DEVELOPING A BRAND AND ITS VISIBILITY: HOW CAN A NEWLY OPENED RESTAURANT IN PARIS INCREASE ITS BRAND VISIBILITY TO ATTRACT ITS SEGMENT?

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Undertaking

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Abstract

The brand image and brand recognition of a business is an essential asset which needs to be maintained in order to sustain competition. The brand image set through adequate promotion allows generating successful sales and repeat sales for the restaurant businesses operating in Paris (Gedikoglu, 2018). The customers are attracted to avail the services through offering immaculate food, services and location which marks an experience for the guests. The brand connects with the reputation and visibility of the restaurants allowing increasing the desirability of the brand (Das, 2018). This research aims towards understanding this concept of brand significance, brand recognition and brand visibility for attracting the target customer segment. The essential of accurate marketing strategies based on the market dynamics are assessed through this study which connects with the perceptions and actual needs of the customers (Allwood, 2015). The context of research has been based on factors which must be considered by a newly opened restaurant in Paris. The pragmatic approach of research has been which includes the accommodation of both qualitative and quantitative technique aligned with primary and secondary data (Baldassarre, Ricciardi and Campo, 2017). The responses gathered from twenty business owners and managers operating in the restaurant business industry of Paris have been evaluated which provides adequate findings understanding the industry dynamics. The results gathered to assist with crafting conclusions and recommendations adequately aligned with the objectives of the study (Yüksel and Yanik, 2018). The findings suggest that the business strategy which is developed is essential for creating brand visibility. This is associated with the developing brand recognition which requires incorporation of innovation and creativity in the business practices segmenting the guest preference which are being targeted.

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Table of Contents

Undertaking 3

Abstract 4

Acknowledgement 5

Table of Figures 9

Chapter 1 Introduction 10

1.1 Overview 10

1.1.1 Brand 10

1.1.2 Brand Image 11

1.1.3 Brand Visibility 11

1.1.4 Brand Recognition 11

1.1.5 Developing a Brand 12

1.1.6 Marketing a Brand Strategically 12

1.2 Statement of the Problem 13

1.3 Purpose of the Study 13

1.4 Significance of the Study 14

1.5 Aim and Objective of the Study 14

1.6 Research Questions 14

1.7 Assumption of the Study 15

1.8 Limitation of the Study 16

1.9 Definitions of Significant Terms 16

1.9.1 Brand 16

1.9.2 Brand Visibility 16

1.9.3 Attracting Brand Segment 17

1.10 Organization of the Study 17

1.11 Summary of the Chapter 17

Chapter 2 Literature Review and Context 19

2.1 Introduction 19

2.2 Literature Review 20

2.2.1 Brand 20

2.2.2 Branding 21

2.2.3 Brand Recognition 23

2.2.4 Brand Development 24

2.2.5 Brand Visibility 29

2.2.6 Marketing a Brand Strategically 31
2.2.7 Promotion 32
2.2.8 Digital Marketing 33
2.3 Context 34
2.3.1 Location of the Restaurant in Paris 35
2.3.2 Marketing for Restaurants 36
2.3.3 Increasing Brand Visibility in Paris 37
2.3.4 Facts and Figures of Paris 39
2.3.5 Trends of the Food Market of Paris 46
2.4 Theoretical Framework 49
2.5 Summary of the Chapter 50
Chapter 3 Research Methodology 52
3.1 Introduction 52
3.2 Research Questions 52
3.3 Research Philosophy 53
3.4 Research Approach 55
3.5 Research Strategy 55
3.6 Research Design 56
3.7 Sampling Method 57
3.8 Research Analysis 58
3.9 Justification for Choice of Data Collection Method 58
3.10 Ethical Consideration 59
3.11 Operationalization of Variables 59
3.12 Summary of the Chapter 60
Chapter 4 Data Analysis 61
4.1 Introduction to Data 61
4.2 Data Presentation 62
4.3 Data Analysis 63
4.4 Summary of the Chapter 88
Chapter 5 Findings and Discussion 90
5.1 Findings 90
5.2 Discussion 91
5.3 Implications of the Findings 93
5.4 Summary of the Chapter 94

Chapter 6 Conclusion and Recommendations 95
6.1 Conclusion 95
6.2 Re-Statement of Research Aim and Objectives 96
6.3 Budget Development 96
6.4 Implications for Future Study 97
6.5 Recommendations 98
6.6 Summary of the Chapter 99
References 101
Appendix 1 108

Table of Figures

Figure 1: Paris Region in the European Union 41
Figure 2: Demographics of Paris 42
Figure 3: Population Concentration of Paris 43
Figure 4: Paris, The World's Leading Destination for International Congresses 44
Figure 5: Top Most Visited Tourist Sites in Paris 45
Figure 6: Provenance of Main Tourists in Paris Region 46
Figure 7: Statistics of Food Practices 48
Figure 8: Theoretical Framework 50
Figure 9: What is your level of education? 64
Figure 10: What is your age bracket? 65
Figure 11: Since how many years have you been associated with the food industry of Paris? 67
Figure 12: How strongly do you consider the significance of branding within the food industry of Paris? 68
Figure 13: Branding of restaurants within the food industry of Paris is done through distinguishing ideas based on innovation and creativity. 70
Figure 14: Generating brand recognition through products and services is integral for repeat sales and new business for restaurants within the food industry of Paris. 71
Figure 15: Brand development through aligning teams aware of the industry and customer needs is integral for restaurants within the food industry of Paris. 73
Figure 16: Restaurants operating within the food industry of Paris require constant marketing and feedback assessment of products and services which are being offered. 75
Figure 17: Increasing customer awareness of brand through promotion kept them engaged and attracted to the restaurant services in the food industry of Paris. 77
Figure 18: Social media presence of restaurants is firstly reviewed by the people when assessing factors of brand significance and analysing food quality. 79
Figure 19: Location of a restaurant in Paris is a factor which sets perceptions of products and services in the minds of the customers. 80
Figure 20: Aggressive marketing of restaurants generates more walk-in customers for the restaurants in Paris. 82
Figure 21: Attractions offered by the restaurant aside from food generates more customers for the restaurants in Paris. 83
Figure 22: The customers weigh the pleasure factor more over the food when visiting the restaurants in Paris. 85
Figure 23: The taste preferences of the youth are more conscious towards perfection then the adults. 86
Figure 24: The customers visiting restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists. 88

Chapter 1 Introduction

1.1 Overview

The brand image of a business is an essential asset which needs to be maintained in order to sustain competition. The brand image must be strong for generating successful sales and repeat sales which shall only be developed through immaculate products and services (Molyneux, 2015). The definition of a brand is linked to reputation and visibility which can increase the desirability of the brand. This research aims towards understanding the concept of a brand and the significance of branding in developing visibility for the products (Kavaratzis, Warnaby, and Ashworth, 2014). The scenario of Paris shall be discussed assessing the opening of a new restaurant and measures which shall be taken for generating attraction in that segment of the business.

1.1.1 Brand

The summary of a brand is considered as a symbol, mark, logo, name, etc. of a particular product which distinguishes it and develops attributes in the minds of the users. The representation of a brand is done on the basis of a combination of elements which through which identity is developed allowing individuals to associate with the products and its elements (Ashworth, 2015). The legal framework is developed for differentiating a brand image which is developed through registering trademarks for a brand.

Several researchers and analysts have contributed towards the topic using which a representation of perspectives is done for the users. The person’s perception of a product is developed in association with the attributes. These attributes associate product, service, experience, and organization of the experiences locally and globally (Hanna and Rowley, 2015). These associate with the situation of the economy allowing endowment of products and services within the parameters of a brand.

1.1.2 Brand Image

The impression of the brand which is developed in the minds of the customers is referred to as a brand image. The brand imaging process is of more value in comparison to the business, products, and services as it is a perception which is laid in the eyes of the users or customers. An image of the business developed means repeat sales which shall allow accomplishing long-term goals for the business (Skaalsvik and Olsen, 2014). The development of a brand image for the business allows it in sustaining competition and excelling within the industry.

1.1.3 Brand Visibility

The brand visibility is developed through aligning the impression of the brand and delivering a powerful message to the users which shall allow the consumer in receiving the message within a sustainable timeframe. Brand awareness and brand visibility can be categorized as the personality of the businesses which allows a person or the prospects to connect with the business. This form of association attracts new business and motivates the people to try the services of the business (Sanchez and Bertomeu, 2017). The service-oriented brands are different from the consumer goods brands as they allow associating with the image which forecasts the capabilities and expertise of the brand.

1.1.4 Brand Recognition

Brand recognition is the extent developed of the business through which the consumers link and identify the products and services of the brand. The recognition of the brand is developed through its visibility which can be associated with the logo, tagline, packaging, and advertising used for marketing the products and services of the brand (Hudson, Cárdenas, Meng and Thal, 2017). The customers or the prospects are inclined towards recognizing the brand which shall allow brands towards developing an advertising campaign or connect the services with the presumable of the brand.

1.1.5 Developing a Brand

Developing a brand is all about developing and creating an image of the services and products which are being offered in the industry. The development of a brand requires crafting a strategy which can allow accomplishing the business objectives alongside with the image recognition and visibility of the services which are being offered (Brand, Boos and Brad, 2017). A successful brand strategy is developed through considering the overall business strategy allowing and identifying the target clients.

The brand development and aligning the strategy is done by setting the target client group which positions the brand and at the same time penetrates the message to the target audience. The setting up of the right logo and tagline is essential for imaging the visibility of the services in the industry. The brand development process requires that a strong content marketing strategy which can allow setting the word out and conduct excessive marketing allowing generating new business on a gradual basis (Chanavat and Desbordes, 2017). Using the adequate marketing tool and implementing strategic decisions which benefit the business are the crucial objectives which can be attained through developing a brand.

1.1.6 Marketing a Brand Strategically

Branding strategy of a business is associated with setting the image of the business and targeting a particular set of audience and attracting them for business. The branding strategy must be designed and circulated in a creative manner so that the image of the brand can be developed which can deliver the message to the audience and allow setting an interactive tone with the customers. The brand strategy is critical for the business as it allows setting customers opinion with the competition allowing sustaining competition within the industry (Gudivada, Rao and Paris, 2015). The business scope is developed using the value creation method which is aligned for accumulating the brand strategy and marketing it against the outcomes which are required to be generated.

The assessment of restaurant business dynamics and understanding the actions which are required to be taken for promoting the brand in Paris is essential for increasing brand visibility. All these measures are used for attracting the customers and enhancing brand visibility in the long run (Tsaur, Yen and Yan, 2016). The strategy development process can only be done through understanding the industry dynamics and assessing the customer segment in which the business is being performed.

1.2 Statement of the Problem

The statement of a problem for this research is understanding the hurdles which a new business is operating in the restaurant industry faces. The challenges faced by new businesses are numerous and henceforth most significant impact on setting foot on the new ground. This problem needs to be rectified through adequate promotion and developing a branding strategy which increases sustainability for the business (Kavaratzis, Warnaby, and Ashworth, 2014). The businesses need to understand the market dynamics and assess competition through which developing a brand image shall become easier for the newly penetrating brand.

1.3 Purpose of the Study

The core purpose of this study is understanding the hurdles which the businesses face in developing a brand and its visibility. This is associated with connecting the dynamics of a newly opened restaurant in Paris and increasing brand visibility. This process is integral for understanding the requirement of attracting the customers in a particular segment and approaching the segment market for adequate outcomes. The industry flow of new markets requires analysis and assessment of changing cultural trends through which business goals can be accomplished (Molyneux, 2015). This research study is aligned with studying the restaurant industry of Paris and development outcomes for developing a restaurant business in Paris. Approaching and attracting the customers in a particular business segment for a new business is assessed through this research.

1.4 Significance of the Study

This study is highly significant as it assesses an industry and evaluates the challenges which can be faced by the business owners in setting grounds in a new industry. The newly opened restaurant in Paris requires understanding the market dynamics and scope available for a new business. Through this study, grounds can be laid for understanding changing cultures and needs for moulding the businesses structure accordingly (Ashworth, 2015). Through aligning this approach the adequate customer segment can be targeted which is essential for attracting the customers and promoting the business in a new industry.

1.5 Aim and Objective of the Study

The aim and objective are destined to evaluate the dynamics of a new restaurant business in Paris and increasing the brand visibility for attracting the specific segment of customers. The development of a brand and increasing its visibility in a new industry is crucial as it requires evaluating the market demographics and culture of the market segment. The food industry of Paris is highly demanding and requires setting ground through unique and exquisite value addition (Hanna and Rowley, 2015). This can only be done through innovating new business strategies and practices to the customers giving them a wow factor from the brand. The value which is required to be delivered and proposition strategy for establishing a new brand in Paris is the aim and objective of the study.

1.6 Research Questions

The research question for this study is the following:

- Which factors are essentially required for developing a brand and setting its visibility in Paris?
- How can a newly opened restaurant in Paris increase its brand visibility and take measures for attracting the target customers?

- What is the scope of developing an effective marketing strategy for a new restaurant brand in Paris?
- Which methods can be adopted for increasing brand recognition and brand visibility amongst the targeted customer segment?

The focus of the research questions is understanding the areas and segments which shall be covered through this research.

1.7 Assumption of the Study

The assumptions developed for this study allow limiting the scope of the study and accomplishing the objectives which are essential for this research. The assumptions of the research are the following:

- The legal formalities for setting a new business and brand image shall not be assessed in consideration that the business owner is already aware of the hurdles and formalities.
- The financial aspects of setting a new brand shall not be considered assuming that the business owner is aware of the cost required to be incurred for establishing a business.
- The competitor analysis with respect to the restaurant business shall not be evaluated through this research.

All the assumptions which are developed are made on the basis of understanding that the business personnel hoping to establish a new restaurant business in Paris would have conducted it in advance. The study shall only assess the hurdles of developing a brand and its visibility in a competitive restaurant industry of Paris (Skaalsvik and Olsen, 2014). The strategic assessment and setting grounds for business in a new industry, business penetration and attracting the particular customer segment is essential for this research.

1.8 Limitation of the Study

The limitation of the study which has been set for this research is associated with the operational significance of the business. This research aims at evaluating the tastes and preferences of the people of Paris and developing businesses practices based on those taste and preferences. This research shall not assess the financial cost, operating cost, legal aspects and competitor analysis for the business (Sanchez and Bertomeu, 2017). This research assesses only the development strategy of a brand based on connecting theoretical aspects and connecting it with the actual scenario which prevails in Paris. These limitations of the study keep the aims and objectives intact and allow specific assessment of developing brand recognition in the industry or a particular market segment.

1.9 Definitions of Significant Terms

The definition of significant terms is essential for clarification of critical terms which are used in this research. Through the evaluation of businesses a brand image is set which allows increasing and enhancing visibility for the businesses. This approach is destined to target a particular segment of customers as discussed following:

1.9.1 Brand

A brand is considered as the name, terms, design, and symbols of a product or services which are used for distinguishing the offering produced by a brand. The strategy which is developed by the product or services for developing an image in the eyes of the customers is referred to as a brand (Brand, Boos and Brad, 2017).

1.9.2 Brand Visibility

The brand visibility is a tool or strategy developed for distinguishing the products and services offered by an organization in comparison to the offerings offered by the competitors operating in the similar industry (Chanavat and Desbordes, 2017).

1.9.3 Attracting Brand Segment

The approach which is developed by the businesses for attracting the customers of a particular business segment, motivating them to avail the specific services of a brand (Gudivada, Rao and Paris, 2015).

All these definitions are significant for understanding the essential terms of the business. The assessment of particular business segment and definitions clarifies the meanings and essentials which are required to be assessed through research.

1.10 Organization of the Study

This research shall be aligned in six chapters through which the aim and objectives of this research shall be assessed. The chapter classification and organization of the study shall be the following:

- Chapter 1: Introduction
- Chapter 2: Literature Review and Context
- Chapter 3: Research Methodology
- Chapter 4: Data Analysis
- Chapter 5: Findings and Discussion
- Chapter 6: Conclusion and Recommendations

These chapters shall align the research and test the literature and context developed for this research through statistical testing. This study shall allow assessing the data gathered through research and built conclusions based on findings of research. The organization of the study is crucial for the analysis as it develops a structure of the research through which findings are structured and accumulated.

1.11 Summary of the Chapter

In this chapter, an overview of the study has been developed which shall allow assessing the aims and objectives of the research. This research evaluates the essentials

required for developing a brand and its visibility in the restaurant industry of Paris. The drawbacks, hurdles, and challenges which shall obstruct the business strategies are evaluated for the study. The business assessment for the research is done assessing the factors necessary for attracting the customer segment of the business (Tsaur, Yen and Yan, 2016). The statement of the problem, the purpose of the study and scope of the study are evaluated within this research evaluating business development challenges in Paris. The aims and objectives of the study are further streamlined through the research questions which allows developing assumptions and limitations for the study. These aspects of research are essential for understanding the essentials required for developing a brand and its visibility in the restaurant industry of Paris.

Chapter 2 Literature Review and Context

2.1 Introduction

The core focus of this chapter is discussing literature which assesses the essentials for developing a brand and its visibility in a particular industry or culture. The dynamics of a region is mainly dominated by the preferences of the people which allows allocating cultural preferences of the people (Wuepper and Patry, 2017). This research aim at understanding the essentials for developing brand visibility for the newly opened restaurants in Paris. The customer segment needs to be evaluated for the restaurants so that specific customer segment can be attracted and dominated through the promotion of services. As per Passet, Ruaud and Harris (2015), the essence of the restaurant business is setting examples through value addition for the customers which can lead to repeat sales. This increases the customer-centric approach of the businesses allowing increased dominance of the brands.

The brand image is an essential asset for the businesses which needs to be maintained to sustain competition. The core significance of brand image must be developed in the minds of the customers to generate successful sales which shall further lead to repeat sales (Roll, 2015). The repeat sales are developed only by offering immaculate products and services to the customers. The brands are developed, and appropriate branding strategies are developed for linking the reputation and visibility increasing the desirability of the products and services (Beuscart, Mellet and Trespeuch, 2016). The essential focus of the research aims towards understanding the concept of a brand and through branding, developing visibility for the products and services. As per Zhao and Zhang (2016), the scenario of Paris shall be evaluated through this research understanding the essentials required for a new restaurant business towards establishing its foundations. Through this research, the crucial aspects of the opening of a new restaurant and measures which shall be taken for generating attraction in that particular segment of the business are evaluated.

2.2 Literature Review

The essential focus of this literature review is consolidating the findings of other research based on studies which have been conducted in the past. The compilation of literature for this research has been done by assessing the basic concepts of brands and branding which allow understanding of the significance of brand development. Brand development leads to brand visibility which allows impacting on a particular segment of a business (Rodrigues, 2016). In this case, the newly opened restaurant in Paris and its penetration in the specific segment is evaluated as a contextual formation of the study. This segment discusses the core theoretical foundations with the actual scenarios and challenges which shall be faced by the business intending to open a new restaurant in Paris.

2.2.1 Brand

The brand is a reference generated for explaining the products and services of a business which are offered to the customers. The core objective of a brand is to develop an experience which cannot be replicated by the competitors (Erb and Huatbois, 2018). The development of a brand is done through building the perceptions of the individuals which allows crafting the products, services, experiences, and organizations of the people in a manner which is consistent on local and international grounds. According to Fontaine and Bradbury (2017), the businesses which are operating in an economy have an integral role towards the development as they allow developing an international presence and develop a customer base which is accredited locally and internationally. The differentiation of a brand is developed through its features and attributes (Blanchet, 2018). The name, terms, designs, and symbols are attributes associated with the brand which distinguish the services and enhance distinction parameters for the customers.

The analysts have further classified that a brand is a company or organization which develops the experience for its customers through its experiences. The attributes of a brand

are distinguishable from the services which are being offered by the customers (Martina and Vacirca, 2017). The actions and approaches which are set are affected directly towards the marketing and promotion of the brands. The reputation of the brands is built over the period which is linked with the practices adopted with the period by the business evangelist (Elliott, Rosenbaum, Percy and Pervan, 2015). These attributes are essential for developing a reputation in the minds of the users which allows combining the elements and allowing the individuals to associate with the products and its elements. According to Zenger (2015), the legal and promotional framework is developed for differentiating the brand image which is built through aligning the registrations and trademark position of the brands.

