

Case Name

Authentic Peking Duck-Grand Bay Zhuhai Hotel

Theory

Integrated marketing

Key words

Brand positioning; Identification of consumer needs; Customer information management; Multi-platform interactive marketing.

Background Information

The epidemic has continued for more than two years, which caused a massive impact on economic and social development and profoundly changed people's lifestyles and habits. As the negative impact on the domestic catering industry, some of them even faced the challenge of survival. Although the industry was hit by the epidemic, it also accelerated the digitization of the sector. At the same time, it has spawned some new changes and opportunities simultaneously. It is the only way to survive in the industry if we can figure out how to improve service quality and product content.

Marketing Strategy

1. Analyze the feasibility of the project by SWOT to find out the blue ocean of the market.
2. Analyze the characteristics of the city and hotel, identify consumer demands and develop suitable products.
3. Design and sell products by combining internal marketing, external marketing, and interactive marketing, etc.
4. Develop new products by market research and guest information statistics management.

Outcomes

The marketing strategy is to combine live sales, online platforms, and offline sales to launch a flash campaign, which made Roasted Duck the most recommended dish at the Chinese Restaurant of Zhuhai Bay Hotel. Only in three days, there were 4,095 roasted ducks sold successfully. The Roasted Duck has become the hottest single item in the restaurant market for the 2nd half of the year in Zhuhai. The number of the loyal customers of the restaurants doubled, and the Haiwan Chinese restaurant became the only one that required reservations days before among the five-star hotels in Zhuhai.

Implications & Challenges

1. Using the most authentic white feather ducks to cook the roasted ducks succeeded in sales. However, the costs of breeding and raising ducks are relatively high and that will raise the sales price higher afterward which will impact the potential purchase of customers. In this case, what should we do?
2. Except the roasted duck, other products at the restaurants are not on the same level. How to improve the overall level of the products of restaurants?

案例名称

珠海海湾大酒店中餐厅壹品烤鸭

理论依据

整合营销战略

关键词

品牌自身定位；识别消费者需求；客人信息统计管理；多平台互动营销

背景资料

疫情持续两年多来，不仅对经济社会发展造成巨大冲击，还深刻改变了人们的生活方式和习惯。对于餐饮行业来说，传统经营模式备受打击，一些企业甚至面临生存危机。疫情给国内餐饮业带来了冲击，但也加速了行业的数字化，与此同时，行业也催生出一些新变化和新机遇。如何提高服务质量和产品内容，是未来在这个行业里生存下去的希望。

营销策略

1. 通过 swot 分析项目可操作性，找出市场蓝海。
2. 分析城市以及酒店特点，识别消费者需求，开发好的产品。
3. 结合内部营销、外部营销、互动营销等方式进行产品制定和营销。
4. 利用市场调研与客人信息统计管理等方式开发新产品。

成果

1. 作为中餐厅主打引流菜品，采用直播带货、网络平台、线下售卖相结合方式推出秒杀活动，仅 3 天就售出 4095 只烤鸭，成为珠海下半年最火爆单品。
2. 通过这样的粘性营销，餐厅的忠诚客户翻倍增长，也使海湾中餐厅成为珠海五星级酒店中唯一需要排队等位才能用餐的中餐厅。

挑战

1. 使用最地道的白羽鸭作为原料制作烤鸭是这个产品能够销售成功的关键之一。但是原料的繁殖和饲养成本比较高，导致后期销售价格过高，会对客户的潜在购买能力产生影响。在这个情况下，我们应该怎么做？
2. 除了烤鸭一个爆款以外，餐厅的其他产品口碑都差强人意，如何提升？