

# #85<sup>th</sup> Marketing Club 24<sup>th</sup> Cairo

## Food & Beverage Marketing

### #Business\_Club 47

Tuesday 4-4-2023

10pm Egy. 11pm KSA. 12pm UAE

\*

FOUNDER & HOST

Dr. Mahmoud Bahgat

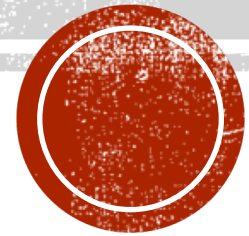


INSTRUCTOR

Mr. Hussein Ghareib  
F&b Consultant  
& Marketing Manager

# FOOD & BEVERAGE MARKETING

Marketing tips in F&B market





- **Hussein Ghareib**
- F&B Marketing Consultant
- Experience above 15 years in marketing field
- Professional Marketer at F&B Accounts such as
  - **El kanafany**, KSA
  - **Etoile** Pastry & Cafe, Egy
  - **Exception** Pastry & Cafe, Egy
  - **Majesty** Restaurants, Egy





# FALSE QUOTES IN F&B MARKET

The food project never loses because everyone eats

"مشروع الاكل عمره ما بيخسر عشان كل الناس بتاكل"

It is true that all people eat because it is one of the people's primary needs to be satisfied,

**but why does he eat from you?**



# MASLOW'S HIERARCHY OF NEEDS





## THE IMPORTANCE OF MARKETING FOR F&B MARKET

- The importance of marketing to the food and beverage market comes due to the **increased strength of competition** in that market to the extent that there is no quantitative marketing gap and permanent reliance on qualitative gaps.







# F&B IN WANT POINT

 cheeseburger	 sandwich	 hot dog	 toast	 kebab
 Waffles	 Fried chicken	 French fries	 Pizza	 Noodles
 Doner Kebab	 Sausage	 Pancakes	 Donut	 Bagel
 Croissant	 Popcorn	 Ice Cream	 Oatmeal	 Soda
 Biscuit	 Tea	 Taco	 Bacon	 Chips





**Therefore, I have to be one of the likely options  
for the customer when he feels the need for my  
products**







# NUMBERS IN F&B MARKET

- The total investments of the restaurants and cafes sector amounted to about **26.4 billion** pounds during the year **2020**, according to the Euromonitor report, with an expectation of reaching **29.6 billion** pounds by 2024.
- The total sales of **Pastry** sector in Egypt amounted to about **3 billion** pounds for the year **2020**
- The total number of companies operating in food and beverage services has reached about **180,000** companies, according to the establishment census report of CAPMAS



# MARKETING STRATEGY PROCESS





# MARKETING RESEARCH

- Competitors
- Customers
- problems in the market
- competitive advantages



# SWOT ANALYSIS





# MARKETING SEGMENTATION / TARGETING

## **Geographic Segmentation:**

Consists of creating different groups of customers based on geographic boundaries.



## **Demographic Segmentation:**

Consists of dividing the market through different variables such as age, gender, income, etc.



## **Psychographic Segmentation:**

Consists of grouping the target audience based on their behavior, lifestyle, attitudes and interests.



## **Behavioral Segmentation:**

Focuses on specific reactions and the way customers go through their purchasing processes.







