

“I Want More Customers”

A Marketing Plan for the Café

Presented by *dk* Foodservice Solutions, LLC

This seminar discusses reasons to market your cafeteria. A marketing tool has been provided that can be used in your facility whether it is for your cafeteria or other foodservice areas.

Objectives

- ☑ Identify 3 characteristics of a Cafeteria Marketing Program
- ☑ Describe at least 4 concepts to promote the cafeteria
- ☑ How to maximize customer survey results

What is a Marketing Plan?

- ☑ Start with the Strategic Plan
- ☑ Develop the Menu Concept
- ☑ Promote the Plan
- ☑ Dollars & Cent\$
- ☑ Layout & Design
- ☑ Track your successes and adjust for your learned failures
- ☑ Tell the world

The Marketing Tool

Provided in this handout is an instrument to use when designing your marketing plan. This tool can be adapted to any segment of the foodservice operation, including patient, resident tableside meal service to your catering.

{Facility Name} Marketing Plan

Strategic Plan



What is your current customer profile:

- Where do their work?
- How often do they eat in your establishment?
- What are the ethnic requests?
- What are the ages of your customers?
- What is the percentage of Male vs. Female customers?
- What is the average check average of current customers?

What is your potential new customer profile:

- Who are you going after? And Why?
- Are they internal or external (from outside of the building) customers?
- How are they different from your current customer base?

What changes are to be made and what is the budget?

- How much do I have to spend for food and supplies?
- Do I need to update the facilities and equipment?
- Do I have a budget to update facilities and equipment?
- How much labor will need to be added and how much will it cost?
- What training will be needed to prepare staff for the increase in customers?
- What type of POS system is required?
 - ✓ How are customers going to pay?
 - ✓ How to track non-revenue charges?

Mission and Vision

- Write a mission statement and vision statement for the cafeteria. Post it!

Setting Clear and Concise Goals

- Determine if current goals meet the market plan, if not, rewrite goals?
- Add additional goals, if necessary.

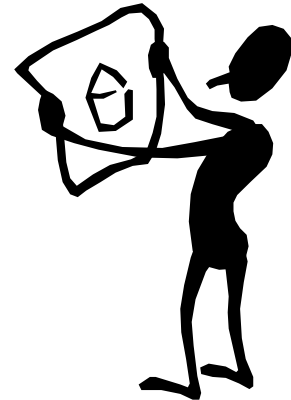
Promotions

- Name and Logo for the space
- Does the menu need to change?
 - ✓ Cycle Menu
 - ✓ Grab 'n Go
 - ✓ Self Service
 - ✓ Theme Meals
 - ✓ Signature Menu items
 - ✓ Branded Menu Items
 - ✓ Take Out
 - ✓ Room Service
- Where is the menu available?
- How are menus going to be produced?
- What types of menu board are needed to display the menus?
- Are flyers or mailers needed?
 - ✓ Who are the mailers going to go to?
 - ✓ Where are they going to be located?

The Survey

The Tool

- Keep it simple
- Minimal number of questions
- Easy to read
- Generate Excitement to do the survey
- Have a single theme
- Breakfast, lunch or dinner, etc.
- Leave room for comments



What To Ask

- Quality of Service
 - ✓ “Were you treated kindly?”
- Quality of Food
 - ✓ “Did the food meet your expectations?”
- Times Available
 - ✓ “Are the hours of operation meeting your expectations?”
 - ✓ “If not, what would be better?”
- Temperatures
 - ✓ “Is the food at an acceptable temperature?”
- Cleanliness
 - ✓ “Is the serving and dining space clean?”
- Changes
 - ✓ “What would you like added or removed from the menu?”
- Recognition
 - ✓ “Who would you like to celebrate or recognize on our team?”
- Leave Room for Comments

The Survey Results

- Track results of the survey
 - ✓ By the question
 - ✓ By the comments
- Brainstorm solutions
- Redefine the goals from the results
- Communicate the changes to the customers (*facility/guests/visitors*)
- Setting the measurement of success guidelines from learned from the survey

Add the information to a Score Card for the staff, administration, finance

- Add Key Performance Indicators examples:
 - ✓ Census
 - ✓ Financial Information
 - ✓ Patient Satisfaction Results
 - ✓ Café Survey Results
- Posting the results
 - ✓ Staff in department
 - ✓ Administration
 - ✓ Finance

Summary

- ☒ Know why you want to market your services
- ☒ If an increased is desired, who is target market
- ☒ Create the marketing plan
- ☒ Consider the space & design
- ☒ Survey your customer
- ☒ Follow-through on the results
- ☒ Implement the plan

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dk Foodservice Solutions, LLC

www.dkfsolutions.net

Office phone: 952-431-2582

Dee Legvold MPH RD dlegvold@dkfsolutions.net

Kristi Salisbury CDM CFPP RD ksalisbury@dkfsolutions.net