Different researchers and analysts have contributed towards the topic suggesting and representing the perspectives of the users through which brand recognition can be enhanced. The perceptions and attributes of the products are developed in association with the preferences of product, service, experience, and organization (Dant, Jin, Mumdziev and Windsperger, 2016). The experiences need to be homogeneous internationally and locally for retaining the brand image. According to Amos, (2019), the situation of the economy is determined by the endowment of parameters which deliver products and services of a brand.

2.2.2 Branding

Branding is summarized as an impression of the brand which is developed in the minds of the customers. This specific form of branding is referred to as the process of developing a brand image. The brand imaging process is of more value in comparison to the business, products, and services as it is a perception which is laid in the eyes of the users or customers (Pike, 2018). The marketing professionals seeking to develop an image of the business develop means for repeat sales which shall allow accomplishing long-term goals for the business. The methods of development of a brand image for the business allows it in sustaining competition and excelling within the industry (Delaunay and Torrisi, 2016). This is

the most integral goal of the businesses which allows it in setting standards and strategies which assist in the development of the brand.

Branding is also referred to as the identification of the products. The process of branding gives reputation, perception and constant reminder to the customers about the products and the organization (Houze, 2016). The aspect of converting a product into a brand is a time-consuming process which requires constant efforts of strategic development. According to Conrad and Thompson (2016), the associated benefits which are generated from branding are the aspects of perception development in the customer's mind. This is associated with an increase of business, the loyalty of the customers and many other benefits such as business sustainability and development (Dallabona, 2015). Branding as a process involves emotional attachment associated with that brand which connects a message with the brand. According to Cannon, (2018), the summary of the process of branding can be described as developing and maintaining the image and reputation of the brand also comes under the heading of branding.

The concept of branding lays light on extensive discussion of co-branding. This segment of marketing is linked with combining two companies and products in such a way that it benefits both the brands and services (Mihalache, 2016). The associated benefits of co-branding are that it reduces the cost required in integrating a core branding strategy. As per Roma and Aloini (2019), this is because the associated expenses are shared which allows enhancing marketable outreach of the products and services. According to Butina (2016), the concept of branding includes integration of multiple varying concepts such as manufacturer branding, individual branding, restaurant branding, services branding, etc. which are distinguished by the process of brand recognition.

The successful branding strategy is considered as the one in which the customer chooses the offered products over the products which are being offered by the competitor

brand. The successful branding strategy is connected with developing a positive image for the organization and its offered products and services (Ghantous and Das, 2018). The initial step in branding is defining the target market and understanding the target market segment in which the business seeks to operate. The competitors and their brands operating in the target market are also required to be assessed for enhancing measures of sustainability (Hodge, 2015). The strategists work towards setting forth measures which allows highlighting the unique features and attributes associated with the products and services. According to Lelévrier and Rivière (2016), the sole objective of branding is developing recognition for the brand in the eyes of the customers so that distinguishing grounds can be laid for the targeted market segment.

2.2.3 Brand Recognition

Brand recognition is categorized as the extent developed of the business through which the consumers link and identify the products and services of the brand. This is done with the sole objective of developing value for the brand with its users (Dillon, 2018). The recognition of the brand is structured and developed through its visibility which it generates amongst the users. The classification of this association of the people with the logo, tagline, packaging, and advertising used for marketing the products and services is referred to as the process of brand recognition (Cavender and Kincade, 2015). The customers or the prospects of the products and services are more inclined towards recognizing the brand which allows them integrating with their needs and requirements. According to Aureli, Forlani, and Pencarelli (2015), the developing of an advertising campaign or connecting the services with the presumable of the brand allows the beneficiaries in associating with the requirements. This develops forms of cohesion which allows attracting the business segment accurately towards the products and services.

The essential building block of branding process which is associated with developing brand recognition requires delivering an unswerving and strong message to the customers. This attributes of the brand are designed in a manner that all type of promotions can be handled and accumulated in accordance with the required results (Yang and Mattila, 2016). The branding process has numerous phases which require strategic development of slogans, colours schemes, catchphrases, etc. determined towards making the products and services memorable and unforgettable for the customers. As per Roll (2015), it is not an easy process as it requires taking constant initiatives, efforts and time along with precision to accumulate results.

The marketing strategies are developed through patience and consistency which allows enhancing the quality of the product and services. The message that the organization delivers is the benchmark which is set in the minds of the customers (Shelman, McLoughlin and Pagell, 2016). The process of branding and developing recognition has long-term benefits. The major attributable benefit is reducing the cost of advertising in the long run. Branding requires setting milestones using which the uniqueness and competitive differences of the products can be communicated (Bester, 2016). The entire phases allow crafting the significance and its importance to the customers. The products and services are vetted on the basis of the company's worth which represents and defines the forte of the company.

2.2.4 Brand Development

The core focus of developing a brand is about creating an image of the services and products which are being offered in the industry to the customers. The brand development requires crafting a strategy which allows accomplishing the business objectives (Aureli and Forlani, 2016). The essential aspect associated with brand development is creating an image recognition and visibility of the services which are being offered. A successful brand strategy is developed through considering the overall business strategy allowing and identifying the

target clients (Gale, 2015). The brand development and aligning the strategy is done by setting the target client group which positions the brand. This strategy allows penetrating the message to the target audience. According to Kavaratzis, Warnaby, and Ashworth (2014), the brand development process requires that a strong content marketing and digital marketing strategy which can allow setting the word out and conduct excessive marketing allowing generating new business on a gradual basis. The application of adequate marketing tool and implementing strategic decision making benefits the business by addressing the crucial objectives (Molyneux, 2015). All these aspects are addressed through developing a brand for the business which targets directly at the customers.

Brand development is an important concept through which the success of the entire business depends. The brand creation is done in the form of products and services which are offered to the customers. The brands require to be strong and unique in terms of offerings so that products and services which are offered to the customers are aligned with their needs (Ashworth, 2015). This strategy addresses the sure shot motive of targeting the prospect customers and attracting them to purchase the products and services. This reasoning is sufficient for understanding the scope of successful businesses aiming utmost attention towards brand development. As per Hanna and Rowley (2015), through the aspects of brand development, a realization is developed so that the products needs and aspects of constant change are realized. This quality classification and usage preferences are addressed in order to keep up with the competition and enhance sustainability for the businesses (Skaalsvik and Olsen, 2014). The businesses must evaluate the strategy and craft it through creativity so that firm foundations can be laid. The development of a strong brand representation allows enhancing the image for the brand itself which allows enhancing sustainability in the long-run (Sanchez and Bertomeu, 2017). The process of brand development is associated with

several different phases which require using research and creativity. The classification of phases are the following:

2.2.4.1 Development of Teams

The process of brand development is done through team formation which is made aware of the goals of the business. An effective team is aware of the organizational goals through which strategies are made and implemented which align with the core objectives (Hudson, Cárdenas, Meng and Thal, 2017). The business plan of a business requires branding it in a manner through which foundations are set up behind the development of the brand. The strategies which are set and developed must be of the cross-organizational nature so that the entire workforce is aware and updated of the requisites of brand development (Brand, Boos and Brad, 2017). The teams which are developed by the organizations are essential for the business because they provide information regarding the fundamentals of the organization. The strategic alignment of the teams are aspects which keep the team member motivated and drove them towards accomplishing the goals of the organization (Chanavat and Desbordes, 2017). The strategic development of the organizations helps in the development of creative and innovative ideas for the business which are destined to overcome the challenges which the products are facing.

2.2.4.2 Business Analysis

The awareness of the business and the market it is operating in is essential for the brand management and development process. The aspects which are significantly considered by the business owners and a team of designers are focusing mainly on try towards developing a brand. The aspects which are considered by the businesses are linked with the attitude of customers and requirements of their needs (Gudivada, Rao and Paris, 2015). The marketing teams seek to understand the target market regarding the particular product and associate it with the expectations of the customers. The environment of the industry in which

the business is operating along with the benchmark delivered by the competitors are required to be evaluated on a regular basis (Tsaur, Yen and Yan, 2016). The aspects of business analysis allow answering the queries of the customers by developing solutions which are highly adequate. The strategic development of the business is done through the environment and the competition which the business is facing. The in-depth analysis of the understanding is done on the basis of factors which look into the mission and vision statement of the company (Tsaur, Yen and Yan, 2016). The understanding of the core foundations of the businesses allows the implementation of adequate marketing strategies for the business.

2.2.4.3 Audience Analysis

Audience analysis is the observation and research that is done on customers by the businesses. This is done for developing insights into the nature of buyers which are the prospects of the business. The likes and dislikes of the people are developed for motivating them in availing the services (Wuepper and Patry, 2017). The customers need to be enticed towards using a particular product or a specific brand. The marketing teams are required to make sure that the customers generate adequate value from the brans in comparison to the value which they acquire through using any other brand. Audience analysis helps the development of a brand according to the customer's perspective which matches the adequate needs of demand and supply (Passet, Ruaud and Harris, 2015). The target audience is a critical aspect for the business as it is essentially required that specific needs are addressed so that business goals and objectives are adequately catered.

2.2.4.4 Consistent Message Delivery

The focus of the marketing teams is towards delivering messages to the prospective customers about the adequate services and offers which are being delivered by the brand. The quality of the brand keeps changing progressively, but there is consistency in the message which is being delivered to the customers (Roll, 2015). The customers of a brand require

consistency in the offerings and hence they associate value with the products and services. The offerings of a brand shall be such in which the people can place their trust (Beuscart, Mellet and Trespeuch, 2016). People value the consistency because one they have invested their interest in the product they keep looking forward to the level of services which they attain from the utilization of the products and services. As per Zhao and Zhang, (2016), the customers don't tend to deliver the value once they find that there is no consistency in the deliverables and message of the product. This results in the customers from losing the interest and opting towards competitor products and services.

2.2.4.5 Brand Positioning

The concept of brand positioning delivers the understanding of simply adding positive and strong thoughts regarding the product in the customer's mind. The focus of brand positioning is towards adding to the worth of the brand itself so that the image which is developed into the minds of people is firm and adequate for generating repeat business (Rodrigues, 2016). The focus of brand positioning is towards maximizing the value of the brand in people who are associated with the products and services. As per (Erb and Huatbois, 2018), the core concept of brand positioning helps the development of the brand which allows creating the value in the mind of people associating with the usage of the brand.

2.2.4.6 Evaluation of the Brand

The customers evaluate the brand and seek towards understanding the value which they will derive from consuming the services and products associated with the brand. The evaluation of the brand is necessary to reach the final goal of the successful development of the brand image (Fontaine and Bradbury, 2017). The focus of the brand is developed towards assessing the core findings which align with the outcomes of the products and services. According to Blanchet (2018), it is essential that the needs to evaluate the product and

identifying the fact that it reaches the defined criteria are essential for the business seeking strong brand penetration.

The businesses seek to focus towards developing the fact that products quality is of value and that the company accomplished its goals in the aspects it is trying to deliver (Martina and Vacirca, 2017). The evaluation of the brand is developed to see that the product communicates itself to the customers and the customer's associate value with the products. According to Zenger (2015), evaluation is a crucial stage of the brand development process because through it the organizations assess the customer's needs and requirements and set standards essential for developing brand recognition.

2.2.5 Brand Visibility

Brand awareness and brand visibility can be categorized as the personality of the businesses which allows a person or the prospects to connect with the business. The brand visibility is developed through aligning the impression of the brand and delivering a powerful message to the users which shall allow the consumer in receiving the message within a sustainable timeframe (Amos, 2019). This form of association attracts new business and motivates the people to try the services of the business. According to Pike, (2018), the service-oriented brands are different from the consumer goods brands as they allow associating with the image which forecasts the capabilities and expertise of the brand.

The brand visibility is highly objective as once out of sight it becomes out of mind. The mere definition of this very concept requires that the aspects of deliverables are communicated to the customers. The businesses require promoting the products in a manner through which they can address the needs of the market and assure that everyone is aware of the products and services which are being offered (Delaunay and Torrisi, 2016). The businesses adapt to the notion of brand visibility so that the needs and requirements of the customers are promoted in a manner which highlights the brand for the target market.

According to Houze (2016), brand visibility is the message which is delivered into the minds of people and tell them subconsciously that the product and services which are being delivered are the best and worth buying.

The concept of brand visibility is all about crafting an image of the brand in the minds of people with which they can associate and avail as per the requirement (Conrad and Thompson, 2016). The organizations invest a lot in terms of efforts, energy, and money when it comes to brand visibility in order to make the people remember the deliverables which are being offered. As per Dallabona, (2015), the organizations develop teams and hire the services of experts who use a different medium to reach the goal of brand visibility.

The techniques which are used and adopted by the brand managers for increasing the visibility of the brands are through advertisement, self-promoted products and price, and promotion of the products. The medium of advertisement is a method which is used widely. This method is structured for making the brand visible as it allows in helping market promotion and penetration (Cannon, 2018). The visibility of the brands is enhanced by increasing the advertisements which are run on television, social media, magazines, books, etc. for effective marketing of the products and services. As per Mihalache, (2016), the method of advertisement is adopted for bombarding the people with constant messages of the brand. This enhances the position of the brand in the minds of the people which can only be accomplished through advertisement. The repeated advertising of brand name makes the people familiar and allows them in selecting the product when purchasing over other competitor products (Roma and Aloini, 2019). Price of the product is important for the customers as the price decides where the product stands in the market. The right promotion gives support to the product in a way that it helps to create awareness in the people about the product (Butina, 2016). Promotion increases brand loyalty and the visibility of the product

increases which gives the message of authenticity and responsibility creating a positive image for the brand in the minds of the target audience.

2.2.6 Marketing a Brand Strategically

The restaurant industry requires developing the branding strategy of a business in a manner that adequate strategic development can accurately take place. This is associated with setting the image of the business and targeting a particular set of audience accurately (Ghantous and Das, 2018). The businesses develop the marketing strategy for attracting them for business. The branding strategy must be designed and circulated in a creative manner so that the image of the brand can be developed. This allows delivering the message to the audience and sets an interactive tone with the customers (Hodge, 2015). The brand strategy is critical for the business as it allows setting customers opinion with the competition allowing sustaining competition within the industry.

The restaurant businesses adopt the marketing strategy for approaching the clients. This leads to business development and allows accomplishing goals of the business. Marketing strategy revolves around the concept of the marketing mix. The marketing mix is the tactics corporations use to promote its products and services amongst the target audience (Lelévrier and Rivière, 2016). The marketing mix is composed of four basic Ps of marketing which are Price, Product, Promotion, and Place. According to Dillon, (2018), the assessment of restaurant business dynamics and understanding the actions which are required to be taken for promoting the brand in Paris is essential for increasing brand image. The product is important as it provides to its users and customers with promises which are significant (Cavender and Kincade, 2015). If the product fails to fulfil the promises, a negative image is formed in the minds of customers.

2.2.7 Promotion

Promotion is important because it increases the brand value and shows that the product is of strong worth. Consistency in the message promotion is delivering will directly affect the buying behaviour of the customers (Aureli, Forlani and Pencarelli, 2015). More the consistent message more it is perceived as trustworthy and hence enhances the buying behaviour of the customers. Consumer schemes can also be considered as a tactic to promote the product. As per Yang and Mattila (2016), tactics and strategies which are aptly used include advertising, direct marketing, contests, and other acts of attracting clients and bringing awareness to them.

Promotion is the publicity and awareness of anything whether a product or service is describing the marketing in an abstract essence. It is considered as communication between the customer and the organization which allows offering products and services based on need (Roll, 2015). Effective promotion strategy is used for increasing the sales within a short span of time. As per Shelman, McLoughlin, and Pagell (2016), there are numerous types of promotion strategies including personal promotion, promotion through advertisement, different types of shows like concerts, fashion shows, customer service, charity events, gifts, etc. any type of event or activity that helps to pursue the customers.

One of the easiest medium for promotion is electronic media. In marketing strategy, the important step is to have an effective promotion strategy. For different domain and industries, there are different strategies that need to be considered (Bester, 2016). For the promotion, the product and its marketing goal and strategy need to be clear and definite. Under the umbrella of promotion, it is not just the activity also the budget for doing that activity is considered. The long-term outcome of promotion is loyalty to that product (Aureli and Forlani, 2016). The success of any product or services does not only rely on its quality but also awareness and remembrance of that product at the right time.

2.2.8 Digital Marketing

The modern methods of promoting the business are done through digital marketing. The digital medium is the usage of digital devices like mobile phones and computer for marketing. This field has emerged recently due to the evolution of the internet and digital devices (Gale, 2015). Through the emergence of the digital world, it raises the opportunity for the organizations to use this medium for marketing and cater to a larger customer segment. As per Kavaratzis, Warnaby, and Ashworth (2014), the business globalization is enhanced through the usage of social media platforms which includes Facebook, Instagram, Snapchat, Google+, emails, and websites. Marketing through SMS also comes under the umbrella of digital marketing.

The restaurant businesses are actively adapting the methods of digital marketing which includes data-driven marketing, influencer marketing, marketing through emails, marketing through social media and other digital trends. Digital marketing allows enhanced customer service throughout the clock. The primary reason for the evolution of digital marketing is the change in business trend (Molyneux, 2015). The inclusion of traditional business with online business trends also raises the opportunities for the businesses. The restaurants of Paris are attracting the customers and the expected potential customers to the destination which could be accessible which includes website or advertisement of the product enhancing its visibility (Ashworth, 2015). This is done through the process of Search Engine Optimization. The quality content and its representation in combination give a huge impact on the viewer.

Email marketing, mobile marketing is also branches of digital marketing. The businesses are required to develop a concrete plan for digital marketing which shall enhance the outreach of business. The benefits of using digital marketing are numerous which assists the organizations to cater the masses with low cost of marketing comparative to other

marketing strategies (Hanna and Rowley, 2015). Advanced development of websites provides analytical information about the website and the product which provides readily available information. All these attributes allow the customers towards analyzing the brand reputation and level of services which are being offered (Skaalsvik and Olsen, 2014). The customer services levels have expanded making the services available round the clock which contributes towards marketing for the organizations. Digital marketing methods are more prompt in comparison to the traditional marketing methods (Sanchez and Bertomeu, 2017). Digital marketing is not confined to the size of the organization it is related to the need of the business to use digital marketing as one of the ways of marketing.

2.3 Context

The brand development and creating its visibility in the industry requires delivering value to the customers. The restaurant industry of Paris is associated with aspects requiring understanding the market dynamics and associate it with the essentials for developing brand value and recognition in the industry (Brand, Boos and Brad, 2017). The restaurants which are operating in Paris need to develop brand visibility and attract the specific target customers for the business. These aspects are required to be understood by the new brands which are developing and attracting the target industry segment (Chanavat and Desbordes, 2017). Through this topic and analysis, all the essentials for attracting the target customers and the essentials for developing a brand image have been discussed elaborately.

The more a brand is talked about amongst the people, the more it becomes visible on social media and other platforms of marketing. The connection of the brand promotion and social media makes the brand highly visible with the customers allowing it to become more familiar with the people consuming the products and services (Gudivada, Rao and Paris, 2015). The brand visibility is developed after an input of consistent time and constant efforts through which recognition is acquired amongst the desired target markets. The brand is made

visible through the implementation of strategies which are implemented by the people who are in this business (Tsaur, Yen and Yan, 2016). Brand visibility is developed through reaching to the right customers at the right time with the appropriate use of media tools and digital marketing methods allowing the developing scope of business promotion.

2.3.1 Location of the Restaurant in Paris

The location of the restaurant makes the initial impression of the restaurant, and all the things are secondary. After the location comes the food quality, taste and customer service in correspondence with that is the menu which makes an impression on the restaurant guest (Wuepper and Patry, 2017). The price needs to be set according to the quality and the cuisine which is being offered to the customers in terms of value. The ambience of the restaurant can make or break the situation as it is a factor of pleasure for the customers and sets standards for them (Passet, Ruaud and Harris, 2015). The core purpose of assessing all these strategies is to make customers remember the name of the restaurant. According to Roll, (2015), these factors essentially develop perceptions in the mind of the customer and make them loyal towards the brand.

