

**Case Name**

Finding Shunde's Food, Letting Food Culture Go Out of Shunde and Benefit the People – Huang Wenjie

**Theory**

Brand positioning theory

**Keywords**

Vigorous expansion, Active revenue generation, Catering project

**Background Information**

1. Shunde's food culture is well-known both at home and abroad for its excellent food culture and superb cooking skills.
2. Shunde Huaguiyuan Hotel Co., Ltd. is a government reception hotel that is not open to the public. It has committed to building a first-class government reception base in the Greater Bay Area. To vigorously promote Shunde's food and its advantages and actively generate revenue, the catering department will start its first reaching-out expansion as a marketing project to create a high-end Cantonese restaurant called "Finding Shunde's Food."

**Marketing Strategy**

1. Digital strategy of marketing  
Create exquisite electronic menus to facilitate customers for making online reservations and viewing menus.

To attract more young customers, create a WeChat public account and publish high-quality social media content, including food pictures, videos, and customer reviews.

Use social media platforms to offer promotions and discounts to increase customer interaction and retention.

2. Community activities and cooperation  
Participate in activities and charity projects of the local community to enhance the brand's sense of social responsibility.

Cooperate with local tourism agencies to launch the "Shunde food culture experience" to attract tourists and out-of-town customers.

3. Customer experience and service improvement  
Train employees to provide high-quality services and cooking skills to improve the restaurant's reputation and customer satisfaction.

4. Offline publicity and activities  
Publish advertisements and reports in local media to increase brand exposure.  
Food festivals, theme events, or special dish promotions must be held regularly to attract more potential customers.

**Outcomes**

The store performed well in its first month after opening, with revenue reaching 2.1 million Yuan. It received strong support and positive feedback from customers and government leaders, and at the same time, the hotel's staff utilization rate increased.

### **Implications & Challenges**

1. Fierce competition  
The catering industry is highly competitive, especially in Cantonese cuisine. To distinguish itself from competitors, it is necessary to improve the quality of dishes and service levels continuously.
2. Cost control  
Introducing high-end ingredients and inadequate kitchen staff training may increase costs.
3. Difficulty of digital transformation  
Opening WeChat public accounts and social media operations requires professional technology and resource investment, which may require more work for ordinary hotel operators.
4. Word of mouth and customer experience  
Word of mouth and customer experience are the key to the success of a restaurant. Paying attention to customer feedback, constantly improving the quality of services and dishes, and maintaining customer satisfaction and loyalty are necessary.
5. Market changes and demand forecasts  
The market demand in the catering industry changes rapidly, and it is necessary to constantly adjust marketing strategies and menus to adapt to market trends and customer needs.
6. Community cooperation and event implementation  
Cooperating with the community and holding events require appropriate resources and plans to ensure the stability of implementation and effectiveness of the event.

## 案例名称

寻味顺德，让美食文化走出顺德，造福百姓 - 黄文杰

## 理论依据

品牌定位理论

## 关键词

大力拓展；积极创收；餐饮项目

## 背景资料

1. 顺德美食文化闻名中内外，家喻户晓，厨出凤城，有优秀的美食文化功底。
2. 自身为顺德华桂园酒店有限公司，为政务接待型酒店，不对外开放，致力于打造大湾区一流政务接待基地。为大力宣扬顺德美食及自身酒店优势，同时积极创收，因此从餐饮部打开首个对外拓展，走向市场的项目，打造“寻味顺德”高档粤菜餐厅。

## 营销策略

1. 数字化营销策略

制作精美的电子菜单，方便顾客在线预订和查看菜单。

制作微信公众号，发布优质的社交媒体内容，包括美食图片、视频和客户评价，吸引更多年轻消费者。

利用社交媒体平台进行促销活动和折扣优惠，增加客户互动和留存率。

2. 社区活动和合作：

参与当地社区活动和慈善项目，增强品牌的社会责任感。

与当地旅游机构合作，推出顺德美食文化体验活动，吸引游客和外地客户。

3. 客户体验和服务提升：

培训员工提供优质的服务和烹饪技能，提升客户满意度和口碑。

4. 线下宣传和活动：

在当地媒体上发布广告和报道，增加品牌曝光度。

定期举办美食节、主题活动或特色菜品推广活动，吸引更多顾客前来品尝。

## 成果

开业当月门店业绩可佳，首月营收达到 210 万人民币。得到了群众与政府领导的大力赞扬和支持，同时提高了自身酒店的人员利用率

## 挑战与反思

1. 竞争激烈  
餐饮行业竞争激烈，特别是粤菜领域，需要不断提升菜品质量和服务水平，与竞争对手区分开来。
2. 成本控制  
引入高档食材及厨房员工培训不到位，可能增加成本。
3. 数字化转型难度  
建立微信公众号和社交媒体运营需要专业技术和资源投入，对于传统经营者可能存在转型困难。
4. 口碑和客户体验  
口碑和客户体验是餐厅成功的关键，需要持续关注顾客反馈，改进服务和菜品，确保客户满意度和忠诚度。
5. 市场变化和 demand 预测  
餐饮行业市场需求变化快速，需要不断调整营销策略和菜单，适应市场趋势和顾客需求。
6. 社区合作和活动落地  
与社区合作和举办活动需要合适的资源和计划，确保合作稳定性和活动效果。