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

RESEARCH QUESTIONS

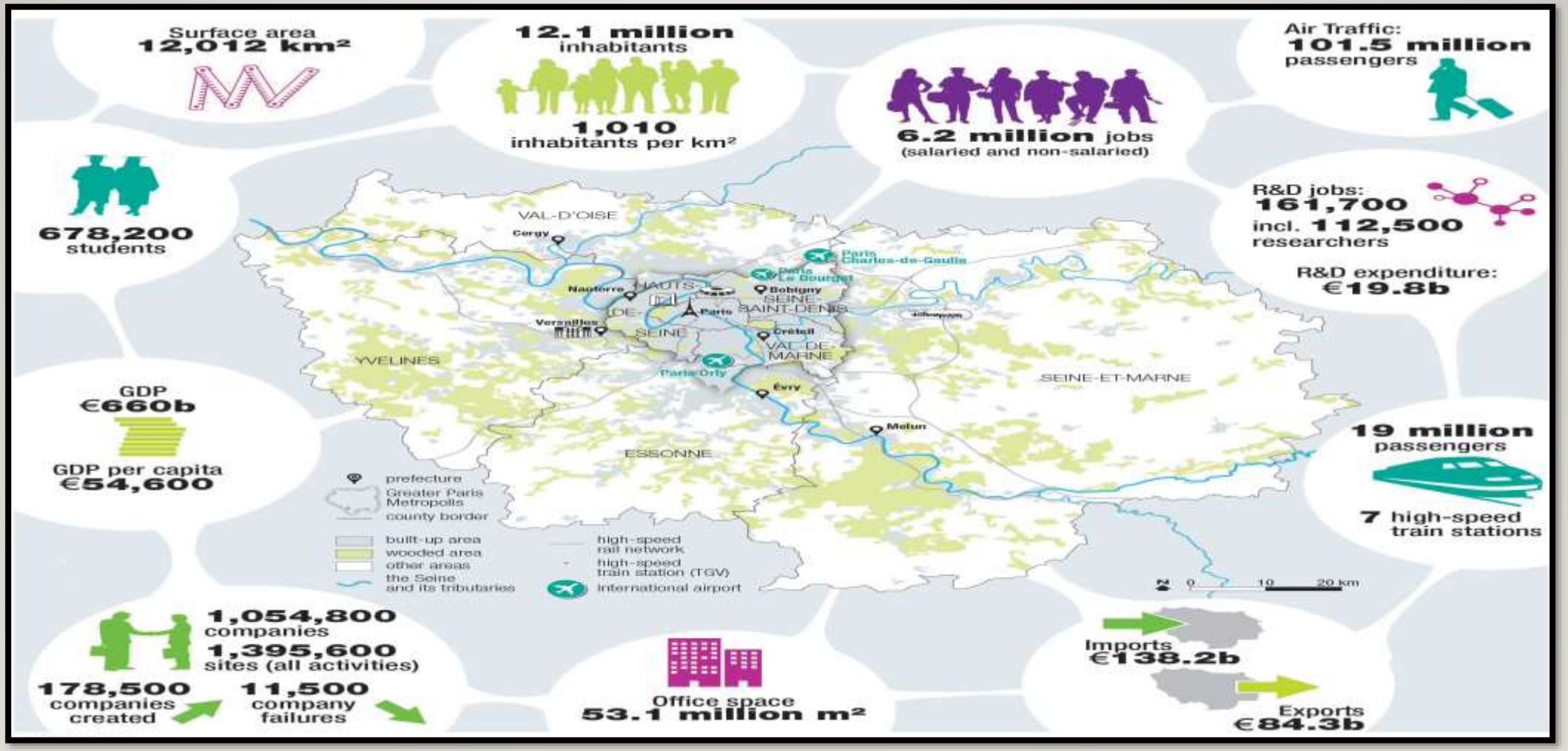
The research question for this study is the following:

- 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?