The location of the product and services matters a lot as the place is the finding of the appropriate location for the product. In order for the product to be seen by people and bought by them, it must be located in a place where it can be seen easily and be reached instantly (Beuscart, Mellet and Trespeuch, 2016). The place is important in a way that even if the customer is unaware of the existence of the brand, they can relate with the existence once aware of the location. As per Zhao and Zhang (2016), the restaurant industry is highly dependent on selecting the location which is accessible and at the same time convenient for the users. The location which is set is the core aspect of delivering the value which shall be derived from the brand to the customers.

2.3.2 Marketing for Restaurants

The businesses operating in different domains of the industry have different marketing strategies. The methods used by the businesses for pursuing marketing activities and steps vary on the basis of strategic management of the organization (Rodrigues, 2016). The methods which are adopted by the businesses are developed through assessment of the requisites of the industry as deemed appropriate. The marketing strategies which are implemented by the restaurants require connecting with the customers (Erb and Huatbois, 2018). The abstract techniques which are adopted by the restaurants for promoting and marketing the products and services of the restaurants are through digital marketing, mobile technology, offline marketing, etc. as deemed suitable based on industry trends and practices (Fontaine and Bradbury, 2017). Planning the strategies are the core foundations using which the business practices are promoted.

The marketing of the restaurant business requires that an extensive understanding is developed of the psychology of the customer. The strategic decision making is developed in accordance with the detailed and effective marketing plan needs which are required to be developed (Blanchet, 2018). The restaurant businesses in this modern age frequently adopt towards availing the best opportunities which are available in the markets. According to Martina and Vacirca (2017), the restaurant businesses use the digital medium like social media marketing, online order services, discount promotions, catalogue promotion, website development, etc. which enhance the outreach of the businesses. Social media marketing methods are the basis of digital marketing for the company's which makes them go online. The businesses develop an online presence through developing and creating an attractive website (Elliott, Rosenbaum, Percy and Pervan, 2015). The enhanced marketing strategies which are used in the modern world for business is done through channelizing cooking contests and eat fests which allow enhanced development of the marketing tactics for

restaurants. As per Zenger (2015), all these methods and practices are used by the businesses for surviving in the digital world through which tactical development can be accomplished.

The restaurants adopt the online advertising strategy on different platforms. This is done for enhancing brand visibility and brand recognition which makes people attracted to the products and services of the restaurants (Amos, 2019). This strategy is developed by the brands for developing remembrance of the restaurant which enhances the brand image with the people. As per Pike (2018), feedback generation from customers and different customer service strategies play a vital role in restaurant marketing. The methods which are adopted readily by the modern businesses are linked with associating the social media prominence with preferences of the customers (Delaunay and Torrisi, 2016). The tactics of digital marketing which are adopted by the businesses are using the influencers, food critics and bloggers to spread the word about the restaurant.

These marketing tactics use the visuals of the food which plays a role in restaurant marketing. The business alteration is done by developing the images on digital media, on print media or in advertisements which adds value to the restaurants (Houze, 2016). The most important aspect for restaurant promotion is through developing catchy slogans and punchlines which cater to the targeted audience. The remembrance of the product and services of the restaurants is the ultimate goal of marketing which is mostly developed through the quality of food which is being offered (Conrad and Thompson, 2016). The food products and services of the restaurants become a brand through excellence of these services.

2.3.3 Increasing Brand Visibility in Paris

The brand visibility of the products and services within the restaurant industry are enhanced through offering the customers products as per their requirements. The good, tasty food is not just enough for offering to the customers (Dallabona, 2015). It is the methods used for running the business and offering value addition to the customers which enhance the

value of the brand. The brand recognition is developed through trust enhancement which is needed to be developed with the customers (Cannon, 2018). This is the essence of the food industry which allows the restaurants to flourish and develop adequately in the business segment. Offering the customers good quality food is not the only factor which alone results in the success of the business (Mihalache, 2016). It is the customer service which leaves an impression on to the minds of the guests.

The biggest factor in the restaurant business industry of Paris is the trending marketing strategy. The restaurant businesses which are developed promote the services through value addition which is developed through the hygienic and positive image development of the restaurant (Roma and Aloini, 2019). The restaurants offer the customers and guests with kitchen tour offers which is a new trend amongst the competitors. It is a great way to convert the regular customer into a loyal customer. According to Butina, (2016), a loyal customer is an ultimate achievement in this industry as it requires an adequate level of value creation.

The traditional marketing methods of the product focused mainly on the food which changed with time. The trends have evolved, and now the customers are more inclined towards an experience (Ghantous and Das, 2018). They seek the need that the food is visually attractive and shall replicate the image which is in the mind of the customer. Another medium for the restaurants can be the food concert and food festivals (Hodge, 2015). It is a great way of interacting with customers and increasing the scope of the target market. Restaurants promotional deals and discounts is another tactic which is adopted by the restaurants operating in Paris (Lelévrier and Rivière, 2016). These tactics enhance the value for the customers and allow trending strategies like sponsoring popular gaming team or engaging public events which enhance the prominence of the brand. As per Dillon (2018), presentation

of the food in dine-in and delivery is important. The restaurants for the marketing purpose need considering the events which are upcoming and plan marketing strategy accordingly.

2.3.4 Facts and Figures of Paris

The region of Paris is a combination of cultural depiction and innovation. The methods which have been used practised and promoted by the people working in Paris is a sheer depiction of dynamism and social life (Cavender and Kincade, 2015). The essential aspect of businesses which are operating in Paris is an innovation which enables structuring a worldwide recognition of exotic lifestyle. The key facts and figures of Paris for the year 2018 shows the dynamism of political and economic dominance on the basis of which business strategies for the future can be crafted (Aureli, Forlani and Pencarelli, 2015). The global vision and regional economy require collaborative regional entrepreneurship which allows crafting enhanced business development. Paris is an emblem of culture and innovation, and henceforth the expectations of the people also revolve around this aspect (Yang and Mattila, 2016). The planning and development authority of Paris has enabled the methods in a similar manner for structuring the craft to this segment.

Paris is categorized as the global business hub which has enabled it in setting a distinctive foot across the crossroads of worldwide trade and foremost business assessment methods. Paris is a major global region which is the highest generating GDP segment of the region (Roll, 2015). The French GDP comprises of a contribution of 30.3% from Paris. This shows the level of jobs and cluster of economic development which is circulating in the region of Paris (Shelman, McLoughlin and Pagell, 2016). The dominance of the region is highly synchronized and allows developing a range of variety in the industrial and economic niche. The consumer segment of Paris is very vast comprising of approximately 12.1 Million inhabitants in the region (Bester, 2016). The market expects an estimated amount of 9.1 Million visitors annually along with which around 44.9 Million tourists are highly composite.

Paris is also acclaimed for arranging a global innovation hub which was a one of a kind development in the European region (Aureli and Forlani, 2016). The outcomes of this initiative were extracted using a huge amount of Research and Development through which segmented markets of education, science, and technology enhanced.

Paris is developing as a world-class infrastructure which enhances the public transportation system through enhanced road, rail, and communications network. The planning authority of Paris is working with full throttle towards initiating new and enhanced Urban Development projects which compiles to the largest stock of commercial property in Europe (Gale, 2015). The infrastructure of Paris is designed in a manner that it is considered as the global business event hub which allows businesses to conduct corporate meetings at all levels, incentive-based operations, conducting conventions for the groups and arranging exhibitions (Kavaratzis, Warnaby, and Ashworth, 2014). All these initiatives set a benchmark of development through which standards are maintained. This promotes tourism and corporate alliances which result in flourishing results for all the sectors (Molyneux, 2015). The business environment is highly composite requiring update and development which is catered through this aspect of the process.

The significance of Paris in France and the European region can be categorized from the chart below. The graphical representation of the regions shows its significant dominance in Paris.

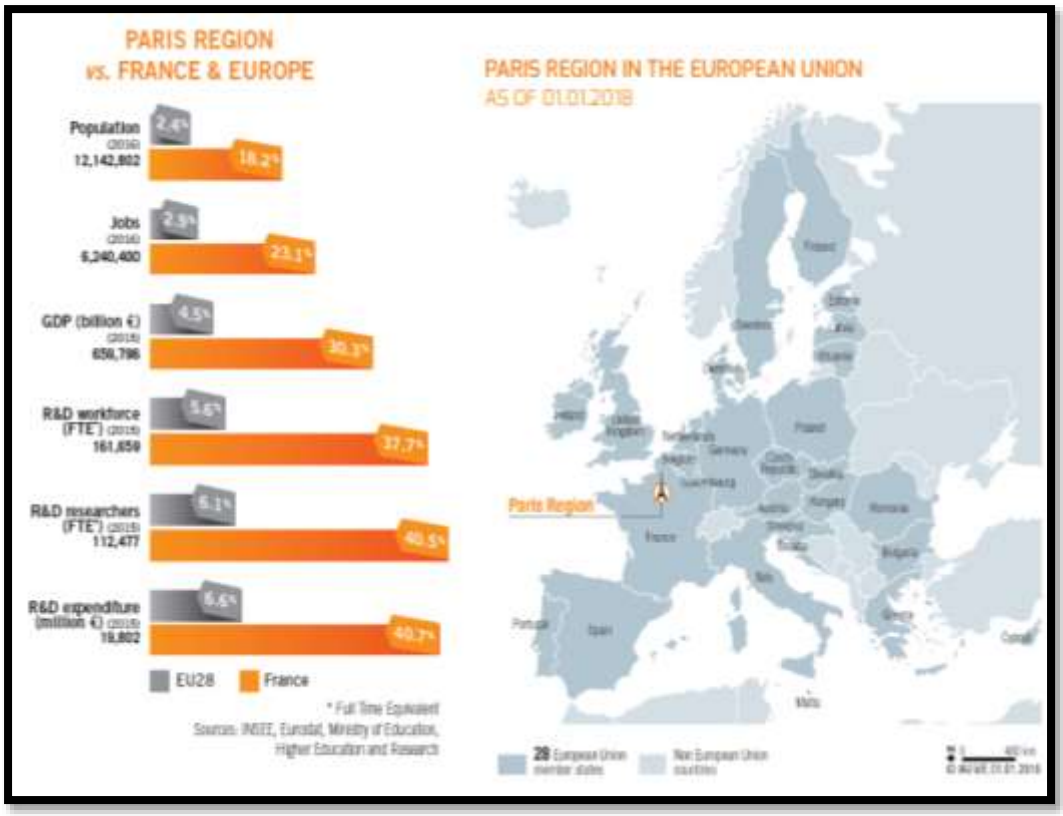


Figure 1: Paris Region in the European Union

As an international region, Paris caters around 1.6 Million foreigners. This figure comprises of the foreign students visiting for higher education, public universities of the region, foreign researchers and visitors from across the globe (Ashworth, 2015). This domination of the region includes foreign sites which allow job creation for the foreign companies through which business dominance is developed. The businesses operating in this region need to design the business structures in a manner that all the customers belonging to this segment are addressed and catered (Hanna and Rowley, 2015). This enhances the outcomes of the business through which economic development within the region is structured.

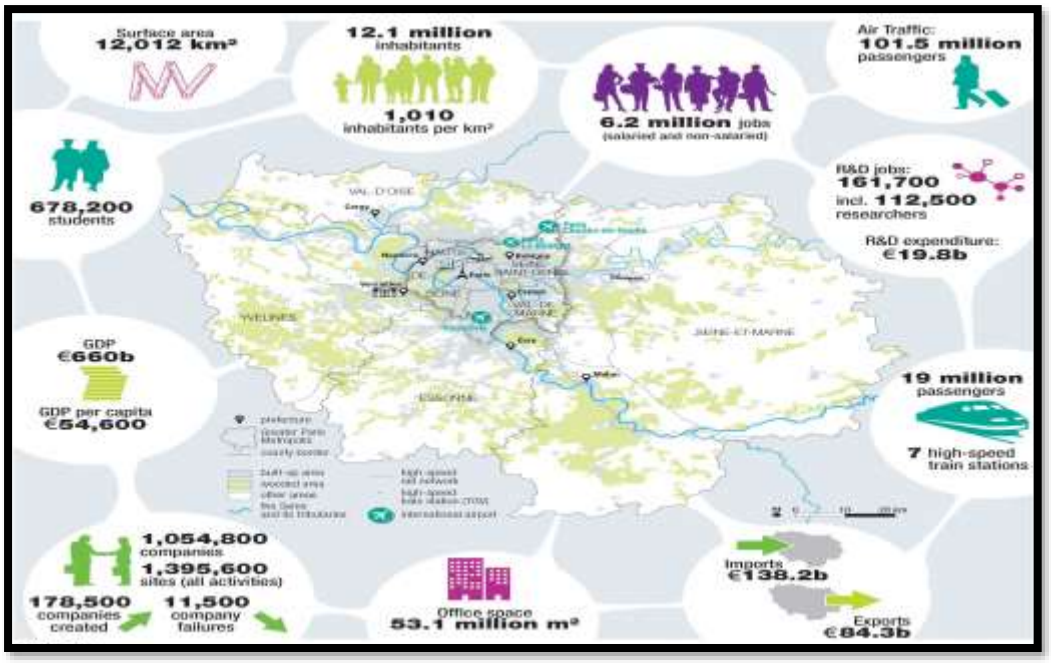


Figure 2: Demographics of Paris

The demographics of the region of Paris are specified in the chart above which allows summarizing the details of the surface area of the region which is around 12,012 Km. estimating a GDP to Euro 660 Billion. The population of Paris is highly diverse and caters the people coming from different countries (Skaalsvik and Olsen, 2014). The purpose of visit and agendas are highly diverse, but the fact is sufficient that inflow and outflow of diverse people in the region are numerous. The biggest segment which is flourishing in the region is the Research and Development segment which is allowing enhanced business prospects (Sanchez and Bertomeu, 2017). The air traffic and passenger segment are increasing slowly and gradually which is allowing business promotion in the region of Paris. The people residing in the Paris region are wealthy and are classified as the fifth wealthiest population in the European region (Hudson, Cárdenas, Meng and Thal, 2017).

55% OF PARIS REGION'S POPULATION IS UNDER 40

Age	Paris Region		France	
	Total	%/Total Paris Region	Total	%/Total France
0-19	3,096,338	25.74%	16,152,009	24.51%
20-39	3,449,408	28.68%	16,033,405	24.33%
40-59	3,181,496	26.45%	17,652,107	26.78%
60-74	1,490,652	12.40%	10,010,731	15.19%
Over 75	809,670	6.73%	6,058,911	9.19%
	12,027,564	100%	65,907,163	100%

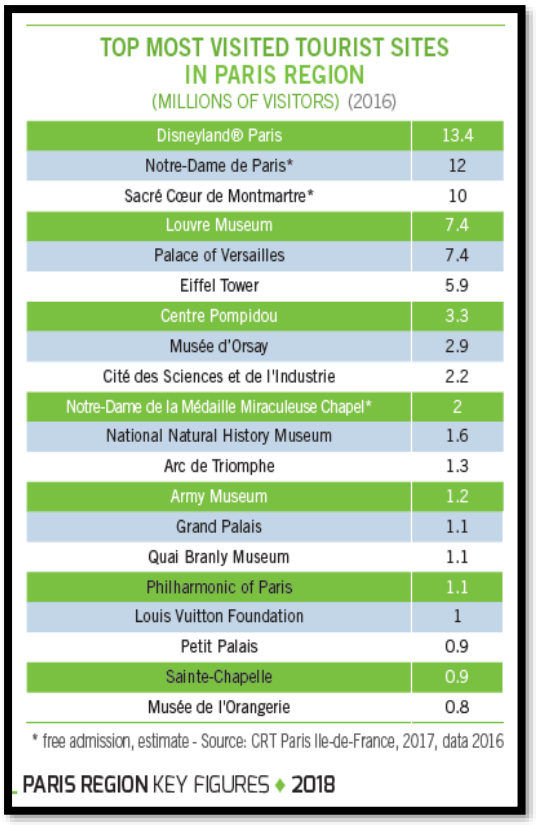
Figure 3: Population Concentration of Paris

The population concentration of Paris is young at age and comprises 55% of the people below the age bracket of 40 years. This person in between the age bracket of 20 to 39 is approximated at 28.68% in the Paris region. This shows that the preferences of the people in the form of taste are highly dynamic and they prefer experimenting new stuff (Brand, Boos and Brad, 2017). The restaurant business which seeks to set foot in this dynamic market must be willing to experiment and innovate in the business segment so that effective outcomes can be realized. The age bracket of people in this region ranging from zero to 19 years is estimated at 25.74% which dominates the other age bracket segments (Chanavat and Desbordes, 2017). Paris is an excellent region in terms of population as it comprises of a huge segment of the population from a diverse background. The region makes a home for people belonging to different countries, and hence a combination of culture is observed in this business segment. Being a cosmopolitan population, Paris requires catering to the needs of all the people coming from diverse backgrounds so the well-being and social equality can be promoted (Gudivada, Rao and Paris, 2015).



Figure 4: Paris, The World's Leading Destination for International Congresses

The most GDP generating a region of Europe is Paris which makes it range at Euro 660 Billion. The estimated GDP per capita amount of the region is estimated at Euro 54,600 which depicts high levels of economic stability and segmented growth. The job opportunities in this region are numerous which shows that Europe is at second in terms of labour productivity (Tsaur, Yen and Yan, 2016). Paris is acclaimed for catering a huge number of jobs in terms of labour productivity. The Paris is also renowned for catering approximately 500 corporate headquarters in the region which increases its portfolio and enhances hosting outcomes (Wuepper and Patry, 2017). This increases its Foreign Direct Investment in the region and hence enhances the business origins. The trade and economic flow of this region are also at the top allowing numerous imports and exports. According to Passet, Ruaud and Harris (2015), the business partners and stakeholders in the Paris region are numerous which shows global integration and business enhancement in the region. This makes the region highly multi-specialized as a business hub integrating the modern business needs and requirements. The workforce of Paris comprises mainly of highly educated skilled workforce and a working population in the Paris region (Roll, 2015). Paris is also categorized as the largest pool of students with highly educated talents throughout the region.



TOP MOST VISITED TOURIST SITES IN PARIS REGION
(MILLIONS OF VISITORS) (2016)

Disneyland® Paris	13.4
Notre-Dame de Paris*	12
Sacré Cœur de Montmartre*	10
Louvre Museum	7.4
Palace of Versailles	7.4
Eiffel Tower	5.9
Centre Pompidou	3.3
Musée d'Orsay	2.9
Cité des Sciences et de l'Industrie	2.2
Notre-Dame de la Médaille Miraculeuse Chapel*	2
National Natural History Museum	1.6
Arc de Triomphe	1.3
Army Museum	1.2
Grand Palais	1.1
Quai Branly Museum	1.1
Philharmonic of Paris	1.1
Louis Vuitton Foundation	1
Petit Palais	0.9
Sainte-Chapelle	0.9
Musée de l'Orangerie	0.8

* free admission, estimate - Source: CRT Paris Ile-de-France, 2017, data 2016

PARIS REGION KEY FIGURES ♦ 2018

Figure 5: Top Most Visited Tourist Sites in Paris

The food industry of Paris has observed major growth and development over the years. This is because of the development in the region in terms of hosting events and allocating meetings and exhibitions. The exhibitions and conference spaces of this region are dominated through the development of multiple segments of businesses (Beuscart, Mellet and Trespeuch, 2016). The development and growth show a growing graph which allows concluding that the infrastructure development and governmental policies are crafted significantly enhancing the outcomes of business. Paris as a region attracts the tourist through its attractions (Zhao and Zhang, 2016). This includes the dominance of tourist's sites in Paris which is dominated through the offerings including monuments and food preferences. The economic development is highly contributed through the regional significance developed on the basis of offerings which prevail in the region (Rodrigues, 2016). The provenance of the foreign tourists in the main Paris region is shown below.