# MARKETING SEGMENTATION / TARGETING



# TYPES OF F&B







# NEW TYPES OF F&B

- Pastry & café
- Food truck
- Home made foods
- Cloud restaurants & kitchens





# POSITIONING & BRAND IDENTITY





# ELEMENTS OF SUCCESSFUL BRAND POSITIONING



- ☒ Value
- ☒ Uniqueness
- ☒ Clarity
- ☒ Deliverable
- ☒ Relevance

Uber  
**patagonia**



# MARKETING STRATEGIES





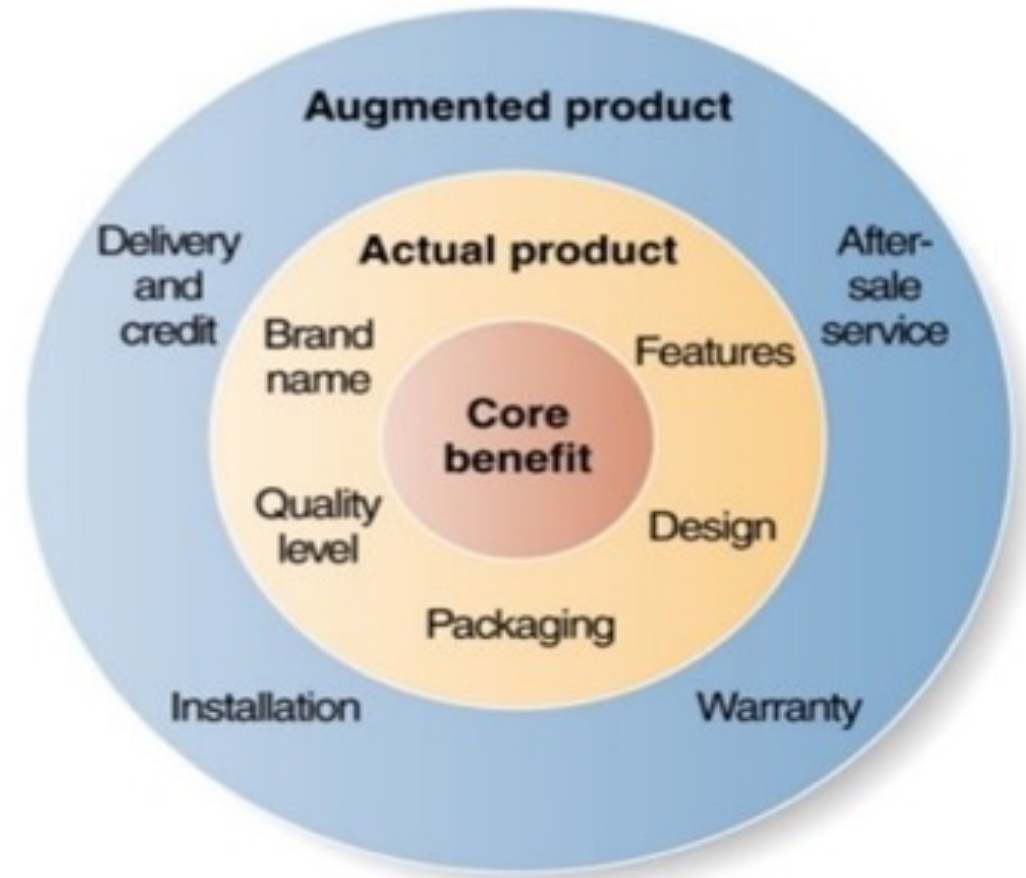
# MARKETING MIX





# PRODUCT

- Varsity of Product ( **Menu Engineering** )
- Product design
- Features of Product
- **Branding** of product
- **Packaging**
- Warranty
- Supporting products