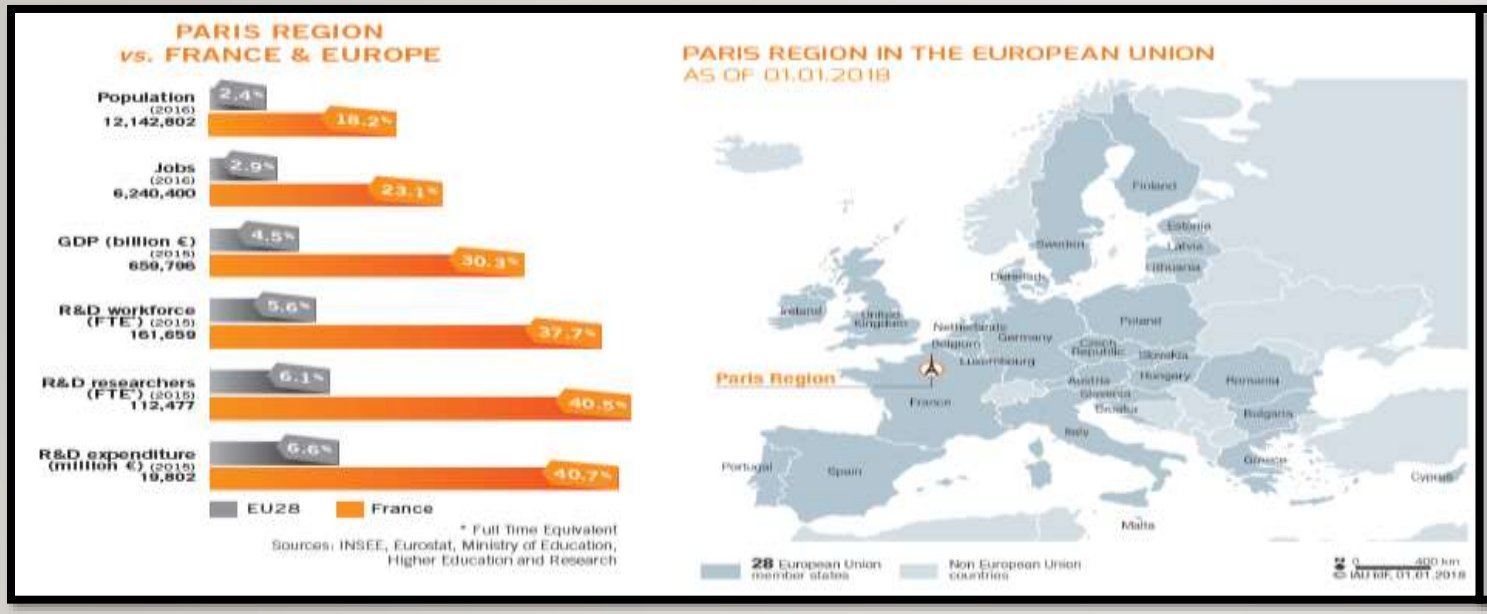
THEORETICAL FRAMEWORK



DEMOGRAPHICS OF PARIS



PARIS REGION IN THE EUROPEAN UNION

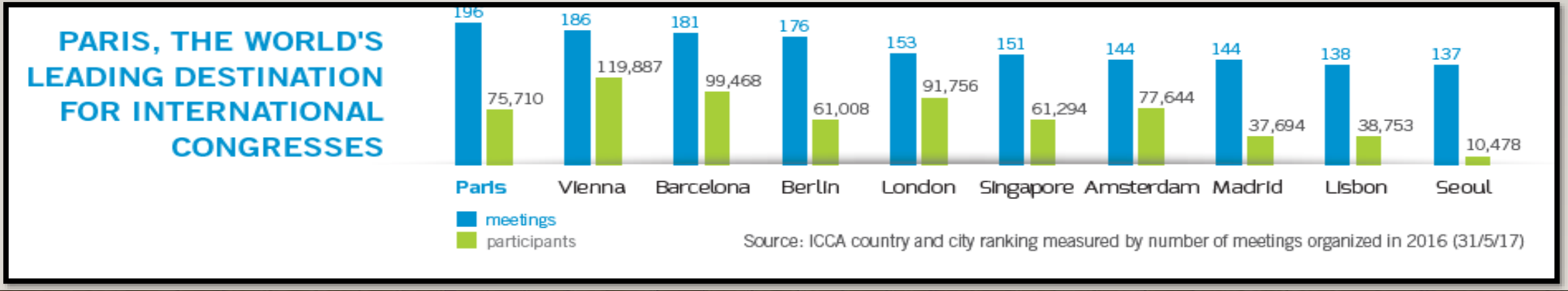


POPULATION CONCENTRATION OF PARIS

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%

PARIS, THE WORLD'S LEADING DESTINATION FOR INTERNATIONAL CONGRESSES



TOP MOST VISITED TOURIST SITES IN PARIS

PROVENANCE OF MAIN TOURISTS IN PARIS REGION

STATISTICS OF FOOD PRACTICES

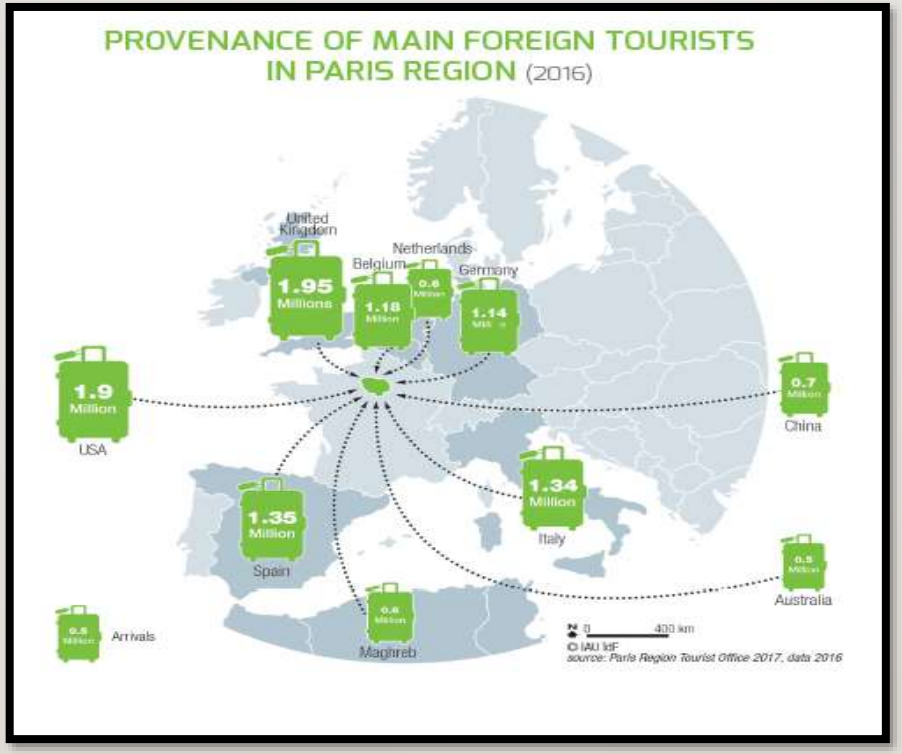
TOP MOST VISITED TOURIST SITES IN PARIS REGION

