

A Study on Marketing Strategies of Catering Enterprises from a Customer centric Perspective-- Taking Ningbo Wurong Famous Kitchen Catering Co., Ltd. as an Example

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ABSTRACT

With the increasingly fierce market competition and the diversification of consumer demand, enterprises no longer only focus on the product itself, but also need to put customer needs and satisfaction at the core position, and build a customer-oriented marketing strategy. This article explores the problems in the customer-oriented marketing strategy of Ningbo Wurong Famous Kitchen and Catering Co., Ltd., and proposes targeted measures to optimize marketing strategies, providing reference and inspiration for other catering industries, promoting the entire industry to move towards a customer-oriented marketing concept, improving consumer satisfaction, and promoting sustainable development of the enterprise.

KEYWORDS

Customer-oriented; Marketing strategy; Catering enterprises

1. INTRODUCTION

In the era of digital economy, changes in consumer attitudes pose new challenges and opportunities for catering enterprises. The past product oriented marketing model can no longer adapt to the changing demands and competitive pressures of the current market, and value marketing centered on customer needs is increasingly being valued. As a traditional catering service industry in China, market competition has become increasingly fierce in recent years. The cooling of the high-end catering market and the rise of the low-priced catering market, as well as the rapid development of online ordering, door-to-door delivery by express delivery, and prefabricated dishes, have brought huge challenges to catering enterprises. In this context, developing effective marketing strategies is crucial for catering enterprises.

2. THE MEANING OF CUSTOMER-ORIENTED MARKETING

Customer centric refers to the business philosophy in which businesses prioritize customer needs and satisfaction in their business operations, with customer interests as the starting point and destination, ultimately achieving sustainable and healthy development of the enterprise. Customer centered marketing refers to placing customers at the core of business operations. It emphasizes that enterprises should start from customer needs, expectations, and satisfaction, and achieve profit growth through loyalty enhancement and long-term value maximization. The core concept of customer-oriented marketing is to understand customers, create value for customers, and provide high-quality products and services. At the same time, enterprises need to establish continuous communication and interaction with customers in order to better understand their actual needs, continuously improve

products and services, and increase customer satisfaction. The concept of customer-oriented marketing also includes establishing stable customer relationships and improving customer loyalty. By establishing a customer database, implementing personalized marketing, providing high-quality after-sales service, and continuously improving product quality, enterprises can promote customer satisfaction and make customers long-term loyal consumers, bringing sustained and stable profits.

It should be emphasized that customer centered marketing is not simply about accommodating customers, but rather selectively attracting and retaining valuable customers based on understanding and meeting their needs, in order to achieve a win-win situation.

3. OVERVIEW OF NINGBO WURONG FAMOUS KITCHEN AND CATERING CO., LTD

Ningbo Wurong Famous Kitchen and Catering Co., Ltd. was established in 2016, with its headquarters located at No. 168 Shiyuan Road, Shiqi Street, Haishu District, Ningbo City, Zhejiang Province. The operating site covers an area of approximately 1200 square meters, with an annual revenue of approximately 30 million yuan and a total of approximately 100 employees, of which management personnel account for approximately 10%. The company specializes in Ningbo cuisine and mainly undertakes "Ningbo Family Banquets" for local people in Ningbo. For many years, the company has won the love and praise of many customers with its unique culinary culture and high-quality service, becoming a well-known catering brand in the Ningbo area. Wurong Famous Chefs focus on the authenticity of their dishes, creating a dining environment and atmosphere, and are committed to creating a high-quality dining experience for customers. The company has an experienced and highly professional catering team, carefully designing menus, selecting ingredients, and ensuring the taste and quality of dishes.

At the same time, the company focuses on building its brand image, creating a unique dining atmosphere and cultural connotation. In operation, the company adheres to the business philosophy of "honesty and trustworthiness, service first", constantly innovating, seeking practical experience, and striving to improve customer satisfaction and loyalty. In addition to providing high-quality catering services, the company actively participates in social welfare activities, pays attention to the growth and well-being of employees, adheres to corporate responsibility, and is committed to becoming a socially responsible enterprise.

The company always emphasizes quality, service, and innovation, constantly innovating and striving to become a leading enterprise in the catering industry in Ningbo. In the future, Wurong Famous Kitchen Company will continue to adhere to the business philosophy of "honesty and trustworthiness, service first", continuously improve product quality and service level, expand brand influence, further tap market potential, comprehensively enhance enterprise competitiveness and brand reputation, create richer and more delicious dining experiences for customers, and bring more delicious and happy food to diners.

4. THE MARKETING ENVIRONMENT OF WURONG FAMOUS KITCHEN AND CATERING CO., LTD

Ningbo is one of the important coastal cities in eastern China, with abundant marine resources and high-quality agricultural products, and abundant vegetable supply throughout the year. Due to the input of the Yangtze River system, the East China Sea is rich in organic matter, providing abundant nutrients for the growth of seafood, making the fish meat in the East China Sea delicate and delicious. In history, Ningbo was an important intersection of the Grand Canal and the Maritime Silk Road in China. The gathering of merchants from both sea and land routes brought unique cuisine and culinary skills from various regions, forming a unique dining style in Ningbo, providing rich soil for the

prosperity and diversity of Ningbo's catering culture. This makes Ningbo's catering industry unique and attractive, becoming one of the destinations for many diners.