# PRODUCT



# PRODUCT



# PRODUCT





# PRODUCT





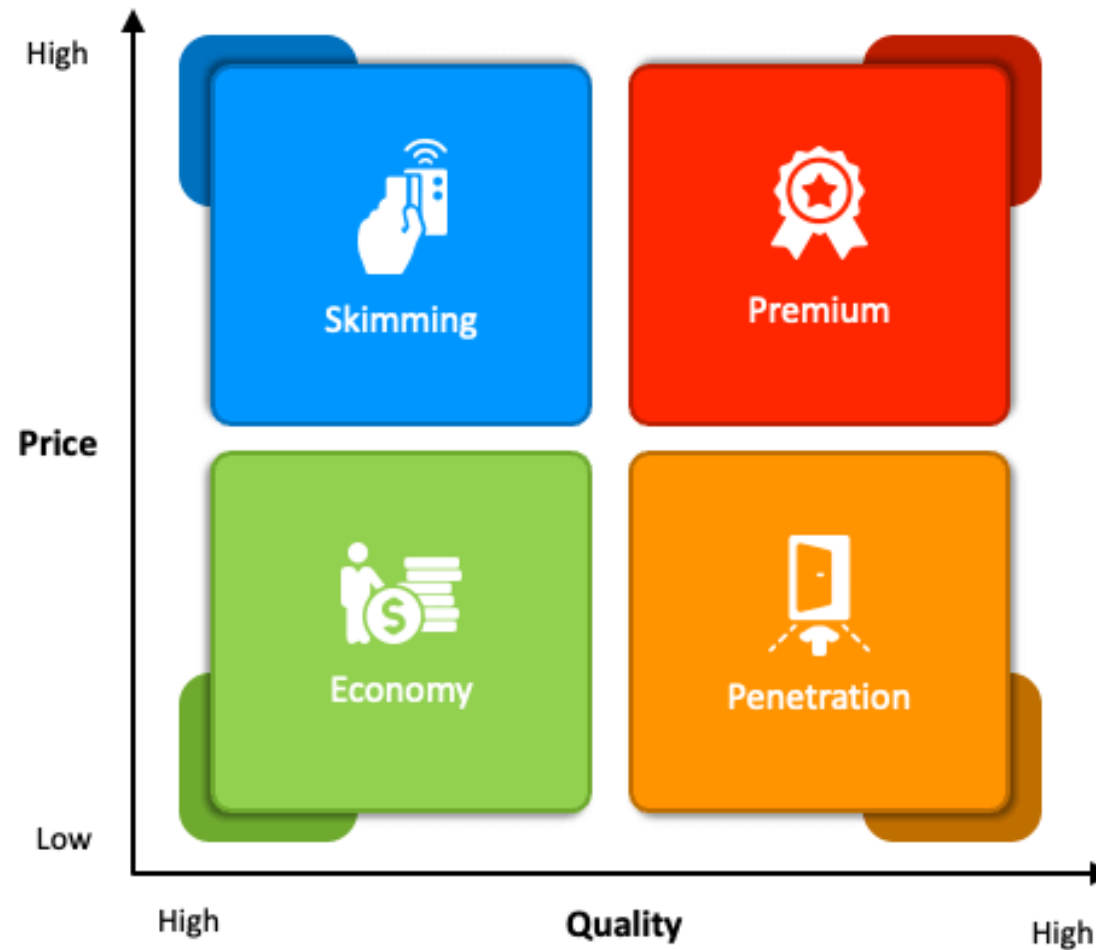


# PRICE

- We have a lot of price strategy to choice the best strategy to our F&B business dependent on
  - Product cost
  - Kind of services
  - Average of market price
  - Our brand name
  - Our clint classification



# PRICE



# PLACE

- Best location to open branches
- Branch space
- Product location
- Menu board location
- Methods of delivery of products



# PROMOTION (IMC)



# PERSONAL SELLING

- Waiter / cashier / Order Captain
- Call center / Order Taker
- Moderation on digital channels







# PUBLICITY

- With the technological development and the decrease in reliance on the means of publishing such as newspapers and magazines, publishing within the integrated marketing communications system was replaced by relying on reviews specialized in food, as long as the resident did not lose his credibility in the evaluation with the public, and he did not reach the level of fame that what is presented by an advertisement
- As long as it was reported indirectly, it became in the nature of advertising



# SALES PROMOTION



# ADVERTISING



ABOUT ATL, BTL, TTL ADVERTISING			
MEDIA	COST	AUDIENCE	FEEDBACK
RADIO, TV, NEWSPAPER, MAGAZINES	HIGH	BRAND AWARENESS	NOT IMMEDIATELY
PRESS, EMAIL, COUPAN, PR, DIRECT MARKETING	QUANTIFIABLE LEADS	RESPONSE DRIVEN	INSTANT
SOCIAL MEDIA, WEB MARKETING, FAIRS & EVENT	AVERAGE	BRAND AWARENESS RESPONSE DRIVE	INSTANT