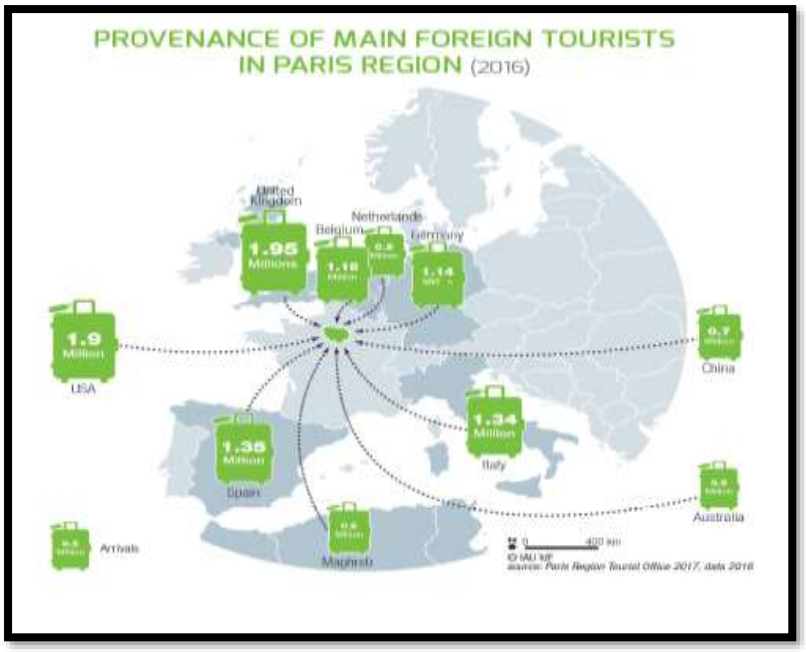


Figure 6: Provenance of Main Tourists in Paris Region

Paris is renowned for offering the exotic tourism locations which are dominated through cultural offerings. The cultural events which take place in the Paris region dominate society and at the same time strive to make the region green and clean (Erb and Huatbois, 2018). The shopping facilities in Paris are also exclusive offering to the people enhanced the form of standards of living. These promote tourism and economic development at a significant rate. The food market of Paris is numerously expanded with a large array of fresh food products and treated food segments (Fontaine and Bradbury, 2017). The cuisines from across the globe are recognized and promoted which shows that Paris is a region of innovation and cultural dominance and significance.

2.3.5 Trends of the Food Market of Paris

The trend analysis of the food market of Paris shows the influence of innovation and creativity of methods applied. The reviews as presented in SIAL Paris shows that every two years an exhibition is initiated at the Exhibition Centre, Villepinte which is located at the north of Paris. The assessment of the shows caters a representation of approximately three thousand new and old brands relating to food products (Blanchet, 2018). The program

involves handling three thousand food variety and products which are shared on a span of the five-day show. The products are estimated to show an annual global innovation of approximately 10% which is represented as an innovative marketing grounds of trends for the food market. As per Martina and Vacirca (2017), the estimate shows that a total of more the hundred and ten brands are represented from different countries across the globe. This combines a variety of products which are shared innovatively for spreading awareness amongst the customers.

The year 2018 for Paris marks prominent, innovative trends in the industry which range from sharing different cuisines of food, snacks and meat sensation. The assessment of reports which have been developed about the food based trends and innovations which are persisting in Paris shows extensive development of trends in the food industry (Elliott, Rosenbaum, Percy and Pervan, 2015). The focus of the food trends in Paris aims at addressing the issues related to health, fitness, and pleasure. The focus which is laid by the management is towards understanding the aspects of practicality and ethics which engrave innovation in the practices (Zenger, 2015). The accumulated figures show the following results for the results of 2018:

	Statistics
Health	36.9%
Fitness	3.6%
Pleasure	45.5%
Practicality	10.5%
Ethics	3.5%

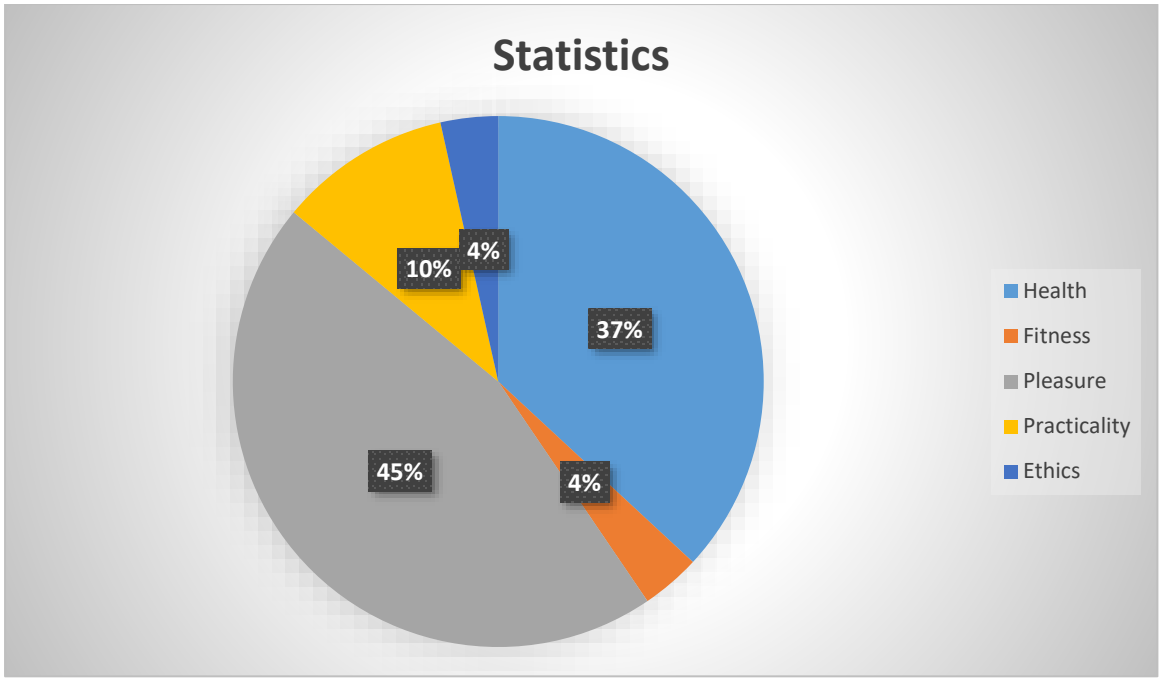


Figure 7: Statistics of Food Practices

The food practices which are adopted within Paris is linked with innovation policies which are connected with the product categories. The consideration of the product categories which are reviewed in the form of grocery, fresh food, frozen food and beverages shows that the preferences of the people are dynamically different (Amos, 2019). The analysis of the industries shows the factors which prevail amongst the people. The focus and aims of the people are towards developing trends which introduce different products groupings. The assessment of local and international trends shows that frozen foods are used more often for innovation and pleasure in Paris ranging to 48.6% on the fitness theme of the food products categories (Pike, 2018). The innovative foods which are developed in the category of practicality range to 12.8% which shows consumption of frozen foods at 14.3%. The ethical dimensions of food production are ranged with different product groups which amount to 1.3% and the fresh products range from 4.1% (Delaunay and Torrisi, 2016).

The food categories which are classified as highly innovative are developed in a specific product segment which classifies and stands out clearly. The usage of beverages is categorized in the range of Alcoholic and Non-Alcoholic drinks which comprise 8.7% of the

innovation. This category caters the 7.1% grocery segments of the market (Houze, 2016). The food industry also requires strong controls to be developed on the frozen and salted sections which add up to the condiments and sauces. The percentages of the food-based innovation are reckoned from the statistics which are depicted by the businesses in different market segments (Conrad and Thompson, 2016). The jury of SIAL linked the innovation practices which are actively adopted by the businesses with the health-based food products used in the making. The most significant award was presented to a non-alcoholic drink which was blended with the Kefir water with Vegan fruits (Dallabona, 2015). This drink represented a symbol of health and quality showing that Paris as a region gives significant priority to the healthy food-based products. The distribution of the prizes showed that preference was laid on the dishes which were made from natural fruits and vegetables (Cannon, 2018). This in itself is a depiction of health traits allowing an understanding of health consciousness in society. The summary developed from the findings shows the food preferences of the people of Paris in the different market segments (Mihalache, 2016). This is useful for crafting the business strategies which shall allow business development and growth in the long run.

2.4 Theoretical Framework

The challenges associated with promoting and marketing the services of a new brand are highly challenging for the businesses. The sustainability of the brand can be developed through understanding the services which can be offered to the customers (Roma and Aloini, 2019). This requires evaluating the brand and enhancing its existence in the industry. The consumer segment must be evaluated, and the specific needs of the consumers must be assessed. This can be structured through evaluating the trends of the restaurant industry of Paris which shall allow crafting the promotion and marketing strategies for the business (Butina, 2016). The newly opened restaurants in a competitive industry such as that of Paris requires creating a distinction and innovating products and services amongst competitors

which can dominate. The sustainability of the brand is a crucial business aspect which requires precision and understanding of requirements of the market (Ghantous and Das, 2018).



Figure 8: Theoretical Framework

The brand development is a process which requires understanding the theoretical significance in accordance with the branding requirements. The new businesses such as opening a new restaurant in Paris comprises of increasing brand visibility and attracting a specific segment of customers. The evaluation of the Paris restaurant industry is key for promoting and enhancing the scope of business (Hodge, 2015). The application of specific strategies using which the brands can be promoted, and marketing strategies can be crafted are essential factors for understanding product development.

2.5 Summary of the Chapter

This chapter lays light and enhances focus on the essentials for developing brand visibility and its recognition in the specific customer segment. The restaurant businesses in Paris are flourishing due to its diversified culture and economic development which is enhanced and classified through the use of dynamic marketing methods (Dillon, 2018). The products and services of the brands are recognized by the people through its excellence which allows enhanced classification of targeting specific business segments. The process of brand development and brand recognition is dominated through the cultural preferences of the people which evaluates the aims of developing and segmenting business prospects in the

Paris region (Cavender and Kincade, 2015). The essential aspects which are addressed are done through developing dominance and value addition allowing repeat sales and retention of the customers. This literature review is classified into two segments which are specific literary findings of the concept of branding and brand development (Aureli, Forlani and Pencarelli, 2015). Besides this, the contextual understanding of business prospects available in Paris along with the location and business development methods are assessed and evaluated. The contextual study allows the classification of the data in a manner which is aligned through growth prospects and standards (Yang and Mattila, 2016). Paris as an economy and in terms of the food industry is evaluated in the contextual segment of the study.

Chapter 3 Research Methodology

3.1 Introduction

This chapter discusses the research methods which have been applied to this research. The research methods which have been adopted for the study include the adaptation of qualitative and quantitative techniques. The qualitative information which has been used is gathered through multiple sources which includes journals and articles studying the brand visibility methods which attract the customer segment for the restaurants operating in Paris. The quantitative data accumulated for this research has been gathered using the primary methods developed for the study. The research philosophy, research design, and research objectives have been addressed through this method (Mackey and Gass, 2015). The tools, methods, and techniques which have been used for compiling the data for this research are analyzed in this study.

The most critical and crucial segment of the research is determining the methodology for the research. The methods which are crafted for the analysis of the study are developed on the basis of the topic which is being evaluated (Taylor, Bogdan, and DeVault, 2015). The techniques which are applied to the research are qualitative and quantitative techniques which accumulate findings through various different sources and compile them into research. The methodology of the research is the theoretical segment which allows conducting an analysis of research and evaluating the resources through which the data has been accumulated (Glesne, 2015). The techniques which are adapted for research requires aligning all the information with the objectives of the research.

3.2 Research Questions

The design of the research is an essential element as it evaluates the essentials of the message based on which the objectives of the research is addressed. The objectives of the study are aligned through the research questions which allows understanding of the queries of

the research (Flick, 2015). The queries of the research are required to be addressed by aligning the relevant information and conducting additional research with adjusts with the findings of the research. The data accumulation is done through primary and secondary data which allocates the results for the research. The relevant studies associated with the topic of research are aligned and analyzed (Silverman, 2016). The assessment provides an evaluation of brand visibility for a newly opened restaurant in Paris which allows attracting the specific customer segment. The research question for this study is the following:

- Which factors are essentially required for developing a brand and setting its visibility in Paris?
- How can a newly opened restaurant in Paris increase its brand visibility and take measures for attracting the target customers?
- What is the scope of developing an effective marketing strategy for a new restaurant brand in Paris?
- Which methods can be adopted for increasing brand recognition and brand visibility amongst the targeted customer segment?

The focus of the research questions is understanding the areas and segments which shall be covered through this research. The assessment of research allows aligning the findings of the study which allows understanding of the essentials of increasing brand visibility of newly opened restaurant businesses in Paris. All these essentials allow crafting the research objectives which aid with the analysis of the study.

3.3 Research Philosophy

The research philosophy is developed for accumulating the facts and aligning the data for acquiring the possible outcomes from the research. The research develops assumptions on the basis of which guidance regarding accumulating the responses are developed (Ledford and Gast, 2018). The research role is aligned with the objectives which provide a clear

evaluation and understanding of research goals. The research is conducting using several different classification strategies which allow aligning the research project with the outcomes. As per Lewis (2015), there are several approaches to research which includes the positivist approach, social constructivist approach, pragmatic approach and participatory approach. The approach which has been used for this study is the pragmatic approach which allows assessing the qualitative and quantitative techniques (Bresler and Stake, 2017). The qualitative research is accumulated through the subjective data, and quantitative data is accumulated through the objective data.

The pragmatic approach is also considered as the mixed method which requires aligning the techniques in accordance with the research problems. The pragmatic approach allows the research to adapt all the forms of the qualitative and quantitative technique with the research (Smith, 2015). The research topic which emphasizes developing brand visibility and image for the segmented customers in the restaurant industry of Paris is assessed in this research. This requires aligning the subjective and objective data associated with the data for research assessment. The facts and figures which are accumulated through the responses of the restaurant business owner pertaining to the preferences of the people are highly important and significant for this research (Quinlan, Babin, Carr and Griffin, 2019). This shows extreme coherence between the subjective and objective information gathered for the research.

The subjective information is used for developing the foundations of the research. This is done by assessing the theoretical findings of the topic and aligning it with the results required for the research. The findings which are used through this method have been evaluated beforehand by the researchers in various different associated researches (Humphries, 2017). The objective accumulation of data is done by gathering the information in different forms. The data which shall be accumulated will be assessed through the

worksheet analysis method (Simonsohn, Nelson and Simmons, 2017). The people's views and concepts of research are accurately stipulated through the consolidation of theoretical and objective figures associated with the research.

3.4 Research Approach

The research approaches are developed for assessing the format which has been developed for aligning the study with the findings. The research tactics measure the strategy based on which the data is gathered (Walliman, 2017). The examining of the data is developed on the basis of research approaches which are the namely deductive and inductive approach. The deductive approach has been used for this study which adapts the top-down approach. Through this format, the specific data is aligned for presenting a general result based on the topic of research (McCusker and Gunaydin, 2015). The objectivity of research is tested by connecting the variables of the research which is essentially represented with the numerical findings associated with the study. The worksheet analysis is the approach which allows developing the objectivity of the findings. The representation of the research through the deductive approach is developed by forming the structure in the form of introduction, literature, methods, data, and results of the study (Neuman, 2016). The deductive approach is the most suitable approach as it eliminates biases and provides an alternate form of explanation. The deductive approach is aligned with assessing the essential of developing brand visibility (Mackey and Gass, 2015). The methods which are used for attracting the target customer segment by the restaurants in Paris is done by using this method.

3.5 Research Strategy

The research strategy which is used for data collection is aligned with different types of research approaches. The qualitative information which is suitable for this research is associated with accumulating classified information (Taylor, Bogdan, and DeVault, 2015). Conducting face to face interviews with the business owners and aligning it with the

customer preferences of the industry are accumulated. The primary data which is the quantitative information will be accumulated by conducting a questionnaire analysis from twenty respondents operating in the restaurant business industry of Paris. A close-ended questionnaire shall be used for the study which shall be assessed through worksheet analysis method.

The questionnaire analysis is a highly effective tool used for the research. It is time-saving and cost-effective which allows gathering the samples of data and aligning it through analysis. The questionnaire development requires that information is gathered with speculation of requirements of research which allows assessing the topic and aligning the questions with the findings of the study (Glesne, 2015). The questionnaire analysis provides convenience for both the analyst and the respondent. The interview methods bound the time of the respondents which requires visiting the interviewed respondent individually. This hurdle is resolved through the use of a questionnaire for research. The research strategy which is applied in this research allows saving time and reduces the biases associated with the interview-based assessment (Flick, 2015). The questionnaires are also time savvy for the respondents to providing them feasibility of answering responses as per convenience.

3.6 Research Design

The research design which is adopted for the research requires the development of specific format through methods and data collection methods. The tools which are used for consolidation of data allows structuring new segments are providing a specific framework for the data (Silverman, 2016). The research design which is developed shall be accurate and adequate allowing spontaneous accomplishment of research. The data which is used for the research shall be accumulated through the use of a structured questionnaire which is close-ended (Ledford and Gast, 2018). The brand development and brand visibility aspects are

assessed through this research which allows addressing the specific customer segment of restaurants operating in Paris.

The research designs are developed through three basic methods which are cross-sectional research, longitudinal research, and empirical research. The cross-sectional method of evaluation shall be adopted for the study which accumulates the research design and scope of the study (Lewis, 2015). The data is assessed using different methods of evaluation such as mathematical tools. The approach of the study is developed by using the cross-sectional methods of study. This method is cost saving and time-saving for the researchers which allow extracting results at minimum cost (Bresler and Stake, 2017). The approach which is used for the study is essential for generating adequate results for the research.

3.7 Sampling Method

The sampling methods which are applied in the research are identified through the target sample which is selected for the study. The sampling methods require aligning the knowledge, observation, and judgment for the research (Smith, 2015). The different scenarios of research require selecting the sampling methods which are probability and non-probability based sampling methods. The probability sampling method requires aligning the data on the basis of a chance of selection. Random sampling, systematic sampling, etc. are the methods which are used for aligning the data using probability sampling technique (Humphries, 2017). The non-probability sampling method is used on the basis of convenience sampling, judgment sampling, quota sampling, etc. which are part of the sampling strategy.

The non-probability based sampling technique is used for the study which is further assessed on the basis of convenience based sampling technique. This sampling method is cost effective and accurate which allows addressing the objectivity of research through questionnaire formation (Simonsohn, Nelson and Simmons, 2017). The brand development and brand visibility of the restaurants in Paris are evaluated for targeting on the segmented

customers. The questionnaire which is developed for the study is a close-ended questionnaire addressing the specific outcomes of the study (Walliman, 2017).

3.8 Research Analysis

The analysis of the data is done by accumulating the data and conducting a worksheet analysis of the results. All the responses which have been acquired are represented in a tabular form along with the graphical representation. The assessment of the questions and their responses are accumulated through this method. The data which has been represented allows structuring the information acquired and aligning it as the conclusion of the research (McCusker and Gunaydin, 2015). The findings and discussion of the study are prepared on the basis of research analysis through the formation of an adequate strategy aligned with the research.

3.9 Justification for Choice of Data Collection Method

The data which is aligned for conducting the research is developed for formulating the information on the basis of a questionnaire. The questionnaire has been developed through the justification of information which has been used for the study (Neuman, 2016). The data collection methods applied to the research adequately addresses the justification of strategy which has been adopted. The topic of this research essentially addresses the requisite of brand development which is important for increasing brand visibility. The research objective is to identify the segments of the customer which needs to be addressed through the study (Mackey and Gass, 2015). The primary and secondary data have both been used for the study which allows assessing the understanding of the topic.

The primary data for the research allows accessing the responses acquired from the respondents. The alignment of the past researches is done for assessing the past studies which have already been researched in the past. The respondents are required to share the information which is transparent and accurate to the best knowledge of the respondents

(Taylor, Bogdan, and DeVault, 2015). The data which is gathered for research requires identifying the target population, sampling size, and sampling procedure. The responses of research have been accumulated from twenty respondents who are restaurant owners and manager operating in the food industry of Paris for a significant period of time. The questionnaire which has been used is a close-ended questionnaire which aligns with the research objectives (Glesne, 2015). The research instruments, the validity of instruments, the reliability of the instrument, data collection methods or procedures and method of data analysis allows aligning the outcomes of the research with the findings.

3.10 Ethical Consideration

The ethical consideration is the most significant portion of the research which allows developing transparent outcomes of the research. The findings which are laid through the study are required to be aligned with the objectives and evaluating the knowledge through collecting adequate information of research (Flick, 2015). The information which is accumulated through the findings presented in journal articles and websites are highly accumulated through the consolidation of findings of the study. The moral and ethical application of the processes allows structuring the information and crafting outcomes of the study (Silverman, 2016). Ethics are the norms and standards of the conducts which allows assessing the information of research. The ethical consideration is developed on the basis that no harm to the environment has been conducted during the study. No forms of personal information or trade secrets have been shared while conducting the research and aligning the findings of the study (Ledford and Gast, 2018). The confidentiality of the information has been maintained for aligning the objective outcomes of the study.

