**MARKETING REPORT**

**FOR MRS. PHO**

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#### Executive summary

This report has a vital purpose to investigate the market of Mrs Pho restaurant. It brings about the food and service which focusing on Vietnamese cuisine and also reminds the feeling of missing hometown for Vietnamese people living in Singapore. The “critical incident” also reveals the feature of product, location, promotion and price about this restaurant. This report will clearly analyses that how restaurant apply target market, target strategy, target positioning so as to run the business successfully. Moreover, there will have some recommendations about the oily products, narrow space and lack of illustrated picture about products which are investigated through the “critical incident”. In order to promote the business, Mrs Pho ought to transform the given drawbacks above to some extent which will be outlined in the deeper aspects, so that the fame will become more well-known.

# Introduction

This report analyses the marketing services for Vietnamese restaurant, Mrs Pho in order to enhance the consumer value. The report uses primary data through practical observation and secondary data achieved from textbooks, journals and marketing blog. There are also some limitations derived from the service and customer’s comments and expectations about the restaurant innovation. This report will clarify 5 main features. Firstly, there is an analyzing Mrs Pho situation with the description, marketing environment, the target market strategy and positioning. Secondly, there is a summary about refection on blog postings and suggested improvement which the restaurant needs to imply. Thirdly, the “live case” internal marketing environment is evaluated. Fourthly, there are conclusions from the above discussion. Finally, some recommendations are provided to the restaurant to promote customer service like providing illustrated pictures, properly adjusting ingredients so that the products do not contain much oil when customers enjoy their meals.

# Situation analysis

## Description of Mrs Pho

Mrs Pho is one of the famous restaurants in Singapore serving Vietnamese cuisine. It is located on 349 Beach Road in Singapore. It established in 2014 with the opening hours from 11:00 am to 10:30pm, 6 days a week excepting Sundays (Maureen, 2015). It has been offered lunch and dinner. Mrs Pho attempts to bring Vietnamese food to its customers.

## Marketing environment

The marketing environment includes the microenvironment and macroenvironment that affect the ability of marketers to deliver the product value to the customers (Solomon et.al, 2014). The competitors and sociocultural forces are two factors that influence the Mrs Pho market. The competitors in the microenvironment implies that an entity becomes success when it provides more value than its competitor (Armstrong et al., (2015). Customers have a variety of opportunities to choose for most goods and services ([Pride & Ferrell, 2011b](#_ENREF_5)). The competitors include the other Vietnamese restaurant located in Singapore such as Pho Vietnamese Cuisine on Telok Ayer Street, Pho Hanh Delights on Joo Chiat Street, which brings similar products about Pho. Furthermore, there are many Vietnamese restaurants providing both Pho and Vietnamese dishes like Broken Rice with grilled pork, Steamed eggs and a small bowl of cooked fish sauce, Sweet and sour fish broth, Raw fish and vegetables salad, Stuffed sticky rice cake. All the mentioned dishes are served by Long Phung restaurant on Joo Chiat Street, Viet Lang restaurant on Old Parliament Lane, Little Vietnam restaurant on Guillemard Street, Madam Saigon restaurant on Raffles Boulevard. Each competitor has the strength of cooking products to attract customers.

The sociocultural element in the macroenvironment impact people’s behaviors, attitudes, lifestyles and preferences (Armstrong et al., (2015). Mrs Pho restaurant provides Vietnamese cuisine for the clients, especially for Vietnamese people who living in Singapore. The majority of customers arriving the restaurant are Vietnamese people and the minority of those is foreigners. The restaurant serves food that has specific characteristics like taste, dishes, restaurants decoration. For instance, there are some common Vietnamese food in restaurant such as Spring Roll, Pho, which contains the same taste and some familiar decoration like low stool table, concrete wall. Almost Vietnamese people visiting Mrs Pho restaurant recognize that the decorating of restaurant are similar to Vietnamese restaurant.

