

Case Name

Wanda Realm Jinhua Western Restaurant

Theory

New product Development; Internal Marketing

Keywords

Transform the Chinese restaurant; Upgrade the buffet's menu

Background information

Wanda Realm Jinhua was opened in 2014. After two years of operation, except for the restaurant, the revenue of other departments has reached its target. In the second quarter of 2016, **Wanda Realm Jinhua** invited more than 60 experienced executive chefs of Wanda hotels and resorts from all over the country to assist in transforming the Chinese restaurant to a Western-style buffet restaurant, hoping to increase the sales of F & B products and improve hotel revenue.

Marketing strategy

1. The executive chef of the think tank decides to upgrade the buffet's menu- Western cold dishes, Western hot dishes, Chinese hot dishes, and desserts to cater to the taste of local people in Jinhua. At the same time, add one signature dish as the restaurant's feature. In addition to providing plating demonstrations, employee cooking training, and transforming the restaurant hardware, they also give optimization suggestions for the production process of the restaurant's breakfast serving.

2. Wanda Realm Jinhua uses the group photos of more than 60 executive chefs from Wanda hotels and resorts nationwide participating in the upgrade and transformation project to attract local media attention through social media forwarding. At the same time, encourage employees to participate in a marketing promotion, especially using social media to share and forward to enhance the restaurant's popularity.

Outcomes

The total seating capacity of the Western restaurant at Wanda Realm Jinhua is 188. From only 30 reservations on the first day to almost full reservations on the third day, this situation continued for a month. In the first month of operation, the Western restaurant not only recovered its cost but also achieved good profits. At the same time, it has attracted high attention in the local high-end market and increased its popularity.

Challenges/Reflection

The success of the restaurant upgrade project met the need to increase hotel revenue and provided a buffet restaurant that suited the local taste. This project has become a year-round promotion and transformation project for Wanda Group's catering department. It has been studied and learned from by other sister hotels in the Wanda Group.

案例名称

金华万达嘉华酒店西餐厅

理论依据

产品开发;内部营销

关键词

中餐厅改造;菜单升级

背景资料

金华万达嘉华酒店于 2014 年开业。经过两年的经营，除了餐厅以外，其他部门的收益均达到目标。在 2016 年第二季度，金华万达嘉华酒店邀请来自全国各地的万达酒店及度假村超过 60 位经验丰富的行政总厨协助金华万达嘉华酒店将原中餐厅升级为西餐自助餐厅，希望通过提高酒店餐饮产品的销售，提高酒店收益。

营销策略

1. 行政总厨智囊团的厨师们将自助餐的重点-西式冷菜、西式热菜、中式热菜及甜品升级改造，以迎合金华本地人比较重的口味。同时，增加一个招牌菜做为餐厅特色。除了提供模拟摆盘示范，员工烹饪培训，改造餐厅硬件以外，对酒店早餐的制作流程也提出了优化建议。
2. 金华万达嘉华酒店将参与升级改造项目的来自全国各地的万达酒店及度假村的 60 多位行政主厨的集体照，通过在社交媒体的转发，引起本地媒体关注和跟踪报道。同时，鼓励员工参与营销推广，特别是使用自媒体和网络平台进行分享和转发，提升餐厅的热度。

成果

金华万达嘉华酒店西餐厅总座位是 188 人。从开业的第一天只有 30 位的预定，到第三天接近全满的预定状态延续了一个月。西餐厅在开业的第一个月不仅收回预算，还达到了很好的收益。同时，在本地中高端市场引起了很高的关注，也打开了知名度。

挑战与反思

餐厅升级改造项目的成功，除了提高酒店收益的需要外，也提供了适合本地人的口味的自助餐厅。这个项目使之成为万达集团餐饮部常年推广的改造项目，被万达的其他姐妹酒店所借鉴学习。

Wanda Realm Jinhua Wester Restaurant's photos:



Figure 1. Wanda Realm Jinhua Wester Restaurant's photos

(https://www.tripadvisor.cn/Hotel_Review-g608468-d7053913-Reviews-or125-Wanda_Realm_Jinhua-Jinhua_Zhejiang.html)



Figure 2. Wanda Realm Jinhua Wester Restaurant's photos

(https://www.tripadvisor.cn/Hotel_Review-g608468-d7053913-Reviews-or125-Wanda_Realm_Jinhua-Jinhua_Zhejiang.html)

Reference list:

Wanda Realm Jinhua Wester Restaurant , digital image, viewed 21 May 2023,
<https://www.tripadvisor.cn/Hotel_Review-g608468-d7053913-Reviews-or125-Wanda_Realm_Jinhua-Jinhua_Zhejiang.html >