3.11 Operationalization of Variables

The operationalization of the variables is aligned with developing the brand and its visibility in the context of restaurant businesses operating in Paris. This increases the brand

visibility and allows attracting the specific customer segment of the study. The independent variables of the research are developing a brand, and its visibility and dependent variables are attracting the customers of the business. The alignment of all the information which is relevant to the research is essential for preparing the outcomes of the research (Lewis, 2015). The research information and formation of the outcomes is done by assessing the responses accumulated from the primary source of information.

3.12 Summary of the Chapter

This chapter is aligned and developed for preparing the structure of the methodology. The research and its outcomes require aligning the research design which has been elaborated using the specific tools and methods of the study (Bresler and Stake, 2017). Through this research, the development of the brand and its visibility is addressed in the context of restaurant businesses in Paris. This research is developed based on assumptions which have been laid in accordance with the outcomes of the study which allows developing a specific methodology of the research (Smith, 2015). The next chapter analyses the gathered information which has been accumulated using the structured questionnaire. Through the usage of outcomes of the analysis, specific conclusions and findings shall be developed. All this shall be done based on the responses which have been gathered through using the structured questionnaire.

Chapter 4 Data Analysis

4.1 Introduction to Data

The data which has been collected for understanding the significance of brands and increasing its visibility has been gathered through the responses of the Managers and Restaurants Owners operating businesses in the brutal industry of Paris over the years. The assessment of data is done through the combinational usage of primary and secondary data which allows understanding the existing market situation (McCusker and Gunaydin, 2015). The analysis also enables assessing the interview which has been conducted with a hotel owner conducting business in the industry of Paris for a long period of time. The interview is followed with the responses of questionnaire analysis which has been used for consolidating the data. This consolidated data is evaluated based on the parameters of the research (Humphries, 2017). The data which has been gathered allows understanding of the significant factors required for developing a brand and its visibility. The assessment of this complete scenario is done for understanding the fact about how a newly opened restaurants in Paris attracts the segment of customers it plans to attract.

The questionnaire analysis has been done assessing the responses of twenty restaurant owners and managers conducting and operating the businesses in the challenging industry of Paris. The food industry of Paris has a global presence which has been developed through the hard work of the brands. The innovation and creativity which associates with the food-based products and services allow the customers to increase expectations from the brands (Walliman, 2017). Most of the customers are tourists who seek to relax and experience a varying taste. The restaurants try their utmost to attract new customers trying to generate repeat sales from the businesses. All the responses which have been gathered for the research have been assessed randomly. The researchers visited the hotel owners personally and requested time from the hotel owners and managers to fill out the questionnaire (Simonsohn,

Nelson and Simmons, 2017). The hotel owners and managers generously provided the responses to the close-ended questionnaires which was time-saving and cost-effective. The business owners found the process highly convenient in contrast to the personal interviews which consumes more time from the individuals (Neuman, 2016).

4.2 Data Presentation

The allocation of the information gathered for this research has been done using the qualitative and quantitative techniques. These techniques allow assessing the information which has been theoretically presented along with the data which has been accumulated in the form of numbers (Pike, 2018). The development of the analysis has been done through the assessing the interview which allowed understanding the industry norms. Paris is a highly competitive food industry which requires unique and creative ideas for businesses to setting foot and growing within the industry. This research has been analyzed by gathering the data from twenty respondents operating in the restaurant industry of Paris as Managers or Owners (Rodrigues, 2016). The responses which they provided have been assessed allowing understanding the significance of questionnaire analysis. The process is highly cost-effective and time-consuming allowing generation of adequate responses from the respondents.

The worksheet analysis method has been used for the research as it allows application of tabular and graphical representation of quantitative data at the same time. This data will provide an adequate representation of essential factors which shall allow assessing the essentials required for developing a restaurant in Paris (Roll, 2015). The questionnaire which has been used for the study allows assessment of demographics of respondents along with gender, age and education factors which are essential for the study. The restaurant business requires adequate branding of the products and services so that customers can be attracted (Roll, 2015). Value addition is the most critical aspect of the business which allows aligning the goals and providing to the customers their desires. The food industry of Paris is highly

challenging as it requires allocation of both innovation and creativity in the business processes at the same time (Roma and Aloini, 2019). The businesses require adapting to change and branding products adequately as per customer requirements.

4.3 Data Analysis

The data analysis is prepared using the responses to certain questions which enable the assessment of brand development in the food industry of Paris. The development of brand visibility and recognition is a slow and gradual process which requires businesses to associate with the products and services of the brand (Roll, 2015). The responses which have been gathered for this research are acquired from twenty restaurant owners and managers who have been operating in the industry for a while now. The businesses are keen and considerate towards allowing understanding the fact that brand recognition is developed by addressing certain various different factors (Roma and Aloini, 2019).

The first question which was asked to the respondents was about their level of education. Half of the respondents which accumulates to 10 individuals held a Master's degree. The remaining eight were graduates, and two individuals held a diploma. This shows that most of the respondents are highly educated and seriously understand the dynamics of the business (Roll, 2015). The restaurant business requires accumulation of skills which can be grasped and addressed adequately by those individuals who have a higher education such as a Master's level degree.

Q#	Question	Response	No. of responses	Total	Percentage Responses
1	What is your level of education?	Diploma	2	20	10%
		Graduate	8		40%

		Master's Degree	10		50%

The graphical representation of the response which shows the level of education of the respondents is shown below. This allows aligning the information and understanding the responses which have been accumulated.

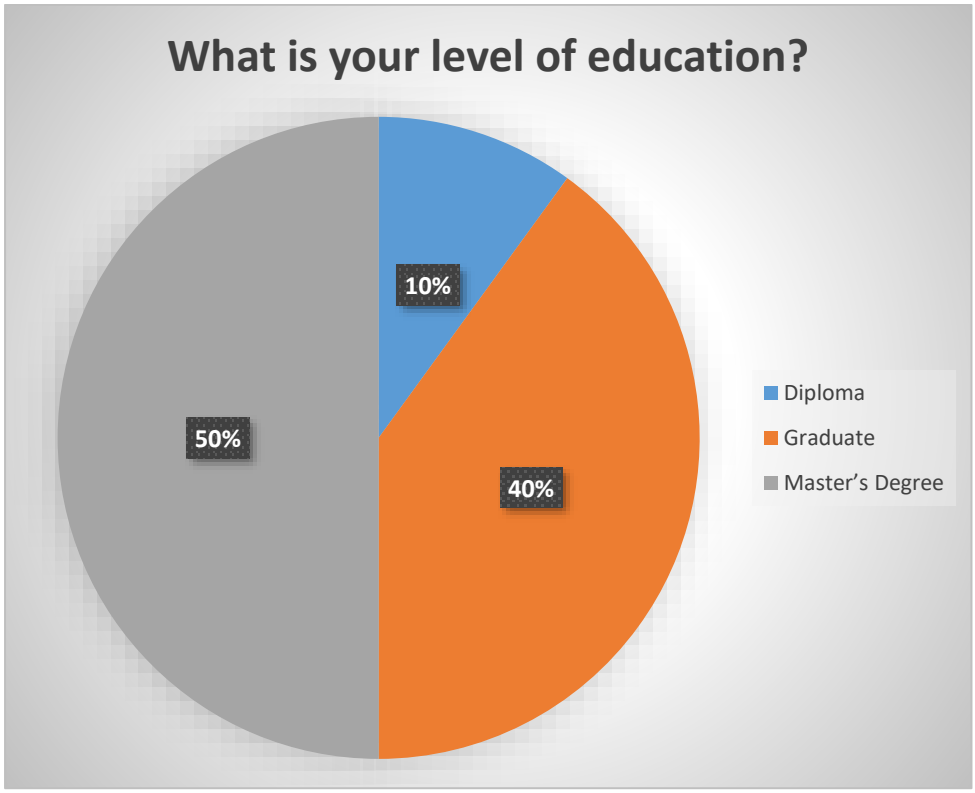


Figure 9: What is your level of education?

Through this question, the age bracket of the respondents has been accumulated. Most of the respondents belong to the bracket of age 30 to 40 years. The percentage representation of this amount is 40% showing that eight respondents were from the age bracket of 30-40 years. Seven respondents which accumulate to 35% of the respondents were in the age bracket of 41 to 50 years. 15% of the respondents were from the age bracket of 18 to 29 years, and only 10% of the audience were above the age of fifty years.

Q# 2	**Question**	**Response**	**No. of responses**	**Total**	**Percentage Responses**

	What is your age bracket?	18-29 year	3	20	15%
		30-40 years	8		40%
		41-50 years	7		35%
		50 years and above	2		10%

The graphical representation of the response which shows the age bracket in which the respondents fall is shown below. This also shows that most of the people residing in Paris are in the age bracket of thirty to fifty years.

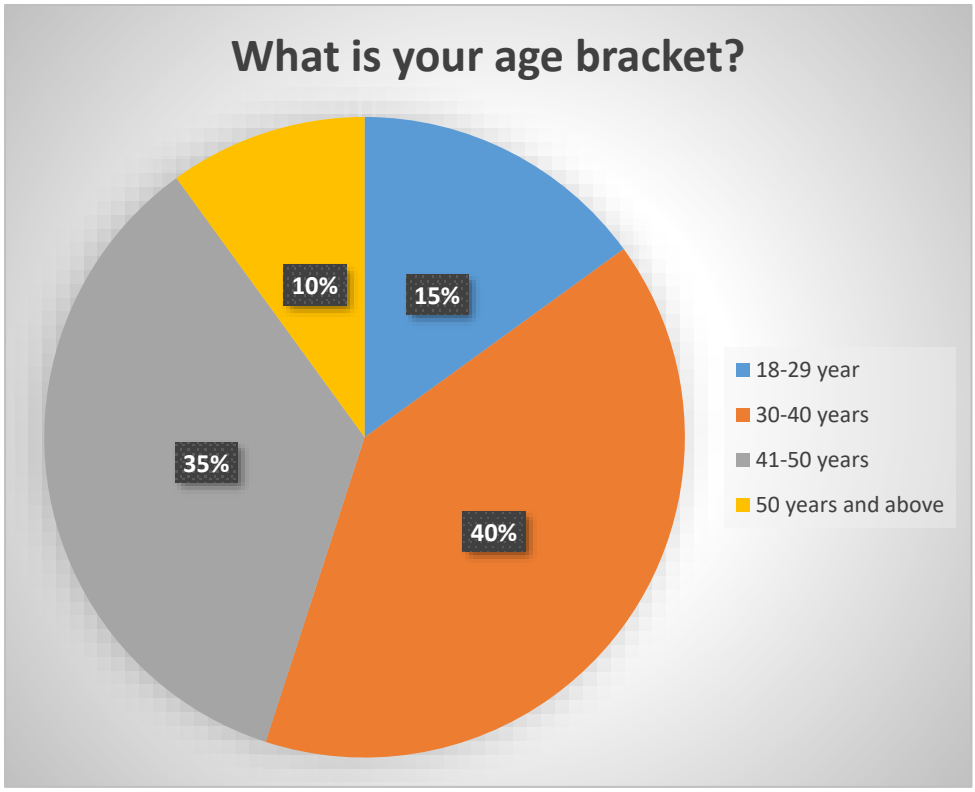


Figure 10: What is your age bracket?

The respondents were enquired about the exposure which they had of working within the food industry of Paris for which nearly 40% of the respondents which makes 8 individuals said that they had been in the industry for 11 to 15 years. These people who had worked more than 16 years were only 2 individuals which amount to 10% of the population.

The individuals with a 6 to 10 years' experience were 35% which amounted to seven respondents. Only three respondents had the least experience which amounted to 15%. This showed that 85% of the population had spent significant time working for the industry.

	Question	**Response**	**No. of responses**	**Total**	**Percentage Responses**
Q# 3	Since how many years have you been associated with the food industry of Paris?	0-5 year	3	20	15%
		6-10 years	7		35%
		11-15 years	8		40%
		16 years and above	2		10%

The graphical representation of the response which shows the number of years individuals have been associated with the food industry of Paris is shown below. Nearly all of the respondents are highly experienced which shows that these individuals are aware of the industry dynamics.

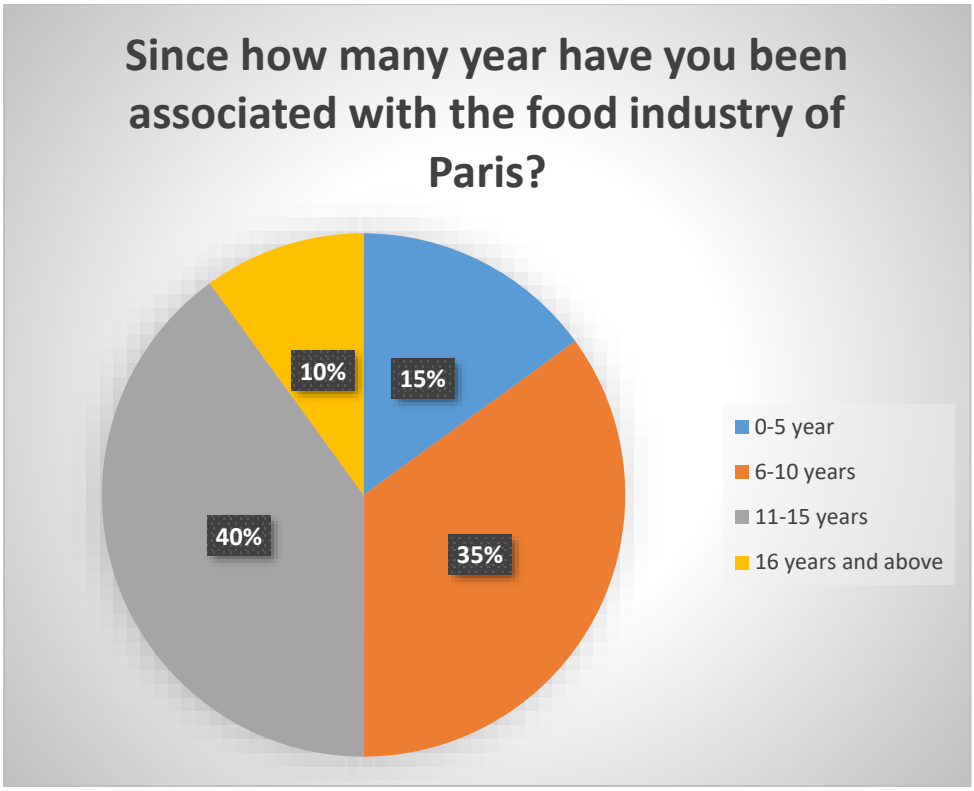


Figure 11: Since how many years have you been associated with the food industry of Paris?

The respondents were asked about the level of significance which they considered for branding as highly essential within the food industry of Paris. The accumulation of the responses showed that 45% of the respondents agreed to the fact as being highly significant. 35% of the respondents considered branding as an essential aspect for the restaurant. 10% of the respondents were neutral, and the remaining 10% were of the view that the consideration of branding was weakly significant for the restaurant operating in Paris.

	Question	Response	No. of responses	Total	Percentage Responses
Q# 4	How strongly do you consider the significance of branding within the food industry of Paris?	Highly Significant	9	20	45%
		Significant	7		35%
		Neutral	2		10%

		Weakly Significant	2		10%

The graphical representation of the response which shows the significance of branding within the food industry is shown below. The consolidated responses show that nearly 80% of the individuals consider branding as a significant element for consideration for the businesses.

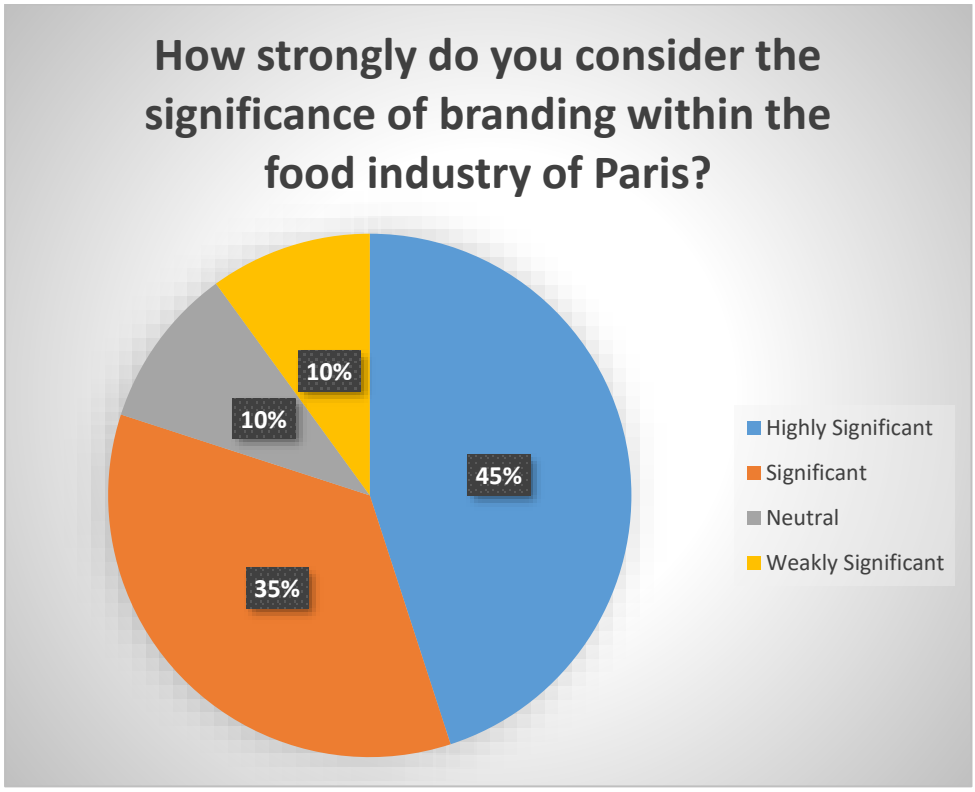


Figure 12: How strongly do you consider the significance of branding within the food industry of Paris?

The respondents were enquired about the connection between innovation and creativity in the branding of restaurants operating within the food industry of Paris. Most of the respondents agreed with the fact as depicted through the figures. 30% of the respondents which forms six individuals strongly agreed with the fact. 50% of the respondents which make 10 respondents agreed with the significance of innovation and creativity leaving behind

20% of the respondents. 5% of the respondents had neutral views, and 15% of individuals disagreed with this fact.

	Question	**Response**					
Q# 5	Branding of restaurants within the food industry of Paris is done through distinguishing ideas based on innovation and creativity.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		6	10	1	3	0	20
		30%	50%	5%	15%	0%	

The graphical representation of the response which shows the significance of innovation and creativity in the branding of restaurants within the food industry of Paris. 80% of the respondents agreed with this fact and acknowledged that innovation and creativity are essential factors of branding.