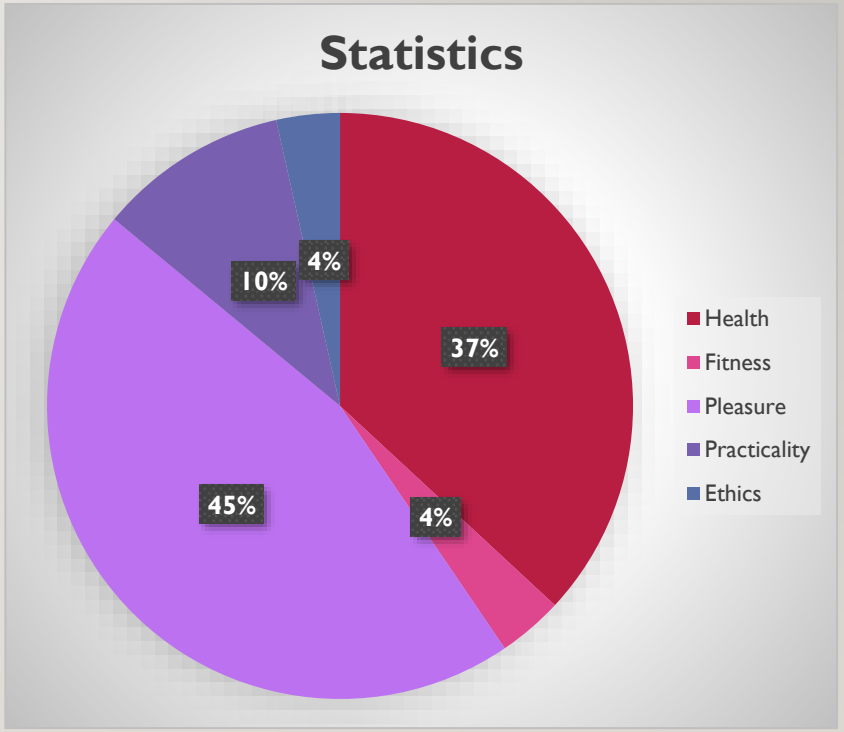
(MILLIONS OF VISITORS) (2016)

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





INTERVIEW SUMMARY

The list of Indian restaurants which I have selected for research are the following:

1. The Melissa
2. The Grill House
3. Nanz Park
4. The Sawgat
5. The Shahil
6. The Yasmin

The facts which were discovered during the interviews were highly enlightening. These made me aware of the business dynamics which are being practiced in Paris. For the solidarity of this research, we have selected the three best responses accumulated. This shall help in avoiding repetition and describe only three of them which were the best.

INTERVIEW SUMMARY (CONT. 1)

First Restaurant

- The first restaurant which I have chosen is "Melissa." It is located in the rue du Faubourg Saint- Denis very near to the Gare du Nord (Paris north station) and Gare de l'Est (Paris East Station). This restaurant is comparatively new, and the main customers who are actively catered are the Asian and African people. This area is a gathering place of Asian people especially Bangladeshi, Indian, Pakistani, Sri Lankan, and Afghani. The interesting thing about this restaurant is there are four owners who work here and two of them from Bangladesh one from Pakistan and one from India. Though there are many Indian restaurants in this area this restaurant is always very busy which attracted me to know about this restaurant. The main factor for their huge customers is food variations such as Indian, Pakistani and Bangladeshi dishes and sweets, reasonable price and great test also. The owners said their customers bring the customer to the restaurants because most of the customers are from Asia and Asian culture is say others if something is new and special. They are also using social media marketing for branding.

