



WHAT'S NEW. WHAT'S NEXT

*A passion
for perfection*



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- Key features that makes International brands successful in India
- Current marketing trends in F&B business
- Making your restaurant the place to be !
- Changes in market due to Franchise models
- Way forward..



Business Trends 2014 onwards

- New cuisines specially eastern side is on the rise.
- Dining experiences are back
- Restaurant with bars (food bars) are again on the move.
- Back to basics
- Craft beers and new world wines
- Kids
- Home style food
- Healthy foods specially fresh local ingredients, Organic !
- Live cooking



Secrets of International brands in India

- Localization & constant innovation
- Marketing techniques
- Talent management, training & invest in R&D
- Cost management and yielding
- Local reputed brands or partners
- Patience
- Think global cook local
- Being consistent and focus on quality



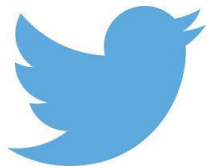
Making your restaurant the place to be !

- Managing local Media
- Utilizing effectively the online marketing tools
- Menu
- Training and consistency
- Building loyal customers
- Hosting innovative ideas, promotions or events
- Up-selling not force selling
- Personal touch & guest involvements
- Go green !
- Honest



Marketing trends in F&B business

- Involving local Media
- Online marketing tools
- Mobile applications
- Take away, merchandising & packaging
- Innovative ideas, promotions or events
- Promotional power of signature food and drinks
- Search engine optimization
- Seasonal offers and loyalty programs
- Database management



Changes due to Franchisee models

- Fast & on the go..
- Choices have increased – price sensitive market VALUE
- Change in lifestyle
- Reason for more footfalls in food courts, malls etc
- More scope for employment
- Increase in small scale business modules
- A new self sufficient emerging India is growing
- End of monopoly
- Food industry have become quality & standard conscious
- Home away from home for travelers



Way forward ..

- Investment in human resource and R&D
- Adopt to changing market & world
- United we stand !
- Quality & consistency
- Accountability



Thank you for your time
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