

Project Scope Statement

Marketing Plan for Restaurant Chain

Project Title

Development and Execution of a Marketing Plan to Increase Sales for the Egyptian Oriental Food Restaurant Chain Bayt Gedi

Project Objective

The objective of this project is to develop and implement a comprehensive marketing plan that will increase the total sales of the restaurant chain from EGP 30 million to EGP 150 million within a 2month period. This will be achieved by leveraging targeted marketing strategies, optimizing brand visibility, and enhancing customer engagement.

Project Justification

The restaurant chain, specializing in authentic Egyptian oriental food, operates in Egypt and seeks to expand its market share significantly. Currently generating EGP 30 million in sales, the brand has the potential for aggressive growth through a revitalized marketing approach that taps into modern digital marketing techniques, customer loyalty programs, and strategic partnerships. The projected growth to EGP 150 million will reinforce the brand's position as a market leader.

Scope Description

This project covers the development and execution of a marketing plan designed to drive a fivefold increase in sales. Key components of the plan will include digital marketing, promotional campaigns, customer loyalty programs, and partnerships with delivery platforms. The project will also focus on enhancing brand visibility, increasing customer footfall in physical locations, and boosting online order volumes.

Summary Budget

This project estimated budget is 9,500,000 EGP

Major Deliverables

1. Market Research & Analysis:

In-depth analysis of the current market and competition.

Identification of key customer segments and behaviours.

SWOT analysis to determine brand strengths, weaknesses, opportunities, and threats.

2. Digital Marketing Strategy:

Comprehensive social media campaigns (Facebook, Instagram, TikTok) targeting local customers.

Search engine optimization (SEO) and Google Ads for increased online presence.

Influencer marketing focused on Egyptian food culture.

3. Promotional Campaigns:

Seasonal and event based promotions (e.g., Ramadan, national holidays) to drive traffic.

Discounted meal bundles, loyalty cards, and customer rewards to incentivize repeat purchases.

Special offers and promotions for high traffic delivery apps (e.g., Talabat, Elmenus).

4. Public Relations and Branding:

Rebranding efforts to modernize and align with target demographics.

Press releases, partnerships with food bloggers, and media engagements.

5. Sales Monitoring and Optimization:

Weekly and monthly sales tracking and reporting.

Ongoing refinement of marketing strategies based on sales performance and customer feedback.

Project Exclusions

Expansion of physical restaurant locations.

Menu changes beyond promotional items.

long term strategic business shifts that go beyond the two month marketing timeline.

Acceptance Criteria

Increase in sales from EGP 30 million to EGP 150 million by the end of the 6month period.

Minimum of a 40% increase in foot traffic and online orders within the first 3 months.

Achieve a customer satisfaction rating of 90% or above based on feedback surveys.

Assumptions

Adequate budget is allocated for digital and traditional marketing efforts.

Delivery platforms and social media channels will have the capacity to support increased marketing activity.

External factors (e.g., economic conditions, consumer behaviour trends) remain favourable for growth.

Constraints

Strict 2-month timeline for achieving sales targets.

Marketing strategies must be adapted to Egypt's cultural and social context.

Project Timeline

Week 1: Design and acceptance & starting preparing for TV ad campaign

Week 2: Printing Broachers & Restaurant accessories. Printing street signs. Starting TV ads preparations

Week 3: Distributions of Broachers. Hanging street signs.

Week 4: Launch social media campaign. Invite social media influencers & food bloggers.

Week 4: Launch Ads on TV channels

Stakeholders

Internal Stakeholders: Restaurant management, marketing team, sales team.

External Stakeholders: Digital marketing agency, influencers, delivery platforms, media outlets.

This project will be led by the marketing team in collaboration with external partners, ensuring alignment with the restaurant chain's overall business goals and brand identity.