INTERVIEW SUMMARY (CONT. 2)

Second Restaurant

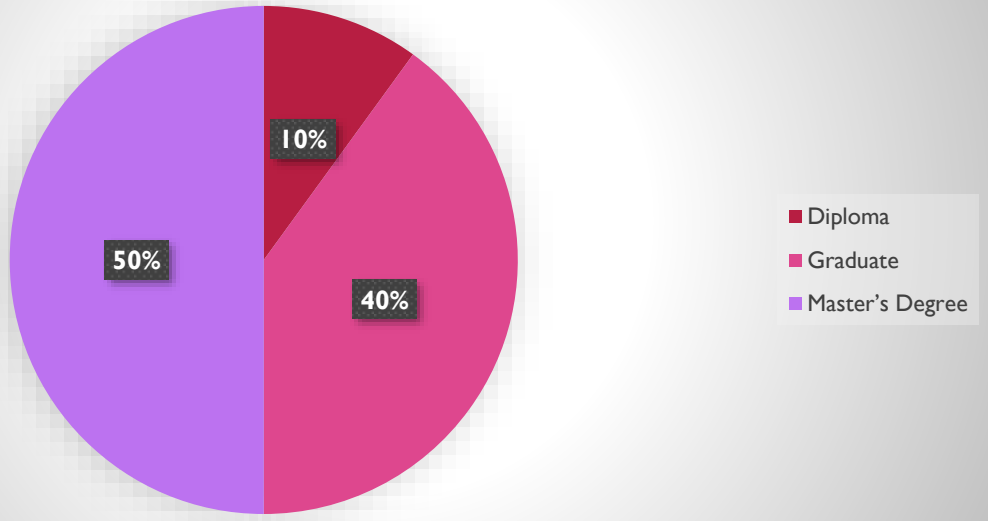
- The second restaurant is the "Grill House." This restaurant actually is not located in Paris, but it is in rue Auguste Gillot near Marche Saint-Denis, I worked in this restaurant for six months. This restaurant is owned by two Pakistani Businessman. The owners don't intervene in the management, and most of the management is done by the two managers running the restaurant. This is the biggest Indian restaurant in Saint-Denis, and it has a big hall room for the program. This restaurant serves different types of food Indian, some Italian, some French and also grill food. Food variation attracts a different type of customers for this restaurant. Also, because of the hall room facility, corporate customer and different program are arranged here. This restaurant uses different types of branding tool like social media marketing, hand leaflet and different packaged for various occasions.

INTERVIEW SUMMARY (CONT. 3)

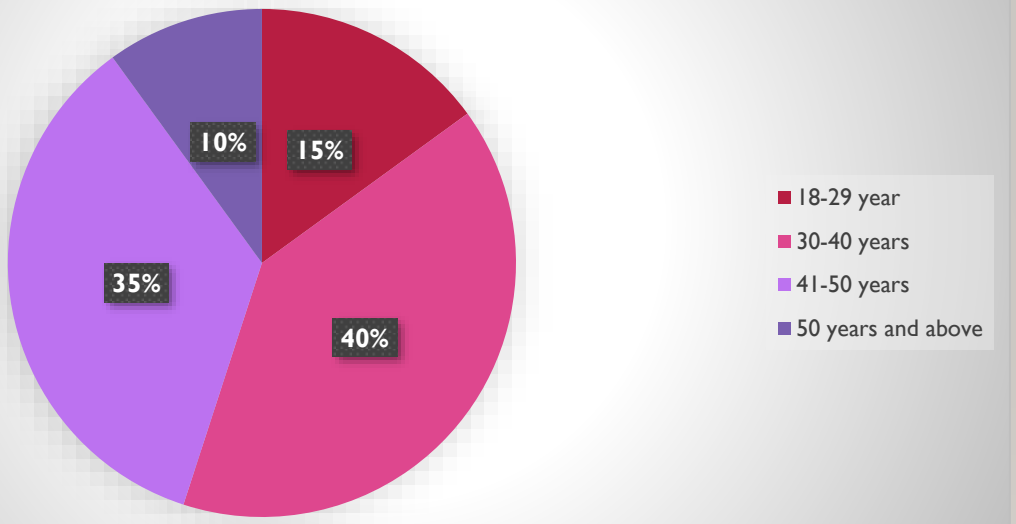
Third Restaurant

- The third restaurant is a newly opened small Indian restaurant "Nanz Park" in Paris 19th arrondissement just opposite to the Gare Rosa Park (Train station). I worked in this restaurant for two months just after this restaurant was launched. This restaurant is mostly family run business. Their main theme is to serve fresh Indian food in a new way. They have some special menu which is unique like as their name they serve free Cheese Nan with every dish. While working in the Indian restaurant, I found that people love Cheese Nan. This restaurant got the location facility there is no other Indian restaurant within five hundred meters also there are many supermarket and offices in this area and also near to the train station. The main customers of this restaurant are the local people, the staffs of the supermarket and from the users of the station. Social media presence of this restaurant is noticeable, and it brings many new customers to the restaurant.