# Target market, strategy and positioning

### Target market

Marketing segmentation is an essential tool for the marketers to classify the group of customers based on specific needs (Solomon et.al, 2014). Mrs Pho primarily uses the psychological segmentation to run the business through primary motivation and resources (Solomon et.al, 2014). Primary motivation is the desire to gain something, resources include available resources like income, education, emotional support (Bhasin, H., 2016).

|  |  |
| --- | --- |
| Innovators | There are some businessman who are high income and knowledge, self-esteem. When they enjoy food, they have their own judgements about the taste. |
| Believers | There are some customers like teenagers who just want to enjoy food when they find the previous customers comment about this restaurant, they less openly accept some drawbacks that the restaurant has and they have modest income. |
| Achievers | There are some customers like the leader in job and family. They enjoy the restaurant due to the fame and service. If the restaurant has new dishes, they are willing to try it faster. |
| Experiences | There are young adults who aging at 25 years old. They visit the restaurant for enjoying new restaurant products which is different from the other restaurant. |
| Survivors | There are some older people aging at 61 years old. They are low income so they have a tendency to try at one kind of food rather than other product of the restaurant. |

Table 1: Segmentation elements for target market of Mrs. Pho restaurant

### Target positioning

The perceptual map of Mrs Pho depended on two criteria, competitor and product. From the Fig 1, Mrs Pho provides good products and has more competitors. This has been clarified that there are some competitors like Pho Vietnamese Cuisine and Pho Hanh Delights providing similar products. Moreover, there are some Vietnamese food restaurant serving both Pho and other Vietnamese dishes which is considered as different competitors like Long Phung restaurant, Viet Lang restaurant, Little Vietnam restaurant, Madam Saigon restaurant.

**Good Products**

**Normal products**

**Same competitors**

**Different competitors**

**Mrs Pho**

**Pho Vietnamese Cuisine**

**Pho Hanh Delights**

**Long Phung restaurant**

**Viet Lang restaurant**

**Little Vietnam restaurant**

**Madam Saigon restaurant**

Fig 1 – Mrs Pho’s perceptual map derived from 2 elements product and competitor

### Target strategy

Mrs Pho uses the concentrated marketing. There is a strategy that focuses on one target only and specific market of the restaurant; Moreover, this strategy is often utilized by small companies only where it do not have enough assistance to meet the customer needs (Solomon et.al, 2014). Mrs Pho just focuses on one segment only, namely the Vietnamese food. Mrs Pho cannot serve the halal food so that Muslim people had to try the products of this restaurant.

# Reflection on blog postings

The blog regarding Mrs Pho establish performance matrix which is displayed as Fig 1. From an overall perspective, Mrs Pho provides more products and also has more competitors. However, there are some disadvantages about service and product of this restaurant. The restaurant does not display the demonstrated pictures for customers so that foreign people becomes straightforward to choose the product. Although food is delicious, it contains too much oil to impact the customer health. The place is narrow, which also becomes the drawback because it creates the stuffy atmosphere and customers collide easily. Nevertheless, it can be denied the fact that the appetizing food and the location also attract a lot of people to visit here.

|  |  |  |
| --- | --- | --- |
| HIGH | Attributes to enhance: place, service, products | Attribute to maintain: location |
| LOW | Attributes to maintain | Attribute to deemphasize |
|  |  | HIGH |

Table 2: Performance matrix for Mrs Pho

# Evaluation of the “live case” internal marketing

1. Product

Product is everything which can be tangible or intangible that meets customer needs for the purpose of exchanging the value to the customers (Solomon et.al, 2014). The first layer of product is the core product containing the benefits to consumers (Solomon et.al, 2014). The primary advantage of Mrs Pho restaurant is providing delicious meals to consumers. The second part of product is actual product providing unique product features (Solomon et.al, 2014). Mrs Pho serves a variety of Vietnamese products, namely Spring Rolls with the ingredient of pork, shrimp, vegetables and sauce, Shrimps of blood stir fry with garlic with the brown decoration in a small dish, Chicken wings in fish sauce including attractive taste, Ice tea. The final part of product is the augmented product which adding supporting feature so as to be outstanding from the competitors (Solomon et.al, 2014). Mrs Pho uses a delivery policies to maintain the customers’ volume. When people complete order food, Mrs. Pho also provides process so create the connection to customer.

Process indicates how services are produced and delivered to customers (Solomon et.al, 2014). Mrs Pho has effective process system. When customers has chosen the desired products, they choose in the list items in a paper by a tick which present the restaurant products. This helps customers save time and customers do not have to write more text. After that, they give the paper to the waiters, the waiters will tell the chosen product again so as to ensure the certainty. Next, they follow the requirements from customers and customers ought to wait a couple of minutes. However, customers sometimes do not have enough food when the restaurant is in rush hours. In this moment, customers need to wait more time with a gentle apologies voice.

People considers as service providers who have significant roles in co-producing and delivering the service products (Solomon et.al, 2014). Almost the workers are Vietnamese people who are known as friendly, hard-working. For foreign people who are insufficient knowledge about Vietnamese cuisine, the staffs also explain the ingredient containing in the products. When people order food, the restaurant tries to prepare food quickly, so customers will enjoy meals without waste waiting time. In peak hour, many customers ought to queue owing to the fact that the restaurant is full rather than the normal hour. When customers order food, they write out desired food and submit to waiters. All these represent the co-producing environment.