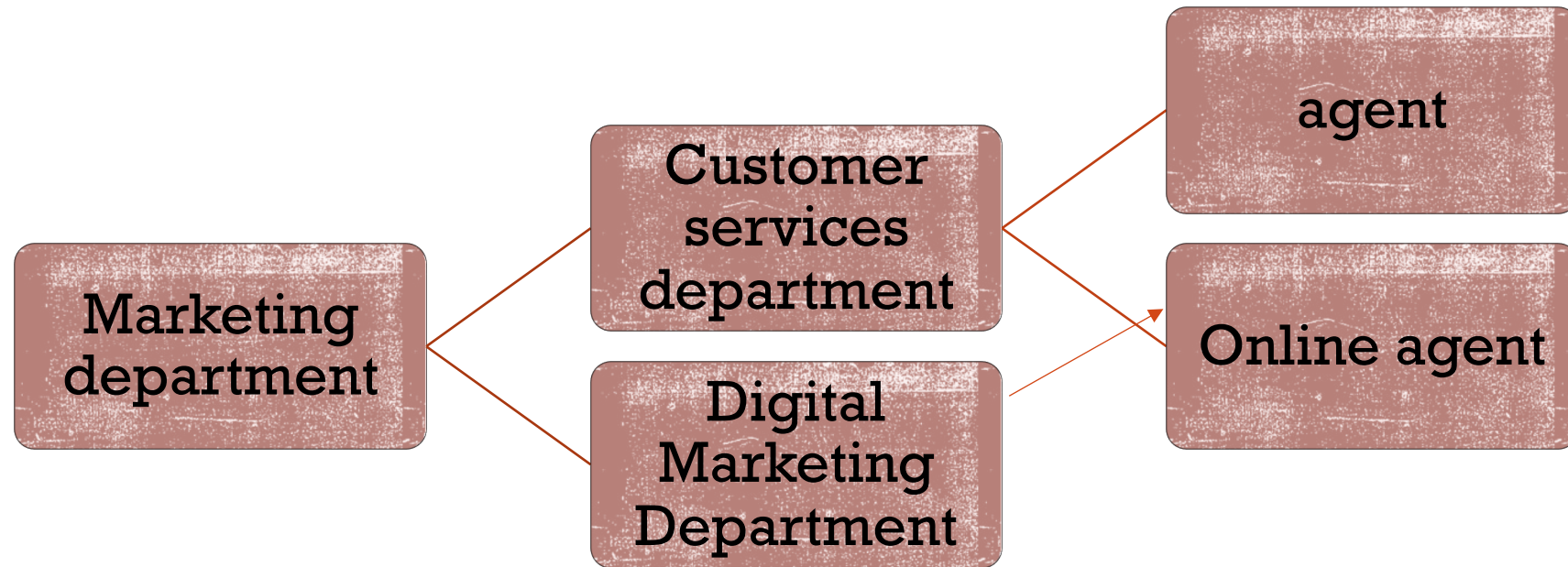
# CUSTOMER SERVICES & AFTER SALE

- Customer support isn't just about retaining customers. It's also an effective way to increase sales. It's not just your existing customers who have questions — your prospects do too. It's been reported that 52% of customers will abandon online purchases if they can't find the information they're looking for.

■



# THE STRUCTURE OF THE CUSTOMER SERVICE DEPARTMENT







# IMPORTANT POINT

- An indispensable marketing budget of up to 40% of the capital must be set at the beginning of the project
- The direct cost of the product (food cost) should not exceed 30% of the total selling price of the product, and you should try to reduce it with the continuation of the project by
- increasing the withdrawals of your purchases, so you will get quantitative discounts Increasing your sales and average customer bill will naturally result in lower product indirect costs
- Marketing is not an advertisement, and the marketing budget is used throughout the marketing process, including performance measurement and marketing research



# IMPORTANT POINT

- Digital marketing is one of the promotion tools, not marketing, even if it is the least expensive tool, it is important, but without marketing, its importance is low
- Marketing is concerned with getting the customer first and returning the purchase process again, and the second is more important because it means his satisfaction with your service
- Marketing research is not only before the project, but also during, after and throughout the life of the project. Each stage has its own marketing research, even advertisements.
- Whatever the market fluctuations, do not stop promoting your brand and do not stop marketing research





# IMPORTANT POINT

- Marketing is an integrated process with the rest of the departments, and it cannot be considered a department for promotional advertisements only, as it is intertwined with production to show a product commensurate with the needs of the customer and with purchases to obtain the best quality while reducing the cost of production and with costs to obtain offers that work to attract the customer and not lose the company and with finance to develop a pricing plan The products are commensurate with the market and the customer's purchasing power



# Thanks a lot

## Q & A



**#85<sup>th</sup> Marketing Club 24<sup>th</sup> Cairo**  
**Food & Beverage Marketing**  
**#Business\_Club 47**  
**Tuesday 4-4-2023**  
**10pm Egy. 11pm KSA. 12pm UAE**

**FOUNDER & HOST**  
**Dr. Mahmoud Bahgat**

**INSTRUCTOR**  
**Mr. Hussein Ghareib**  
F&B Consultant  
& Marketing Manager

**Marketing Club**