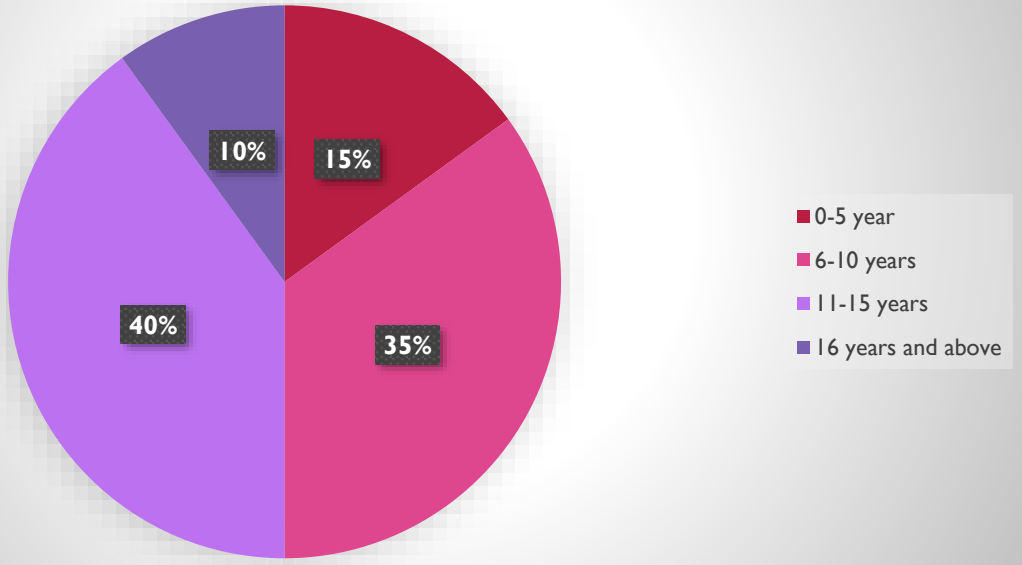
What is your level of education?



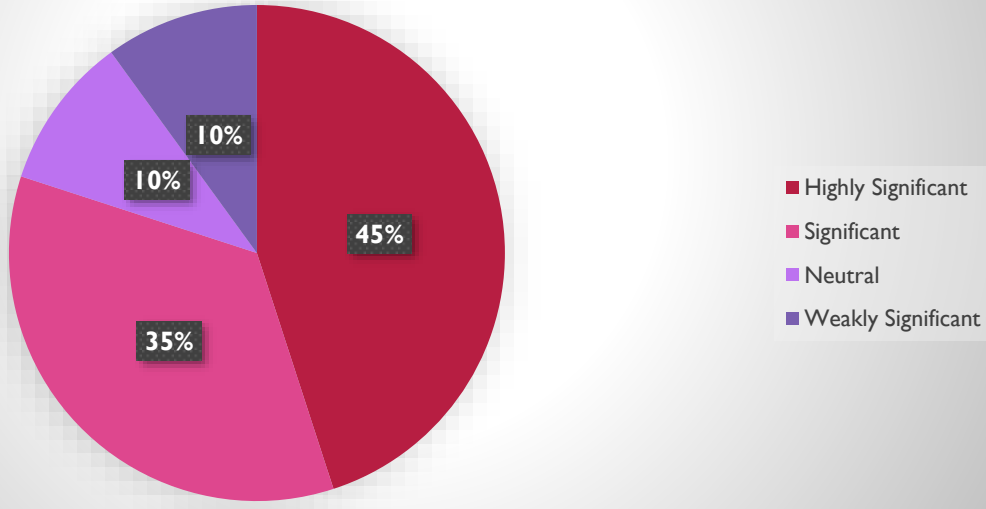
What is your age bracket?



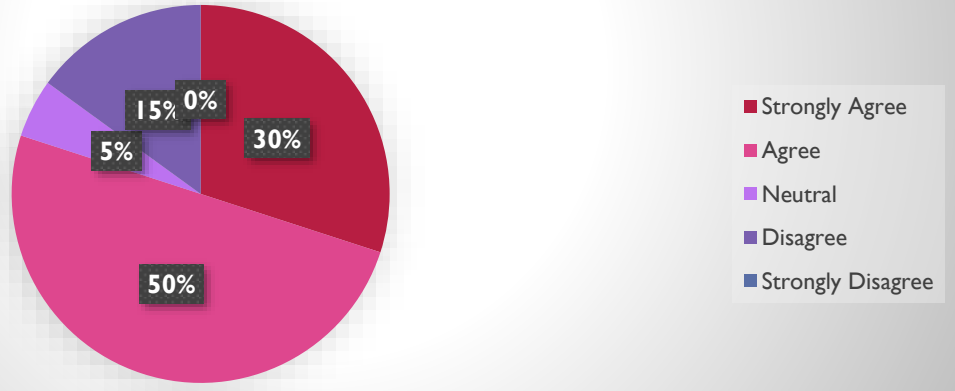
Since how many year have you been associated with the food industry of Paris?