1. Place

Place is referred as a distribution channel to achieve the products from a producer to consumer (Solomon et.al, 2014). Mrs Pho is on Beach Road which is near MRT Nicoll Highway. It takes about 20 minutes to commute from MRT to restaurant through an overpass. Mrs Pho is also located at the place where is near Bugis market. It is convenient for those who would like a break or shopping. The suitable location also attract the large number of customers. Moreover, Mrs Pho restaurant also contains some tangible facilities, which knowns as physical evidence to decrease perceive risks related to utilize a service (Solomon et.al, 2014). Mrs Pho tries to bring the relaxing atmosphere for customers where they can enjoy healthy meals with full of meat, vegetables, beverage with a suitable price. Through the Vietnamese decoration such as low tables and stools, concrete wall with pictures and advertisements, hanging electronic wires, the customers entering the restaurant also remind the missing hometown feeling for Vietnamese people living in foreign country. Moreover, there are some shelves putting a lot of packages of coffee, tea, which stimulates the drinking coffee hobby for people who are fans of coffee. The physical evidence creates a positive impact to enhance the restaurant business.

1. Price

Price is a value that makes people give up or purchase a desired product (Solomon et.al, 2014). The price of Mrs Pho is quite reasonable to almost everyone. For instance, Vietnamese “Pho”-Sliced Beef Noodles Soup worth $8.9 at Mrs Pho, while at Pho Hanh Delights, it costs $10.49. A proper strategy of price might increase the firm profit (Nagle & Holden, 2002). When Mrs Pho restaurant creates new products like Rice Gruel with Eel costing $9.00 where the competitors do not invent it. The restaurant uses penetration pricing strategy. The penetration pricing strategy offers low price when new products are launched in order to attract customers to utilize for a short period of time (Solomon et.al, 2014). Mrs Pho restaurant serves a dish of Rice Gruel with Eel at low price for 1 month by discounting 10% of Rice Gruel with Eel’s product so as to attract the customers taste. After that, the restaurant offers the original price which is $9.00.

1. Promotion

Promotion is activities to advertise their products and attract customers to purchase their products (Solomon et.al, 2014). Apart from applying price strategies, promotion is also a necessary approach to increase profit ([Shimp, 2010](#_ENREF_7)). Mrs Pho has used a lot of methods to promote their products like using Word-of- mouth strategy, social media, Facebook, Instagram and the websites called TripAdvisor, Burpple so as to attract more clients. Furthermore, the restaurant also uses online marketing communication which using telephone to receive the feedbacks from customers (Solomon et.al, 2014). Mrs Pho has both telephone number and Facebook where the customers can directly express their feeling, comments about the products that they consume at the restaurant so that the restaurant obviously aware their products situation.

1. Service sustainability

Depended on the above analyzing, Mrs Pho has gained sustainable service through product and process. It has specific products like Vietnamese ones and offer reasonable price than other competitors, which has discussed above. There has systematic process so that customers easily apply it. This creates the more opportunities for customers to make a decision. The more products restaurant provides, the more choices for the customers. The more logical process restaurant has, the more effective way to run the business. Two elements make Mrs Pho have more strength in sustainable service. Additionally, restaurants also aware the environmental protection by utilizing the biodegradable containers when customers want to take away. The restaurant also locates some trees insides and outsides in order to protect the environment and combat the stuffy environment because of narrow place. Moreover, the restaurant also uses their profits to anticipate the protecting environment activities like donating the Association environmental protection. This is also a premise about developing well in the future.

# Conclusions

It can be said that from the above discussion, Mrs Pho is one of the famous Vietnamese restaurants in Singapore, which lies in the city center and provides delicious food with good services and products. It primarily serves lunch and dinner meals and concentrates not only on Vietnamese people but also foreign people. Although the restaurant contains some disadvantages such as the restaurant size, service when the restaurant has huge customers.

# Recommendation

Generally, the restaurant ought to improve some aspects. Firstly, staffs should focus on working when the restaurant serves huge customers. Secondly, the restaurant should design harmoniously so that there will have more places for customers when they enjoy food so that the collision opportunities might minimize at lower level. Thirdly, some products contain too much oil so that the restaurant may reduce the oil value or consume some healthy oil, namely olive if the products require fat ingredient. Mrs Pho has been achieving reputation for 2 years since it established. In order to prolong the business, Mrs Pho should improve given drawbacks.

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