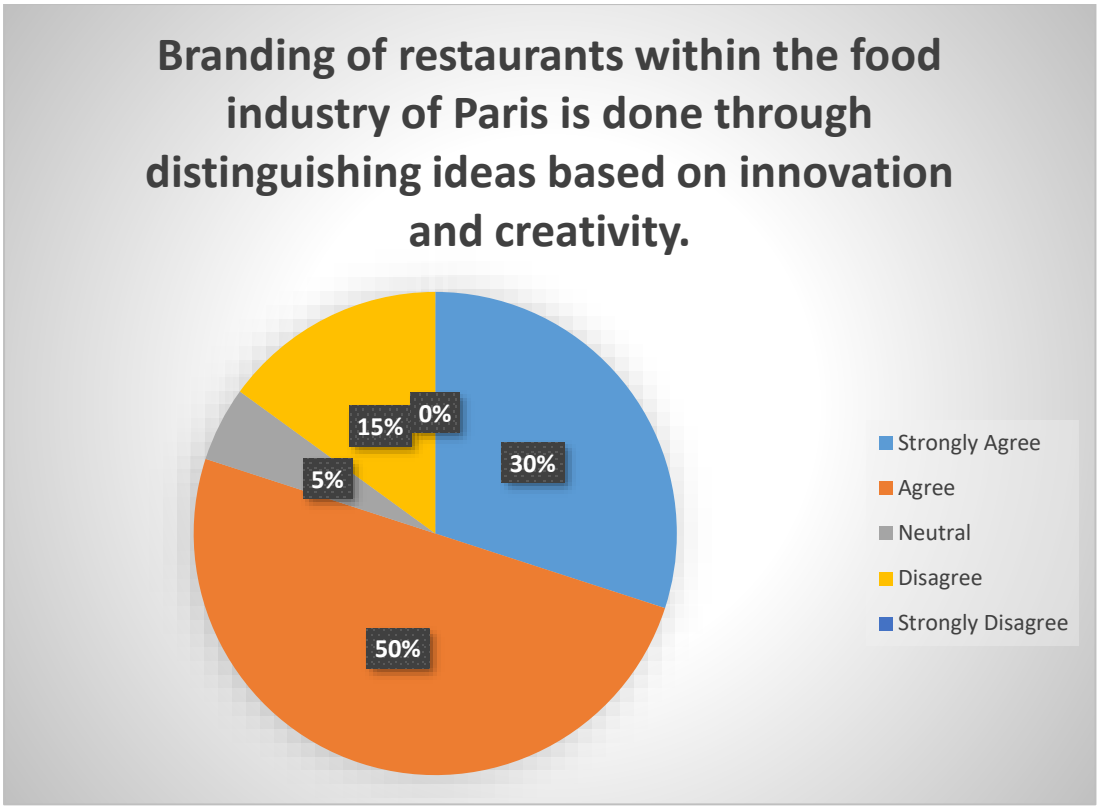


Figure 13: Branding of restaurants within the food industry of Paris is done through distinguishing ideas based on innovation and creativity.

When the respondents were inquired about the information of generating repeat sales and developing brand recognition with the customers nearly 85% of the respondents which accumulates to seventeen respondents agreed with this statement. Only two respondents who make 10% disagreed with this fact. This shows that brand recognition is highly significant for generating repeat sales for the businesses operating restaurants in Paris.

	Question	**Response**					
Q# 6	Generating brand recognition through products and services is integral for repeat sales and new	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		8	9	1	2	0	20
		40%	45%	5%	10%	0%	

	business for restaurants within the food industry of Paris.						

The graphical representation of the response which shows the significance of brand recognition with the customers in which the respondents showed agreement with the statement. 85% of the respondents agreed with this fact and accepted the significance of brand recognition.

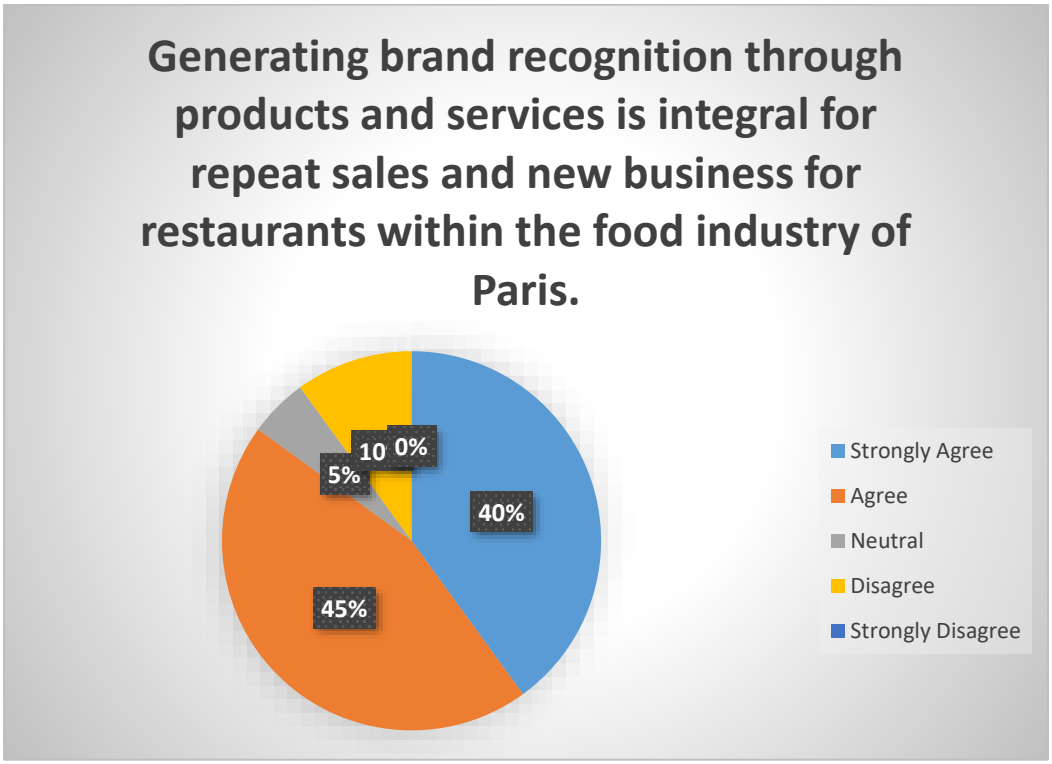


Figure 14: Generating brand recognition through products and services is integral for repeat sales and new business for restaurants within the food industry of Paris.

The alignment of the teams who are aware of the industry and customers is essential for the study. The accumulation of the responses showed that 20% of the respondents strongly agreed with the statement clarifying the significance of teams. 45% of the respondents agreed to the fact of this statement which shows that 65% of the people who

responded to the questionnaire agree with this statement. 20% of respondents disagreed with the statement, and 15% of the individuals strongly disagreed with the statement. This statement shows that the respondents have varying views about the role of the teams in accordance with the performance of the restaurants.

	Question	**Response**					
Q# 7	Brand development through aligning teams aware of the industry and customer needs is integral for restaurants within the food industry of Paris.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		4	9	0	4	3	20
		20%	45%	0%	20%	15%	

The graphical representation of the response shows the significance of teams towards assessing the industry practices and customer needs in terms of responses is shown below. The respondents who agreed with the statement amounted to 65% of the audience which shows that teams are an integral segment for the organization. It is an important factor which is responsible for the success and failure of the businesses.

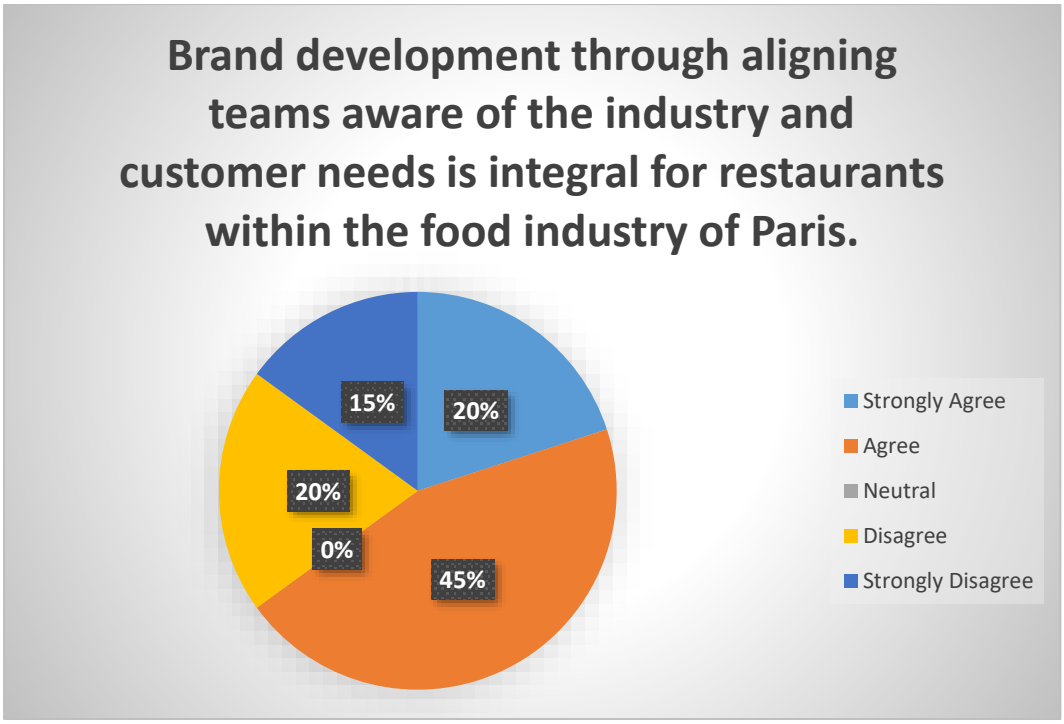


Figure 15: Brand development through aligning teams aware of the industry and customer needs is integral for restaurants within the food industry of Paris.

Marketing and feedback assessment are important factors which allow restaurants operating within the food industry of Paris. The accumulation of the responses showed that 70% of the respondents strongly agreed with the statement clarifying the significance of marketing and feedback assessment. 20% of the respondents agreed to the fact of this statement which shows that 90% of the people who responded to the questionnaire agree with this statement. 5% of respondents had neutral views with the statement, and 5% of the individuals disagreed with the statement. This statement shows that the respondents require constant marketing and feedback assessment of the products and services which are being offered by the restaurants. These steps are crucial for the businesses to realize progressive performance within the restaurant industry of Paris.

Q# 8	Question	Response

	Restaurants operating within the food industry of Paris require constant marketing and feedback assessment of products and services which are being offered.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		14	4	1	1	0	20
		70%	20%	5%	5%	0%	

The graphical representation of the response which has been accumulated shows that marketing and feedback assessment process of the businesses operating in the competitive arena of that of Paris requires a constant update. 90% of the audience agree to the fact that marketing and feedback assessment of the customers are significant factors which impact on the performance of the business.

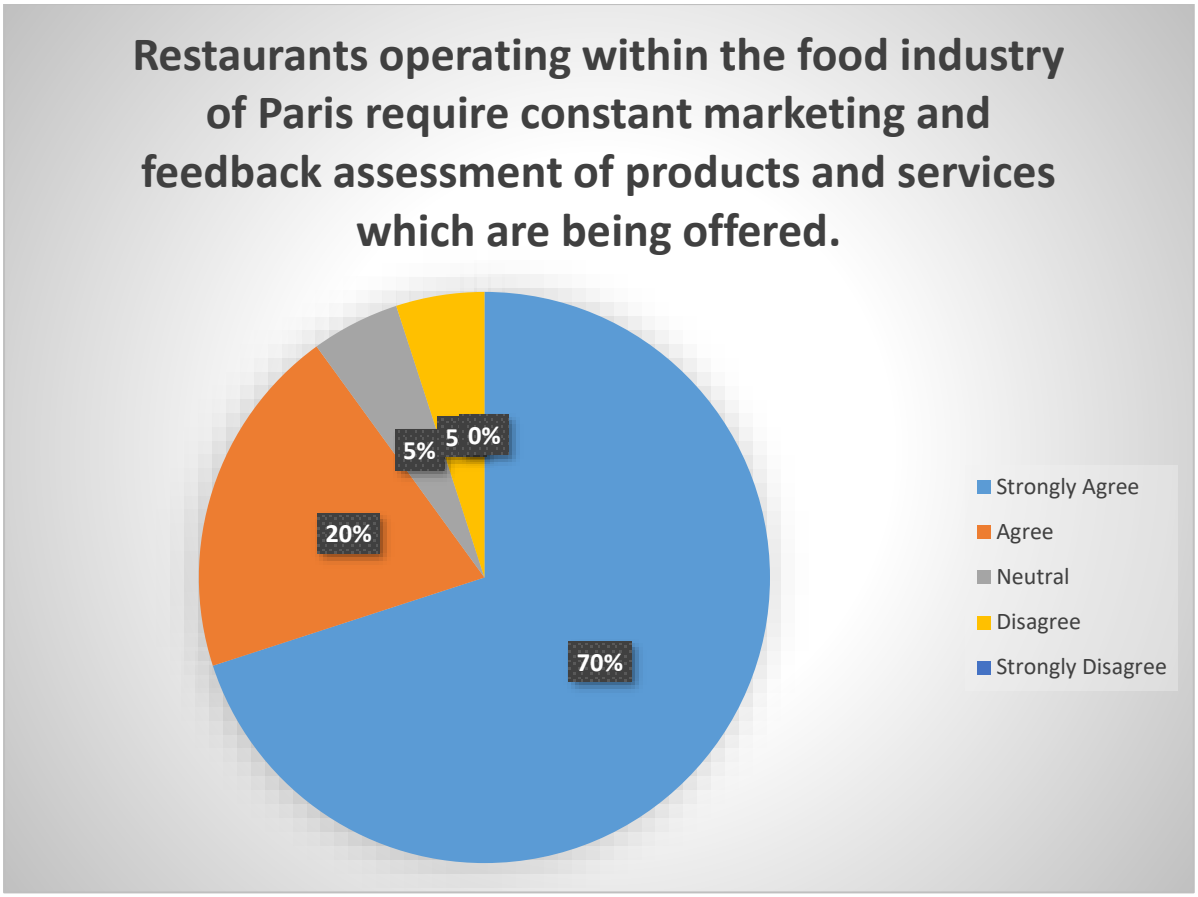


Figure 16: Restaurants operating within the food industry of Paris require constant marketing and feedback assessment of products and services which are being offered.

The respondents were asked about increasing customer awareness of brands through the promotion of business activities. The accumulation of the responses showed that 35% of the respondents strongly agreed with the statement clarifying the significance of promotion and keeping the customers engaged attracts them significantly. 45% of the respondents agreed to the fact of this statement which shows that 80% of the people who responded to the questionnaire agree with this statement. 20% of respondents disagreed with the statement which evidently showed that promotional activities are considered highly essential by the customers. This statement shows that the respondents require constant coherence with the customers by promoting the brands and increasing the awareness of the services and products which are being offered. These steps are crucial for the businesses to increasing customer

engagement and attraction of customers to avail services within the restaurant industry of Paris.

	Question	**Response**					
Q# 9	Increasing customer awareness of brand through promotion kept them engaged and attracted to the restaurant services in the food industry of Paris.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		7	9	0	4	0	20
		35%	45%	0%	20%	0%	

The graphical representation of the response which has been accumulated shows that increasing customer awareness of the brand through promotion keeps the customers engaged and attracted to the services of the restaurant. 80% of the audience agree to the fact that promotion of the business activities is essential for increasing customer awareness through which the customers are kept engaged and attracted to the services of the restaurants.

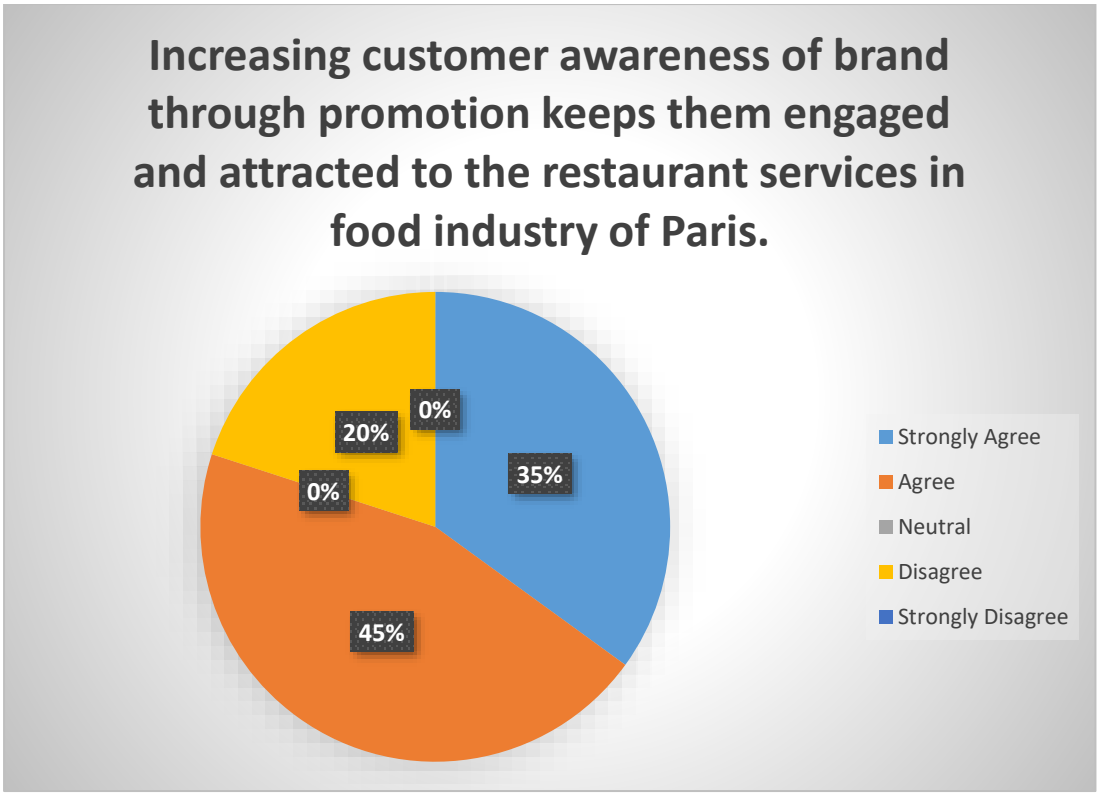


Figure 17: Increasing customer awareness of brand through promotion kept them engaged and attracted to the restaurant services in the food industry of Paris.

Social media is an important source of marketing for modern day businesses. These customers use the social media activity for acquiring the feedback of services which are being offered by the customers. The significance of customer awareness and assessment of service quality over the internet was assessed on the basis of this factor which allowed the accumulation of the responses. The responses showed that 25% of the respondents strongly agreed with the statement clarifying the significance of social media presence of the businesses. 55% of the respondents agreed to the fact of this statement which shows that 80% of the people which amounts to 16 respondents responded to the questionnaire agree with this statement. 10% of respondents had neutral views with the statement which evidently showed that social media presence is highly essential by the businesses. Only 10% of the individuals disagreed with this statement. This statement shows that the respondents require a constant update of social media activities for promoting the brands and increasing the awareness of the

services and products which are being offered by the restaurant. These steps are crucial for providing reviews to the customers for availing services within the restaurant industry of Paris.

	Question	**Response**					
Q# 10	Social media presence of restaurants is firstly reviewed by the people when assessing factors of brand significance and analyzing food quality.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		5	11	2	2	0	20
		25%	55%	10%	10%	0%	

The graphical representation of the response which shows the significance of social media presence for providing quality reviews to the customers for assessing the brand significance in views of the respondents has been shown below. 80% of the respondents consider the presence of social media as highly significant for business performance.

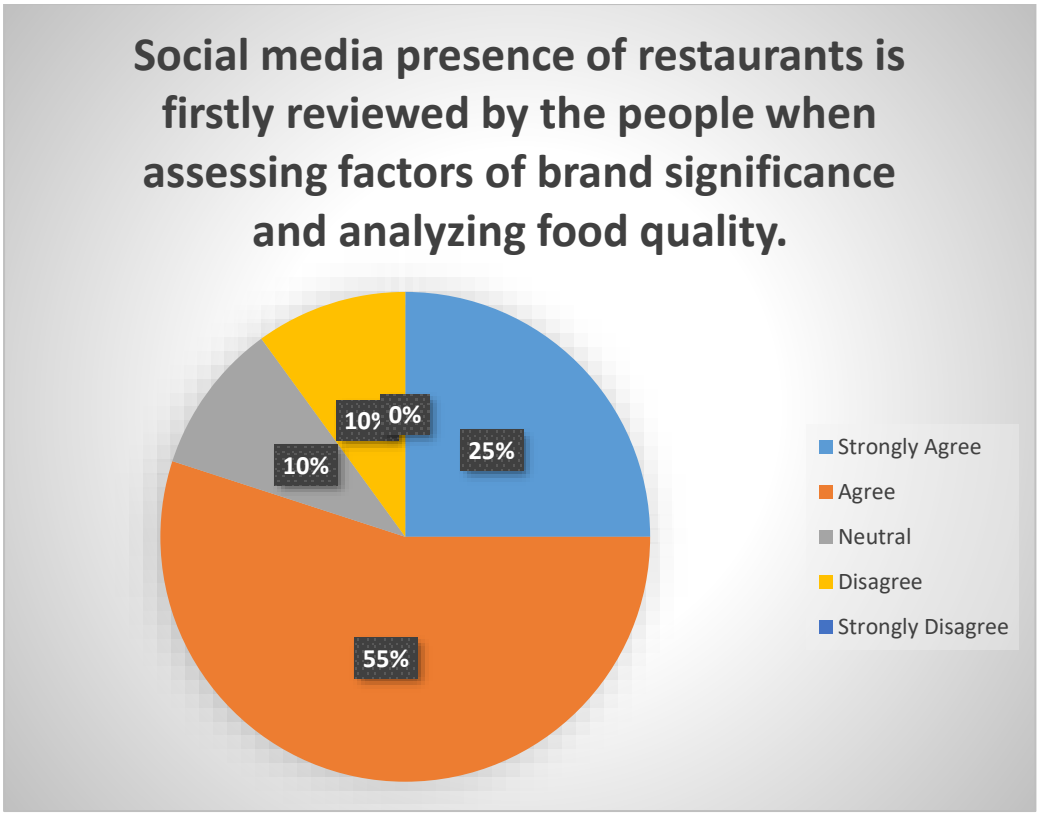


Figure 18: Social media presence of restaurants is firstly reviewed by the people when assessing factors of brand significance and analysing food quality.