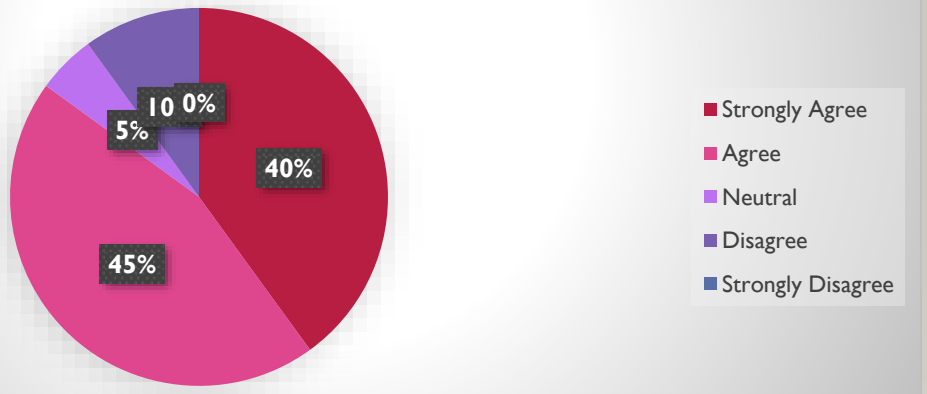
How strongly do you consider the significance of branding within the food industry of Paris?



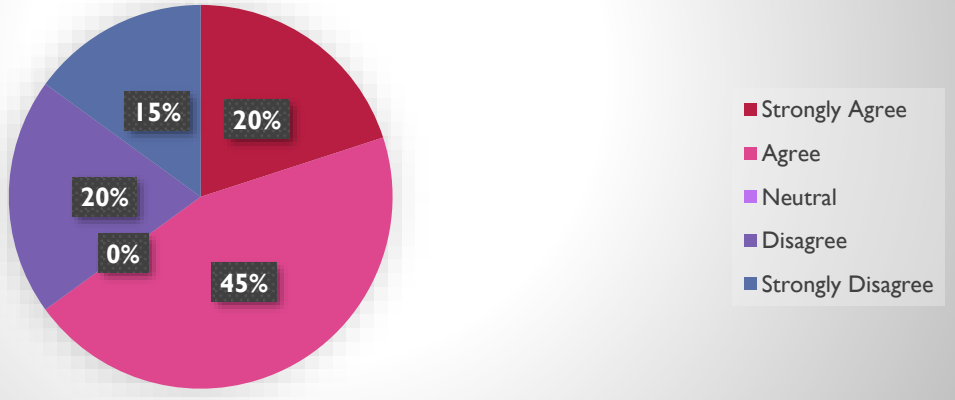
Branding of restaurants within the food industry of Paris is done through distinguishing ideas based on innovation and creativity.



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



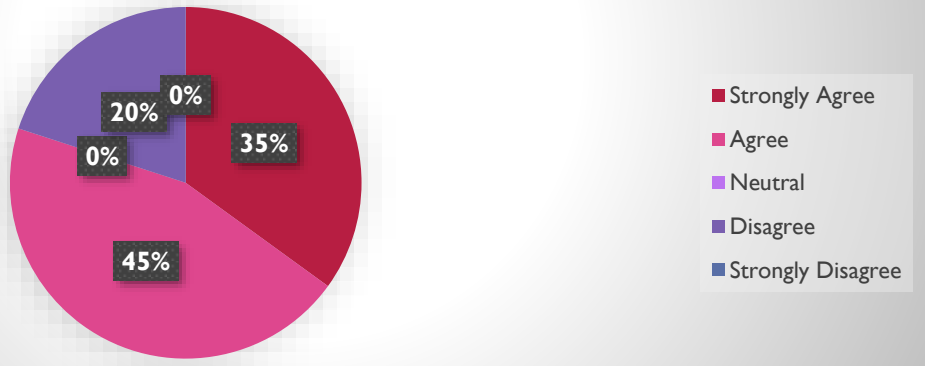
Brand development through aligning teams aware of the industry and customer needs is integral for restaurants within the food industry of Paris.



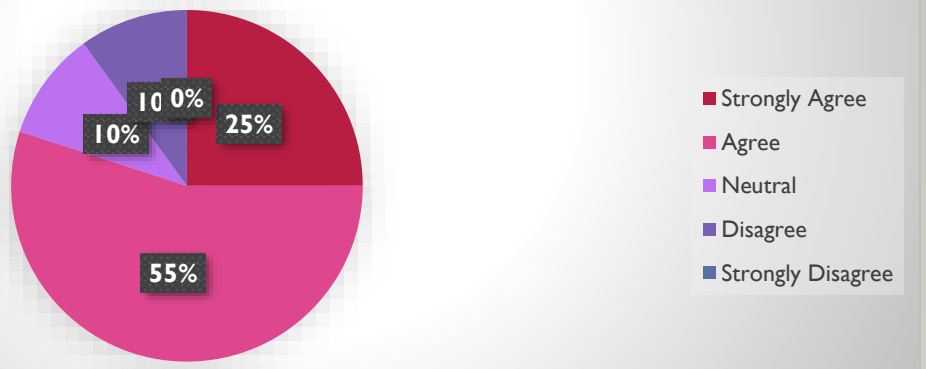
Restaurants operating within the food industry of Paris require constant marketing and feedback assessment of products and services which are being offered.



