysis. Identify sources of competitive advantage. Again, teams are encouraged to be creative. Identify strategic alternatives. Develop target market strategies. (Reminder: Your target market is families). Develop a marketing mix. Each team is required to include the 4 P's of the marketing mix, as discussed in class. Explain how your marketing plan will be evaluated. At least some of the evaluation must measure your plan quantitatively. Write a persuasive one-page summary on why your marketing plan will succeed.

Evaluation

Category and Score	Beginning 1	Developing 2	Very Good 3	Exemplary 4	Score
Mission statement & "good" supporting marketing objectives.	There was no mission statement and/or marketing objectives.	The mission statement was too broad or too narrow. The marketing objectives didn't meet the appropriate criteria.	The mission and/or marketing objectives were done well, but there is some room for improvement.	Both the mission statement and the marketing objectives were excellent and met all the criteria that was specified in class.	25%
SWOT analysis, competitive advantages sources, and strategic alternatives.	Did not conduct a full SWOT analysis. Did little to identify any sources of competitive advantages or strategic alternatives.	SWOT analysis, competitive advantages, and strategic alternatives were not backed up by supporting evidence or research.	All categories were adequate, but could use additional work.	SWOT analysis was in-depth. All analysis was backed up by research and/or supporting evidence.	25%
Target market strategies and the elements of the marketing mix.	Did not consider the target market. Did not include the elements of the marketing mix.	Target market strategies were weak and lacked creativity. Not all elements of the marketing mix were included.	The target market strategies were adequate. All elements of the marketing mix were considered.	Target market strategies were excellent and coincided with the rest of the plan. All elements of the marketing mix were used appropriately.	25%