Location of the restaurant is a critical factor for setting the perceptions in the minds of the customers. The location of the restaurant makes the mind and mood of the customers allowing them to visit the brand. The responses which have been accumulated for this research shows varying responses with 10% of the respondents strongly agreeing with the statement clarifying the significance of location for the businesses. 25% of the respondents agreed to the fact of this statement which shows that 35% of the people which amounts to 7 respondents agree with this statement. 10% of respondents had neutral views with the statement. 45% of the individuals disagreed with this statement, and 10% of the audience strongly disagreed. This statement shows that the respondents don't consider location as an essential factor dominating the customers of the restaurant.

Q# 11	Question	Response

	Location of a restaurant in Paris is a factor which sets perceptions of products and services in the minds of the customers.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		2	5	2	9	2	20
		10%	25%	10%	45%	10%	

The graphical representation of the responses showing the location of the restaurants impacting on the perceptions of products and services in the minds of the customers is shown below. More than 55% of the respondents disagree to the fact that the location of the restaurant is highly important.

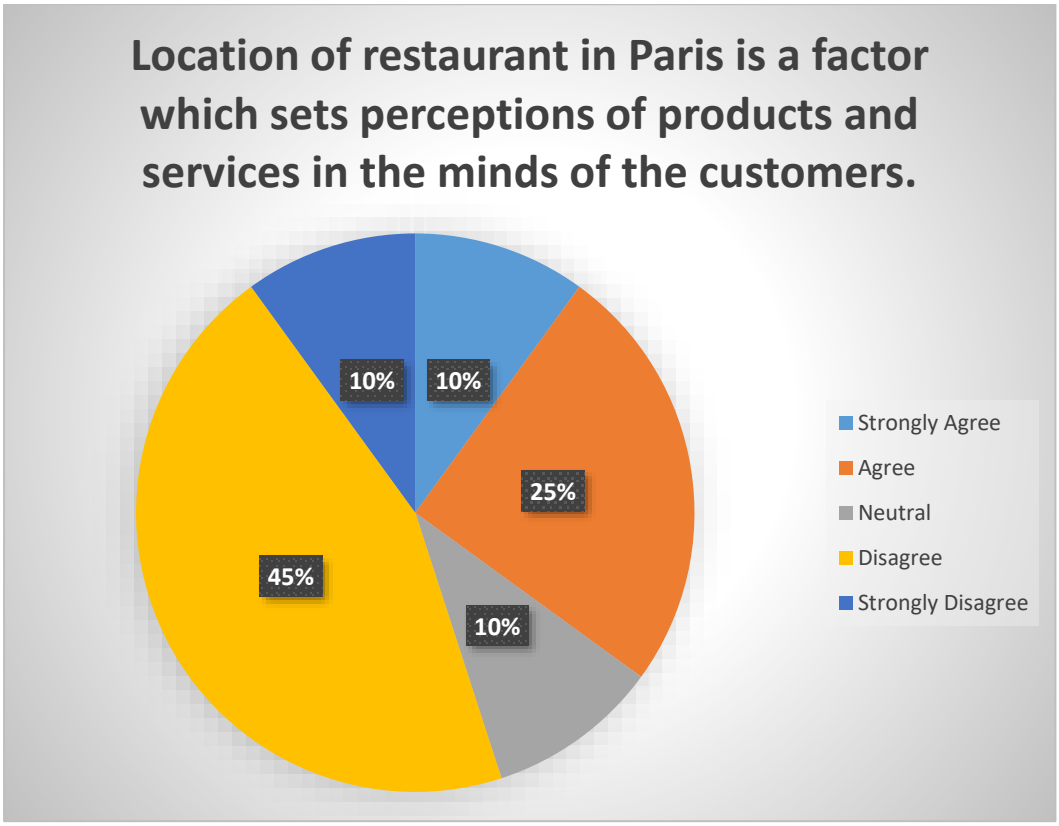


Figure 19: Location of a restaurant in Paris is a factor which sets perceptions of products and services in the minds of the customers.

Aggressive marketing of the restaurant is a critical factor for setting the perceptions in the minds of the customers. The responses which have been accumulated for this research shows varying responses with 25% of the respondents strongly agreeing with the statement clarifying the significance of location for the businesses. 35% of the respondents agreed to the fact of this statement which shows that 60% of the people which amounts to 12 respondents agree with this statement. 5% of respondents had neutral views with the statement. 30% of the individuals disagreed with this statement, and 5% of the audience strongly disagreed. This statement shows that most of the respondents consider aggressive marketing as an essential strategy for dominating the customers of the restaurant.

	Question	**Response**					
Q# 12	Aggressive marketing of restaurants generates more walk-in customers for the restaurants in Paris.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		5	7	1	6	1	20
		25%	35%	5%	30%	5%	

The graphical representation of the responses showing the aggressive marketing strategy of the restaurants generating more walk-in customers is shown below. More than 60% of the respondents agree to the fact that aggressive marketing of the restaurant is highly important.

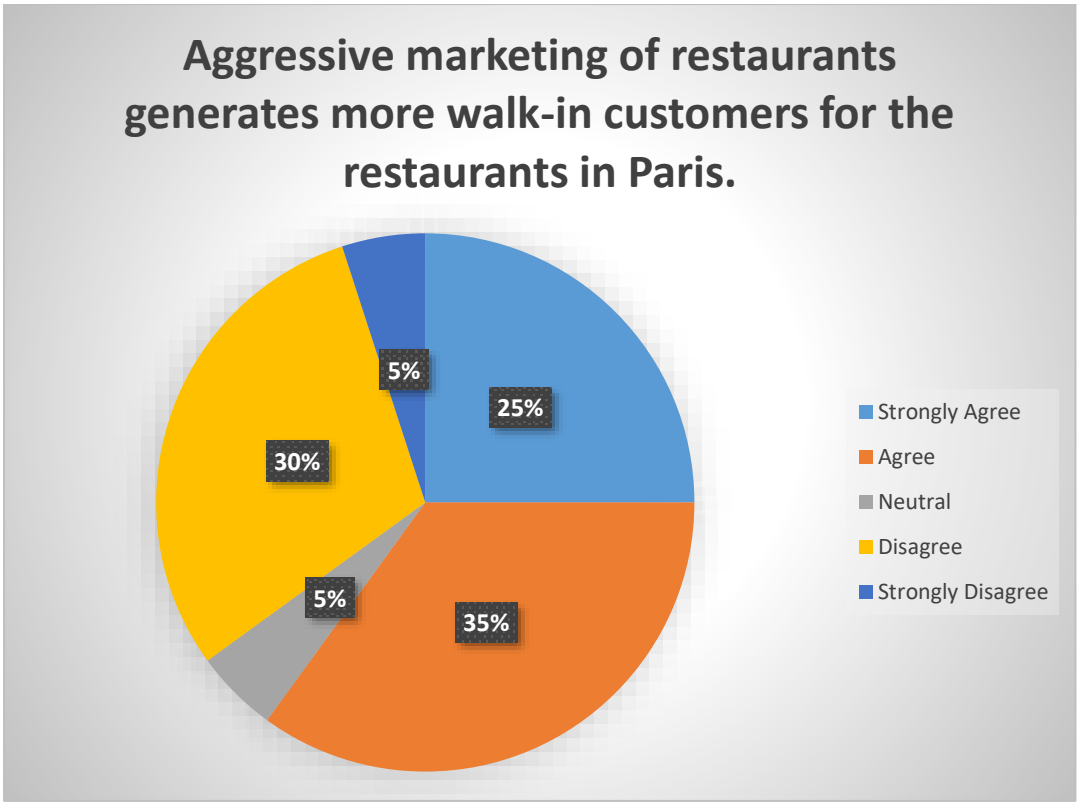


Figure 20: Aggressive marketing of restaurants generates more walk-in customers for the restaurants in Paris.

Attractions which are offered besides foods are a source of generating more customers for the restaurant in Paris. The responses which have been accumulated shows varying responses with 40% of the respondents strongly agreeing with the statement clarifying the significance of attractions offered other than food for the businesses. 35% of the respondents agreed to the fact of this statement which shows that 75% of the people which amounts to 15 respondents agree with this statement. 10% of the individuals disagreed with this statement, and 15% of the audience strongly disagreed. This statement shows that most of the respondents consider that attractions which are offered aside from food are more essential for the customers of the restaurant.

Q# 13	Question	Response

	Attractions offered by the restaurant aside from food generates more customers for the restaurants in Paris.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		8	7	0	2	3	20
		40%	35%	0%	10%	15%	

The graphical representation of the responses shows that attractions which are offered by the restaurants aside from food generate more customers for the restaurants as shown below. More than 75% of the respondents agree to the fact that attractions which are offered by the restaurants aside from food generate more customers for the restaurants.

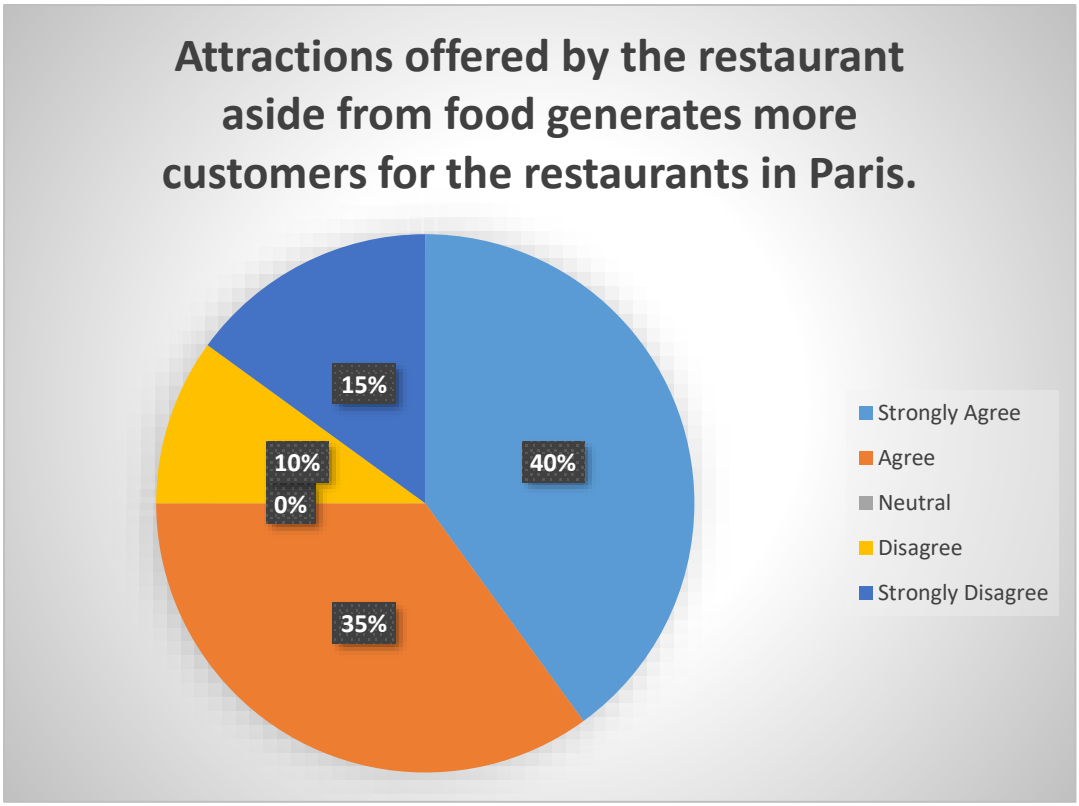


Figure 21: Attractions offered by the restaurant aside from food generates more customers for the restaurants in Paris.

The customers weigh the pleasure factor more over the food when visiting the restaurants in Paris. The responses which have been accumulated shows varying responses

with 25% of the respondents strongly agreeing with the statement clarifying the significance of pleasure factors more over the food for the businesses. 35% of the respondents agreed to the fact of this statement which shows that 60% of the people which amounts to 12 respondents agree with this statement. 10% of the individuals had neutral views about the statement. 20% of the individuals disagreed with this statement, and 10% of the audience strongly disagreed. This statement shows that most of the respondents consider that the customers weigh the pleasure factor more over the food when visiting the restaurants in Paris.

	Question	**Response**					
Q# 14	The customers weigh the pleasure factor more over the food when visiting the restaurants in Paris.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		5	7	2	4	2	20
		25%	35%	10%	20%	10%	

The graphical representation of the responses shows that the customers weigh the pleasure factor more over the food when visiting the restaurants in Paris as shown below. More than 60% of the respondents agree to the fact that the customers weigh the pleasure factor more over the food when visiting the restaurants.

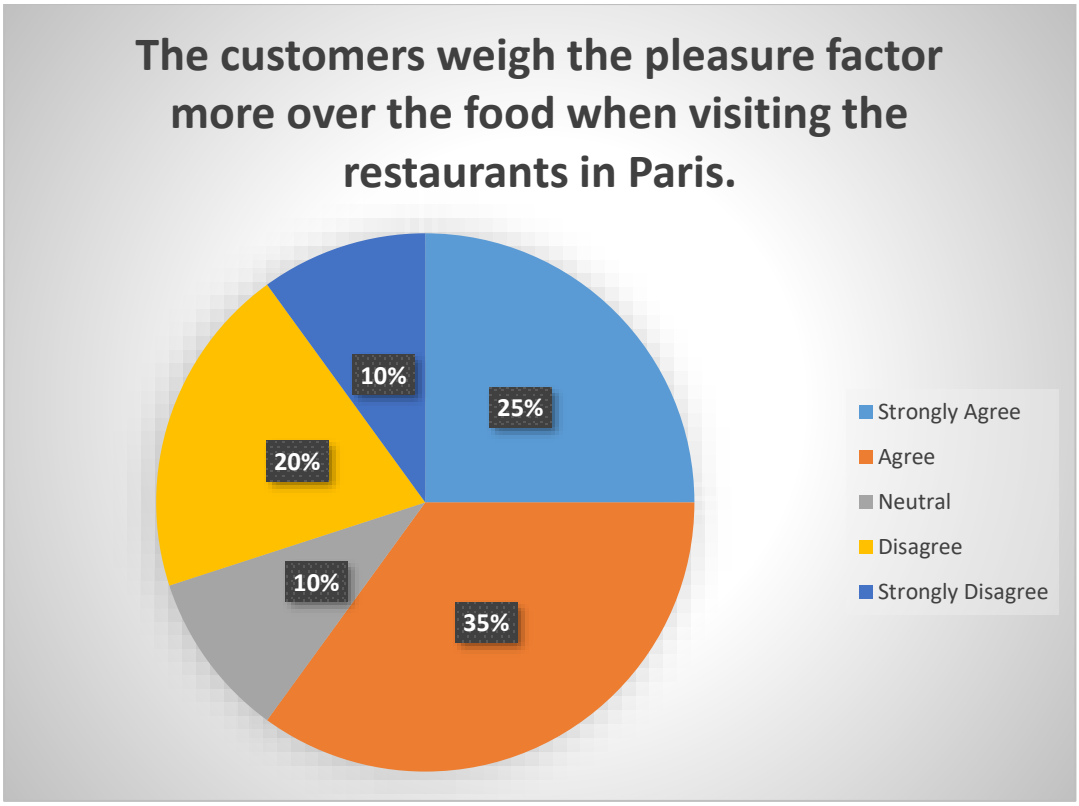


Figure 22: The customers weigh the pleasure factor more over the food when visiting the restaurants in Paris.

The responses which have been accumulated shows varying responses with 5% of the respondents strongly agreeing with the statement clarifying the significance that the taste preferences of the youth are more conscious towards perfection then the adults. 15% of the respondents agreed to the fact of this statement. 20% of the individuals had neutral views about the statement. 35% of the individuals disagreed with this statement, and 25% of the audience strongly disagreed. This statement shows that most of the respondents disagree that the taste preferences of the youth are more conscious towards perfection then the adults when visiting the restaurants in Paris.

Q# 15	**Question**	**Response**					
	The taste preferences of the	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**

	youth are more conscious towards perfection then the adults.	1	3	4	7	5	20
		5%	15%	20%	35%	25%	

The graphical representation of the responses shows that the respondents disagree that the taste preferences of the youth are more conscious towards perfection then the adults when visiting the restaurants in Paris as shown below. More than 60% of the respondents disagreed to this fact.

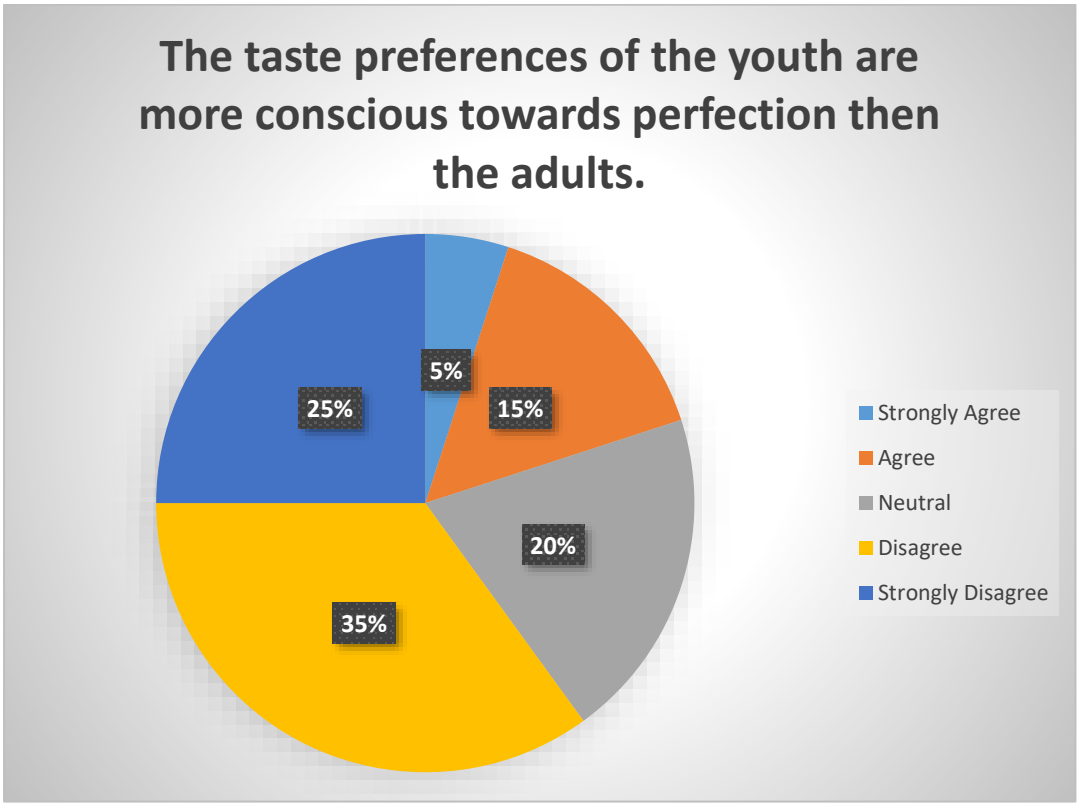


Figure 23: The taste preferences of the youth are more conscious towards perfection then the adults.

