

AROMAS RESTAURANT

Marketing plan - part 2: Situation analysis for AROMAS restaurant

SWOT

Strengths

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- Unique concept
 - Innovation surrounding the entire idea
 - High food quality
 - Gastronomy that represents the most traditional options
 - Outstanding presentation
 - Great beverages quality
 - Service better than average (due to extensive staff training)
 - Good customer and food experience provided to our customers (not just another restaurant...)
 - Amazing atmosphere created by the decoration and layout of the restaurant
 - Location (not in the city centre as most of the restaurants, ours is located in the middle of the nature)
 - High level entertainment included
 - Partnerships with local agencies and hotels (resellers)
 - Well planned and efficient communication & marketing strategy
 - Special prices for residents
 - Surprise effect & creativity of the menu (not always the same)
 - Local staff
 - Experienced Head Chef coordinating the kitchen
 - Experienced restaurant manager
 - Easy bookings systems
 - Clear value proposition to the customer

Weaknesses

- High priced menu compared to the competitors (not accessible to all types of tourists)
- Distance from the main hotels in Sal island (will require a 10 min driving transfer)
- Specific timing for the menu to be served
- Limited menu options (we will only serve a tasting menu, which is always a surprise)
- Difficulties related to setting up a new business (being known due compared to the notoriety that existing restaurants already have)

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Opportunities

- Tourists' current tendency to look for outdoor restaurants
- Tourists' current tendency to experience what is authentic, local and experience the traditional food and beverages
- Use of some ecological and only local ingredients (while most of the restaurants have to use international imported ingredients)
- Local residents are tired of the limited options of attractions and restaurants
- Will enhance the international visitors experience in Sal by showing them the gastronomic traditions of all the island
- Restaurants service in Cabo Verde is usually very poor and Aromas is different in this regard
- Most of the local restaurants don't communicate much their services/ have a lack of a good marketing strategy, which is the area where Aromas shines
- Support and develop the local economy by using local products, producers//the local chain of production

Threats

- Most of the tourists that come to Sal stay in All Inclusive Hotels (so may have some resistance on leaving the hotel and paying for an extra meal)
- Great competitors already existing in the market
- Highly dependent on tourists to be profitable
- High taxes imposed by local authorities for a restaurant to operate
- Lack of qualified and reliable staff to work
- Products limitation and necessity to import several ingredients from other islands and materials/equipments from abroad
- Competitors offer delivery and take away options
- Competitors have flexible menus that address all types of tastes
- Distant location compared to the competitors
- Most of the competitors offer cheaper prices
- Poor support from local authorities/ tourism chamber to help promoting local businesses to the island visitors
- High fixed costs

PESTLE Analysis

POLITICAL

- high taxes imposed by local authorities for a restaurant to operate
- several government entities (about 8) that control the quality of food in the national market
- stable representative democracy in

TECHNOLOGY

- online booking system
- online marketing campaigns and strategies to reach more people quickly and leave a long-lasting impression
- payments via smartphones

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Cape Verde

ECONOMICAL

- post-covid recovery period for tourism
- Cape Verde is service oriented and based on the tourism industry
- shorter food chain production, which leads to fresher raw materials and ingredients
- supporting local agriculture

SOCIAL

- customers' s tendency to eat organic food
- supporting the development of the island with better products, better services and enriching experiences for the customers
- promoting the island and Cape Verde as a food destination

ENVIRONMENT

- local products, bio/eco, wherever possible
- location in the middle of the nature, without ruining it: in harmony with it

LEGAL

- food quality and hygiene above what the law recommends
- Employees' wages and welfare are at the core of the business