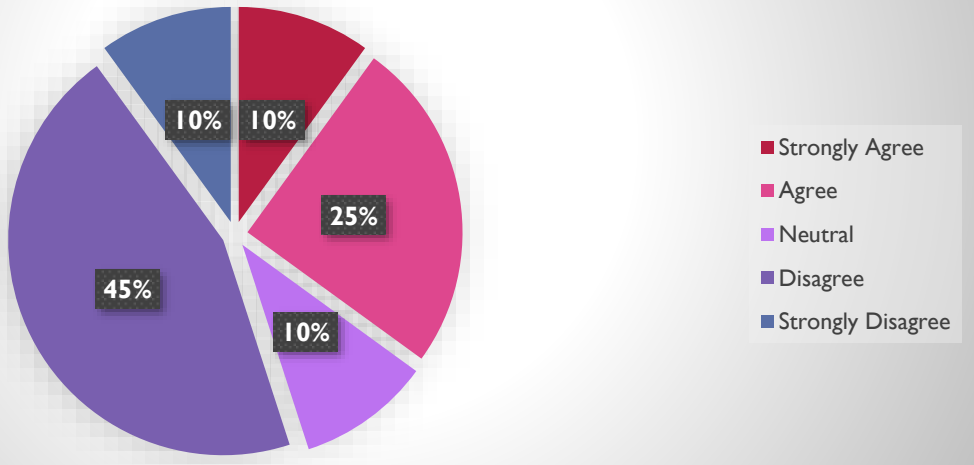
Increasing customer awareness of brand through promotion keeps them engaged and attracted to the restaurant services in food industry of Paris.



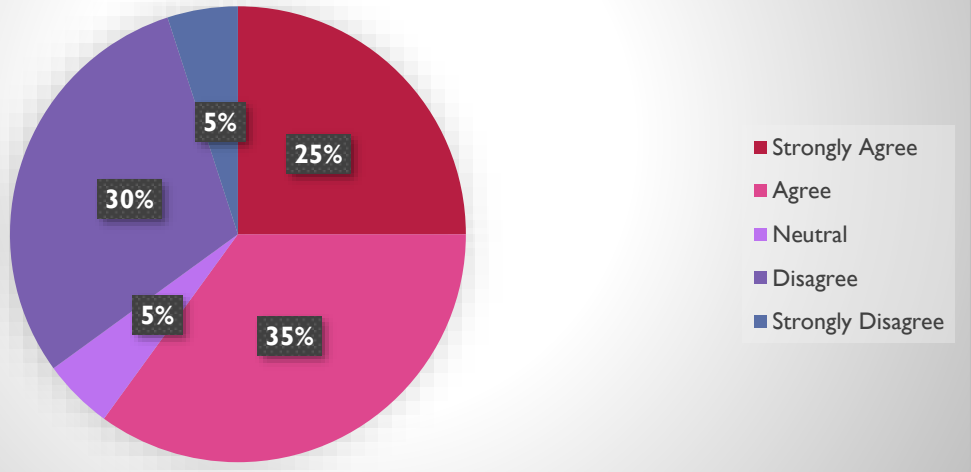
Social media presence of restaurants is firstly reviewed by the people when assessing factors of brand significance and analyzing food quality.



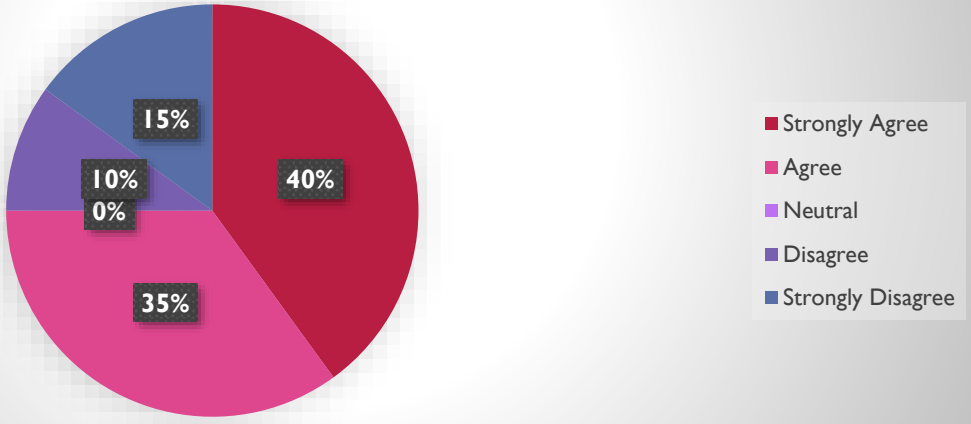
Location of restaurant in Paris is a factor which sets perceptions of products and services in the minds of the customers.