The respondents were asked of the fact that the customers visiting the restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists. This shows varying responses with 25% of the respondents strongly agreeing with the statement and 20% of the respondents agreed to the fact of this statement which shows that

45% of the people which amounts to 9 respondents agree with this statement. 15% of the individuals had neutral views about the statement. 30% of the individuals disagreed with this statement, and 10% of the respondents strongly disagreed. This statement shows that the respondents have varying views about the fact that the customers visiting the restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists.

	Question	**Response**					
Q# 16	The customers visiting restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists.	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	**Total**
		5	4	3	6	2	20
		25%	20%	15%	30%	10%	

The graphical representation of the responses shows that the customers visiting the restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists as shown below. Respondents have varying views which shows that 45% of the respondents agree to the fact and 40% of the respondents disagree that the customers visiting the restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists.

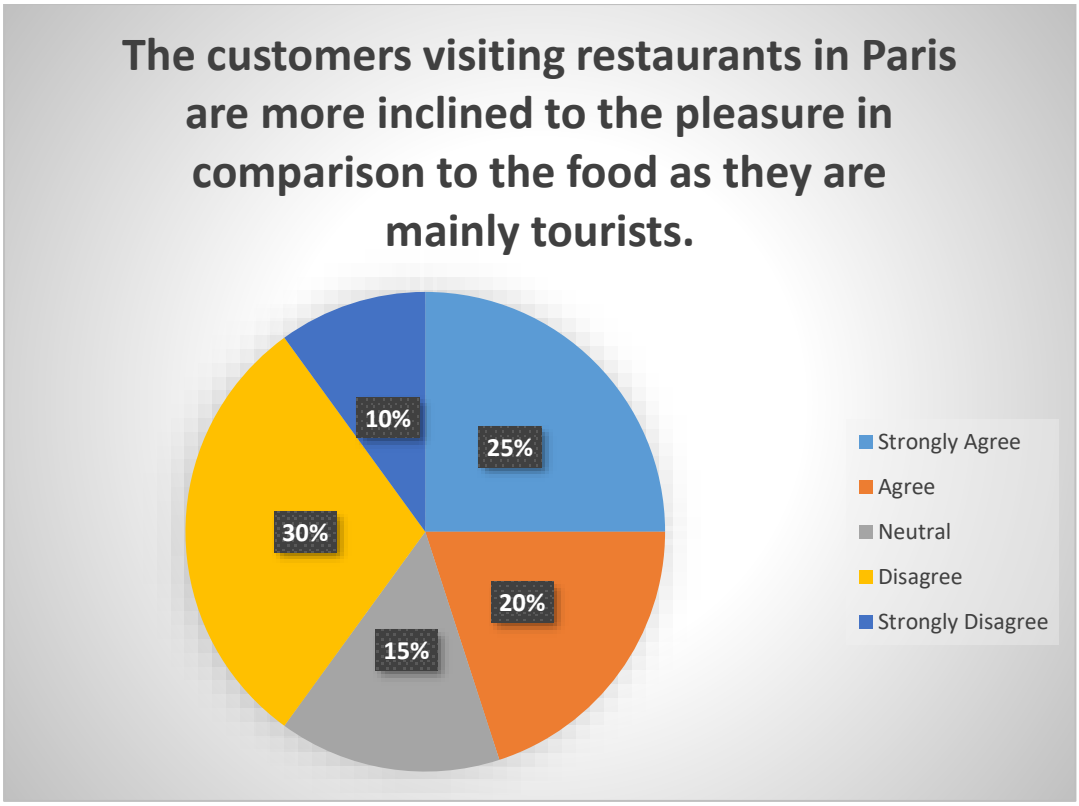


Figure 24: The customers visiting restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists.

The analysis of the responses shows the views which the restaurant owners and managers working for restaurants in Paris have about its food industry. The individual respondents are highly experienced and operating in the industry for over a long period of time (Rodrigues, 2016). The responses show varying views of the respondents on different topics which allows analyzing the responses.

4.4 Summary of the Chapter

In this chapter the data analysis has been done which allows assessing the specific outcomes of the research. The analysis has been done by assessing the interviews and aligning the responses gathered through using a close-ended questionnaire. The responses of the questionnaire have been acquired from twenty restaurant owners and managers operating in the restaurant industry of Paris (Pike, 2018). The primary information which has been accumulated for the research has been done by using the questionnaire which is a highly cost-

effective method for data collection. The analysis which has been crafted allows establishing the results, conclusions, and discussion for the analysis.

Chapter 5 Findings and Discussion

5.1 Findings

This research aligns the objectives of the restaurant businesses operating in a competitive market of Paris. The brand and its visibility is an integral strategy of the business which requires formulating strategies allowing accomplishing goals and objectives (Simonsohn, Nelson and Simmons, 2017). The theoretical understanding of developing brand image and visibility is classified by quantitative analysis which aligns primary information of research in coherence with the secondary research. This study has been crafted through studying various aspects of brand development and visibility which includes attracting the particular segment of restaurant businesses through adequate marketing (Skaalsvik and Olsen, 2014). The literature and contextual study signify the dominance of marketing of products and services through branding. Developing brand visibility and brand recognition amongst the target market segment requires attempting to promote brands using digital marketing methods (Smith, 2015). All these modern methods need to be combined with traditional methods in order to accumulate the desired results.

The assessment of the primary and secondary information coherent to the study allowed understanding following essentials which allowed crafting the conclusions for the study:

- Branding is the most important strategy for developing visibility and recognition for the restaurant businesses operating in a competitive industry of Paris (Taylor, Bogdan and DeVault, 2015).
- Innovation and creativity are strategies which allow brands to distinguish the products and services which strengthens repeat sales and business recommendations for restaurants in Paris (Tsaur, Yen and Yan, 2016).

- Industry needs are required to be assessed regularly which shall allow conducting aggressive marketing for the restaurant. This shall allow accumulating feedback for the products and services which can be improved along the process (Walliman, 2017).
- Promotions strategy must be set in accordance with the industry practices targeting on the specific customer segment which needs to be attracted (Wuepper and Patry, 2017).
- Digital media is dominating the customer preferences hence digital media presence must be pouched with positive reviews for attracting more customers (Lang, 2016).
- Location of the restaurant is significantly important, but in Paris, the customer prefers services and food more over the location (Bellini and Convert, 2017).
- Extensive marketing and value addition services attract more customers in towards a particular restaurant in Paris (Ruszczyk, 2015).
- A huge segment of customers visiting restaurants in Paris is a tourist who seeks to enjoy the cuisine and cherish the time they spent (Raineri, Fudge and Hall, 2015).

All these findings which have been discussed have been developed through the literature and analysis of the study. These show that the food and services of the restaurant business must both be promoted adequately. The brand development process is initiated from this step which allows handling the customers and promoting the business as per the requirements of the customers (Crawford, Fisher and Holmes, 2015). The most crucial finding which has been developed through the study are that customers weigh location as being less important in comparison to the food. The value addition and unique food selection were rated as more preferable traits for attracting the customers to avail the services of restaurants in Paris (Zeineddine, 2018).

5.2 Discussion

The findings which have been categorized allow the businesses are operating in Paris to craft the marketing methods accordingly. The brand visibility of restaurants operating in

Paris is developed based on services which are offered to the customers (Gedikoglu, 2018). The development of strategies backed by digital marketing methods forms a plus for the restaurant businesses operating in Paris. The assessment of the findings allows understanding that brand visibility of the restaurants is developed based on market dynamics (Das, 2018). The strategies which are applied by restaurants in diverse markets are different. These strategies are associated with attributes and practices which are inherent in the culture of the region (Allwood, 2015). The business development of restaurants operating in Paris is done through structuring consumer preferences with the brand coherence and recognition.

The brand visibility of the business is increased through branding practices. These are developed through introducing to the customers creative and innovative ideas which enhance the pleasure of the customers (Baldassarre, Ricciardi and Campo, 2017). In Paris, the customer experience is not only about the food but also associates with the memories which are held by the customers. These memories of food and services dominate the preferences of the people and allow them to experience the services again through repeat sales business (Yüksel and Yanik, 2018). Brand development is done through two aspects which are business analysis and customer analysis — this aspect of businesses associated with the message delivery and brand positioning which increases the exposure and attraction of business within the target market segment (Junttila, 2017). The changing industry trends and market practices require the businesses to develop a marketing strategy which enhances the brand positioning and visibility. The restaurants operating in Paris are highly inclined to the business promotion facility which collaborates with digital market strategy and contextualizes the available information for promoting a business (Lawton, 2015).

The operations of a restaurant in business requirements analysis of location on which the business shall be performed. The perception of restaurants is that its location is highly integral for results, but from the analysis, it became evident that location is a significant

factor which is not as important as the food itself (Jalali, 2015). The restaurants require to set up business operations in accordance with the locality offering the customers a memorable experience. The food and services which are provided by the restaurants are more important for the customers in comparison to the location of the restaurant. The views of the restaurant owners suggested that the quality of services and experience which is developed from the services are more important than the location itself (Junttila, 2017). This leaves a clear mark of the fact that the business owners consider the theme of business as more important than the location of the restaurant itself.

5.3 Implications of the Findings

The findings which have been evaluated in this sections shall assist with drawing a conclusion for the study. It is clear that the business owners operating the restaurant in Paris consider certain factors as critically important. The business owners provided an assessment that it is the creativity and innovation in the business practices which develop value and promote the business in the long run (Simonsohn, Nelson and Simmons, 2017). They further signified that the services which are offered by the restaurants are the factors which allow sustaining the customers for the business. It is an integral factor that restaurants are more preferred and realized for the value-added services which are offered to the customers (Skaalsvik and Olsen, 2014). All the customers incline with the true essence of Paris which is a distinction and standing out from the crowd. This distinction is accomplished through coming up with innovative and creative ideas which support the business development in the long run.

The traditional marketing methods and practices which are associated with the products were more focused with the offerings associated with the food. As time passed the perceptions of the business owners evolved focusing more towards the experience which is offered to the customers. The customers prefer that the food is highly attractive and provides

a flavour of exotic experience to the customers (Smith, 2015). The live music facilities and initiating festival based celebrations are practices which can be applied to the businesses. These attributes are reflected by the customers which allow enhancing and increasing the scope of the target market. The restaurants in this era introduce deals and discounts which attracts the customers and keeps them connected with the food and services of the business (Taylor, Bogdan and DeVault, 2015). The marketing of the restaurants must consider the upcoming events and must promote the strategy accordingly. The environment of Paris is filled with cultural depiction and innovation which enhances the attraction of dynamism within the social environment (Tsaur, Yen and Yan, 2016). All these factors contribute to the global visioning of the businesses and allow developing strategies which are inclined and correlated with the effective sustainability of the businesses.

5.4 Summary of the Chapter

In this chapter, an explanation has been provided of the about the findings which have been extracted based on research. The findings which have been listed are supported by the literature and analysis conducted within the research. The dominating factor of this research is that it provides a complete assessment of the factors which must be considered by the business owners while considering to establish a restaurant in Paris (Walliman, 2017). The technicalities of the region have been elaborated through understanding the culture which allows integral accumulation of the study. A discussion has been made on the findings which have been listed which assesses the findings and provides coherence with the literature. The findings of the research are further assessed with the implications of the findings which allows aligning the outcomes of the findings with the conclusion (Wuepper and Patry, 2017). The next chapter shall provide conclusions and recommendations which have been drawn on the basis of findings which have been discussed in the chapter.

Chapter 6 Conclusion and Recommendations

6.1 Conclusion

This research has evaluated all the aspect of brand visibility and brand recognition integral to the restaurant operating in Paris. The core focus of this research was to assess the factors which lead to business development and increase sustainability for new business within a diverse environment (Lang, 2016). The assessment of findings of this research shows that brand image and its positioning is an essential asset for the business. It is the approach of the business which enables it to sustain the competition and generate a long-lasting relationship with the customers (Bellini and Convert, 2017). The brand and its reputation are associated with visibility which increases the desirability of the brand. This research has successfully addressed the essentials of developing a brand which enhances business visibility of the food and services of restaurant aiming to operate in Paris (Ruszczyk, 2015). The method of generating attraction for the customers and attracting the business segment is integral for the brands as it requires formulating strategies of marketing generating business.

Through the findings of this research, it can be concluded that the branding strategy of the businesses is highly crucial for developing a brand reputation. The particular set of the audience must be attracted to the services of the business (Raineri, Fudge and Hall, 2015). This sets an interactive tone with the customers which allows understanding the preferences and delivering the services which the customers require. The branding strategy of the business is highly crucial as it develops an integration between the customers and the business (Crawford, Fisher and Holmes, 2015). The business scope and strategy are developed on the basis of value creation for the customers as it offers distinction allowing the customers to remember the services of the business (Zeineddine, 2018). This factor shows the

significance of increasing brand visibility which shall enhance business dynamism and allow enhanced sustainability in the long run.

6.2 Re-Statement of Research Aim and Objectives

The aims and objectives of this research were to consolidate the findings of restaurant businesses which are operating in Paris. The brand visibility and recognition of the businesses are highly integral for enhancing the sustainability of the businesses which can only be done by attracting the adequate customer business segment (Gedikoglu, 2018). The essential of brand development and promoting it is a difficult process which requires developing enhanced visibility and focusing on market information which has been gathered. The essentials of the aims and objectives of the research have been evaluated through this study which suggests that it is the innovation and creativity of the business processes which allows it to enhance and reach ultimate goals of the restaurant outcomes (Das, 2018). The food industry of Paris requires an immaculate customer-centric approach which shall enhance the value for the customers. The development and proposition of strategies enhance the business sustainability addressing which was the core aim and objective of the research (Allwood, 2015). All the objectives which were required to be addressed have been adequately aligned along with the outcomes through this research.

6.3 Budget Development

The budget for the restaurant can be easily developed on the basis of findings which have been structured through this study. The professionals setting to establish the restaurant must first evaluate the location along with the business possibilities which must be set. The budget of the project must be designed with the professionals and collaborated with the services which are to be offered (Baldassarre, Ricciardi and Campo, 2017). The innovative factors and aspects of the business must be developed accurately so that the business performance standards can be structured and allocated. The restaurant business developed in

Paris must accumulate the findings in an adequate manner to address the needs and requirements of the customers (Yüksel and Yanik, 2018). The business analysts make sure that all the aspects of customers and businesses are evaluated along with the location of the restaurant. The business strategy must be placed on the location which is most suitable and adhering with the value addition factors of the restaurant.

All the aspects and strategies of business require ensuring that the budget development is done in a manner that maximum sustainability can be assured. The business development and its budgeting must be developed in the form of a three-phase plan which shall be further enhanced slowly and gradually over the period of time (Junttila, 2017). The budget development practices require that the business operations are analysed and proportions are set for determining the expenses which shall be induced. The budget shall be distributed in segments which include marketing, food, recreation, ambience, etc. of the restaurant (Lawton, 2015). This practice shall enhance the interests of the users and shall enable development of scope which is integral for the sustainability of the business.

6.4 Implications for Future Study

The implication of this study understands the factors which lead to enhanced brand development and increased brand visibility for the restaurant businesses operating in Paris. The business practices require analysis from different perspectives which justifies the strategies which are developed by the business owners (Jalali, 2015). The future studies can be developed analysing different dominating cultures across the globe where the restaurant businesses are required to be developed. The cultural impact on the food preferences can be evaluated in detail through the future studies so that evaluation can be done of the changes which arise with changing the culture (Simonsohn, Nelson and Simmons, 2017). The dominating factor in this era for the business is the marketing strategies which are

implemented. The business owners must keep on coming up with new and innovative ideas which allow enhancing the business development.

This analysis has evaluated a critical factor of businesses operating in Paris. This factor is that the businesses don't require an exotic location for developing customer segment. It is the services and value addition of the brands which allow them in remembering the experience and revisiting again time after time (Skaalsvik and Olsen, 2014). The business location which is selected must be ideal for the restaurant so that specific outcomes can be generated. Through this analysis, it was realized that the restaurant location is a significant factor, but the quality of food and innovative ideas which are put into the business are more critically important (Smith, 2015). This shows that the business strategy which is adopted is more important for the business owners in comparison to the location and other factors essential for developing a brand. All these aspects give way to enhanced development which is essential for the brands to acquire the attention of the targeted customers (Taylor, Bogdan and DeVault, 2015).

6.5 Recommendations

Brand visibility and recognition is a critical business segment which requires developing specific strategies focusing on the development of the brand. The recommendations which have been made for the study and shall support the understanding of the researchers are the following:

- Innovation strategies must be developed in consideration with the taste and preferences of the people so that creativity is appreciated by the customers (Tsaur, Yen and Yan, 2016).
- The business analysts must be updated with the market preferences so that strategies can be made which are suitable for the restaurant (Walliman, 2017).

- The businesses must develop the promotion strategies which are sustainable and cost-effective. The strategies which do not cost savvy shall not generate adequate returns which shall increase the burden on the business in the long run (Wuepper and Patry, 2017).
- Location of the restaurant is considerably important for the business, but the main focus shall be laid on the food and value addition factors which shall boost the process of customer retention (Lang, 2016).
- The experience which is delivered to the guests must be extremely memorable so that repeat business and sales generation can be continued (Bellini and Convert, 2017).

The recommendations which have been provided are destined to improve the method through which the customers can be approached and segmented. The entire study has emphasized the significance of the promotion of restaurants service to the customers (Ruszczyk, 2015). The suggestions show that businesses must develop marketing strategies understanding the essentials of business dynamics. All these aspects provide enhanced sustainability for the business and allow retention of the customers.

6.6 Summary of the Chapter

This chapter aims at understanding the conclusions which have been drawn through this study. The factors which are highlighted through this segment of the study are that businesses must take adequate measures for coping with the industry trends and practices (Raineri, Fudge and Hall, 2015). This is an important factor which allows attracting the target customers and promoting the food and services of the restaurant. Through this chapter, a conclusion has been drawn which provides the re-statement of aims and objectives of the research (Zeineddine, 2018). Strategies have been proposed for budget development of the business so that adequate goals can be accomplished. As per Gedikoglu, (2018), the business strategies are highly crucial for long-run operational excellence of the business hence it is

important that implications and recommendations both pertaining to the goals of the research are addressed adequately.

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Appendix 1

QUESTIONNAIRE
Developing a Brand and Its Visibility: How Can a Newly Opened Restaurant in Paris Increase Its Brand Visibility to Attract Its Segment?

Date: _____

Name: _____Contact Number: _____

Name of Hotel: _____

Designation: _____

Gender: [ ] Male [ ] Female

Q# 1: What is your level of education?

- Diploma
- Graduate
- Master's Degree

Q# 2: What is your age bracket?

- 18-29 year
- 30-40 years
- 41-50 years
- 50 years and above

Q# 3: Since how many years have you been associated with the food industry of Paris?

- 0-5 year
- 6-10 years
- 11-15 years
- 16 years and above

Q# 4: How strongly do you consider the significance of branding within the food industry of Paris?

- Highly Significant
- Significant
- Neutral
- Weakly Significant

How Can a Newly Opened Restaurant in Paris Increase Its Brand Visibility to Attract Its Segment?

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Q# 5: Branding of restaurants within the food industry of Paris is done through distinguishing ideas based on innovation and creativity.					
Q# 6: Generating brand recognition through products and services is integral for repeat sales and new business for restaurants within the food industry of Paris.					
Q# 7: Brand development through aligning teams aware of the industry and customer needs is integral for restaurants within the food industry of Paris.					

Q# 8: Restaurants operating within the food industry of Paris require constant marketing and feedback assessment of products and services which are being offered.					
Q# 9: Increasing customer awareness of brand through promotion kept them engaged and attracted to the restaurant services in the food industry of Paris.					
Q# 10: Social media presence of restaurants is firstly reviewed by the people when assessing factors of brand significance and analyzing food quality.					
Q# 11: Location of a restaurant in Paris is a factor which sets perceptions of products and services in the minds of the customers.					
Q# 12: Aggressive marketing of restaurants generates more walk-in customers for the restaurants in Paris.					

Q# 13: Attractions offered by the restaurant aside from food generates more customers for the restaurants in Paris.					
Q# 14: The customers weigh the pleasure factor more over the food when visiting the restaurants in Paris.					
Q# 15: The taste preferences of the youth are more conscious towards perfection then the adults.					
Q# 16: The customers visiting restaurants in Paris are more inclined to the pleasure in comparison to the food as they are mainly tourists.					