

KEY TERMS

benefits, p. 6	external marketing activities, p. 14	marketing plan, p. 7
check average, p. 14	fad, p. 12	revenue, p. 4
competitive advantage, p. 13	features, p. 6	strategic business segment, p. 8
convenience restaurant, p. 11	guest profile, p. 6	strategic marketing activities, p. 10
demographic, p. 6	internal marketing activities, p. 14	tactical marketing activities, p. 10
destination restaurant, p. 11	market trends, p. 12	target market, p. 4
	marketing, p. 4	

CASE STUDY

"I know our food will be great," said Jack. "And our service will be outstanding!"

"I really like the menu you put together for our new place," said Jana. "I'm very excited!"

Jack and Jana were talking about the soon-to-be-opened Mainsail Restaurant. The business was to open in the bay area shopping district. The bay is a bustling, popular place for shopping, business, strolling, and dining out. The view draws tourists and locals alike to the lovely waterfront. There, well-established restaurants with popular menus feature local seafood, area farm-raised beef, and organic chicken along with creative meatless options.

Jana was the owner of the Mainsail and she had hired Jack to be the new establishment's manager.

The menu that Jack and the establishment's chef Lisa developed for the new operation featured fresh seafood, grilled steaks and chicken, and a variety of creative pasta dishes.

"Jack, I know your staff will do a great job. But how can we make sure our future customers know about us? And that they stop in and give us a try the next time they decide to eat out in the bay?" asked Jana.

1. How can Jack and Jana best ensure their potential customers know about the Mainsail Restaurant's opening and what it will offer its guests?
2. What will likely happen if Jack and Jana are not able to quickly attract enough customers to make the Mainsail profitable?