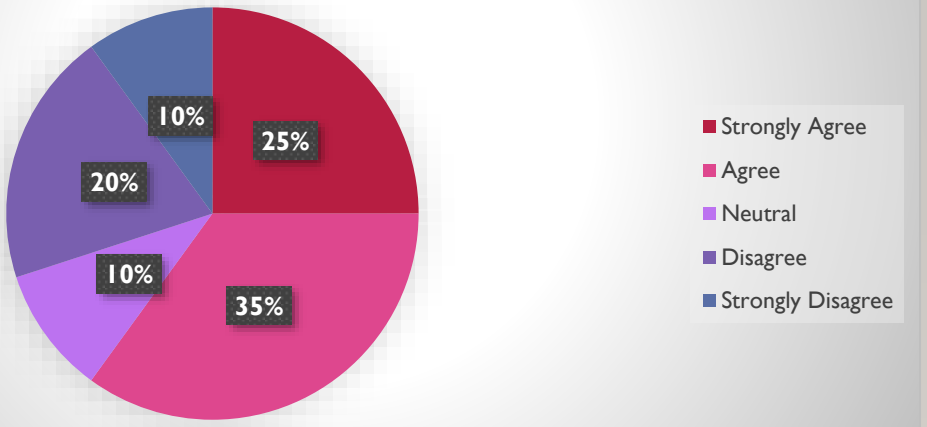
Aggressive marketing of restaurants generates more walk-in customers for the restaurants in Paris.



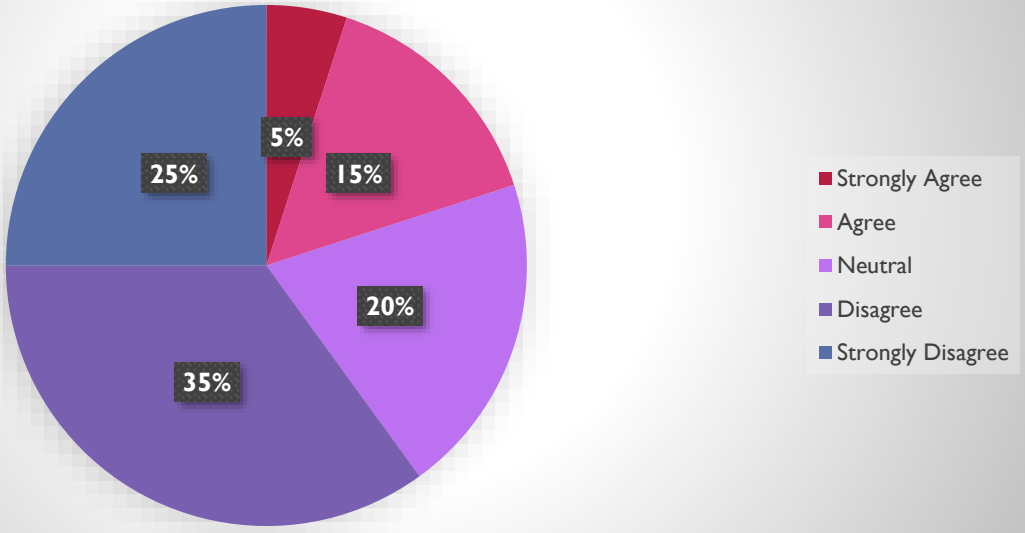
Attractions offered by the restaurant aside from food generates more customers for the restaurants in Paris.



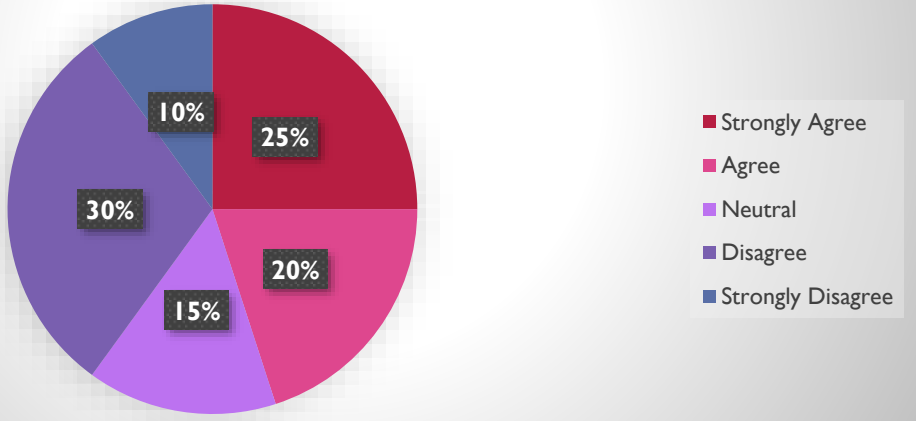
The customers weigh the pleasure factor more over the food when visiting the restaurants in Paris.



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



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



FINDINGS

- 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.
- 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.
- 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.

FINDINGS (CONT. 1)

- Promotions strategy must be set in accordance with the industry practices targeting on the specific customer segment which needs to be attracted.
- Digital media is dominating the customer preferences hence digital media presence must be pouched with positive reviews for attracting more customers.
- Location of the restaurant is significantly important, but in Paris, the customer prefers services and food more over the location.
- Extensive marketing and value addition services attract more customers in towards a particular restaurant in Paris.
- A huge segment of customers visiting restaurants in Paris is a tourist who seeks to enjoy the cuisine and cherish the time they spent.

RECOMMENDATIONS

- Innovation strategies must be developed in consideration with the taste and preferences of the people so that creativity is appreciated by the customers.
- The business analysts must be updated with the market preferences so that strategies can be made which are suitable for the restaurant.
- 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.
- 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.
- The experience which is delivered to the guests must be extremely memorable so that repeat business and sales generation can be continued.

THE END