Since the 1990s, the catering market in Ningbo has been in a vigorous development trend, showing characteristics such as diversification, fierce competition, and constantly upgrading consumer demand. Overall, in the catering market of Ningbo, high-end catering is known for providing exquisite dishes and high-quality services, while mid-range catering focuses on cost-effectiveness and flavor characteristics, while fast food chains focus on convenience, speed, and standardized services. Wurong Famous Chef Company is positioned as a mid to high end catering company. Based on traditional dishes, combined with local characteristics and culinary culture, it innovatively introduces more distinctive and personalized dishes, providing consumers with a unique dining experience, meeting their diverse and personalized needs, thereby enhancing market competitiveness and winning the favor of more consumers.

5. PROBLEMS IN THE MARKETING STRATEGY OF FAMOUS CHEFS IN WURONG

The author conducted on-site research on the current business situation of the company and found that there are the following problems and shortcomings in the enterprise marketing strategy of Wurong Famous Kitchen Company.

5.1. Insufficient Customer Stickiness And Low Repurchase Rate

The customer stickiness of Wurong Famous Kitchen Company is insufficient and the repurchase rate is low.

Firstly, customer loyalty is not high. Many customers tend to focus more on matching value with price rather than brand loyalty. With the increase of competitors, customers can more easily find alternative brands with similar products and services. Therefore, customers are more inclined to try different choices rather than firmly repurchasing the same brand of products, which affects their willingness to visit our company again and leads to a decrease in customer loyalty.

Secondly, the unsatisfactory customer experience is also a concern that needs to be addressed. If they did not have the expected experience in the previous consumption process, they will have doubts about secondary consumption, which will lead to a decrease in repurchase rates. The competition in marketing is becoming increasingly fierce, and many companies are competing for the same customer base. The company needs to cope with the increasingly fierce competition in the market, ensuring that they not only attract new customers, but also retain old customers. Insufficient customer stickiness can affect a company's market share and brand loyalty, which poses a potential risk to the long-term development of the company's business and brand. Insufficient customer stickiness and low repurchase rates have become urgent issues that need to be addressed by Wurong Famous Kitchen Company.

5.2. Customer Value Experience Is Average

Firstly, due to the brand concept of "Ningbo Family Banquet" by Wurong Famous Chefs, customers may face problems such as unsatisfactory dining environment and tableware hygiene, which can bring negative experiences to customers and reduce their satisfaction with the company.

Secondly, customers will find that the quality and taste of the food do not meet their expectations, which will affect their trust and loyalty to the company.

Thirdly, untimely or inappropriate handling of customer opinions and complaints can also make customers feel that the company does not value their opinions, resulting in a negative impression of the company's services.

Fourthly, if the company's service standards, quality, and attitude do not meet customer expectations, customers may become dissatisfied with the company's service experience, reduce their loyalty to the company, and pose potential risks to the company's reputation and brand image.

5.3. Monotonous Marketing Methods And Ineffective Marketing Strategies Output

Firstly, the company's marketing methods overly rely on traditional advertising methods, such as print advertising, television advertising, etc., while neglecting the use of modern technological means such as new media, resulting in a relatively single marketing approach that is difficult to attract a wider consumer group.

Secondly, due to unclear market positioning or product positioning, the company's marketing strategy lacks specificity and is difficult to effectively attract target customer groups.

Thirdly, the company's promotional activities lack substantial innovation, such as coupon issuance, discount promotions, and other conventional methods that are too simplistic, lacking attractiveness and creativity, making it difficult to stimulate consumers' desire to make active purchases.

Fourthly, due to insufficient collection of market information and insufficient in-depth market research, the company's marketing decisions lack scientific rigor.

6. MARKETING STRATEGY OPTIMIZATION MEASURES FOR WURONG FAMOUS KITCHEN COMPANY

6.1. Utilize New Media To Expand Marketing Strategies

The company can establish and regularly update its website, combined with search engine optimization (SEO) strategies, to improve the search ranking of the website. The company website can include product introductions, promotional information, dining guides, and online booking functions, making it convenient for customers to obtain relevant information. The company can establish brand image on social media platforms, such as Weibo, WeChat, Tiktok and other platforms to carry out brand marketing activities. By carefully planned content and interaction, attract more target groups and increase customer interaction and engagement. Communication can be achieved through content marketing and other means. The company can create videos, articles, images, and other content related to catering to convey information related to consumers, and promote it on different online platforms and communities to increase brand influence.

In addition to social media, companies can also consider launching subscription accounts or mini programs to provide comprehensive interactive services, such as online booking, member points, and other functions, to enhance customer experience. Combining mobile application promotion and location services, such as using map software to automatically adapt store locations, feature recommendations, etc., to further improve the offline service experience. The company can analyze feedback data, understand customer preferences and needs, adjust marketing strategies, promote product innovation, and improve customer satisfaction. Wurong Famous Kitchen Company can expand its marketing channels, increase brand exposure, enhance brand awareness, attract more potential customers, and thus enhance its competitiveness in the market. At the same time, the company should fully utilize the interactivity and sharing provided by new media platforms, establish closer connections with customers, maintain good interaction between the brand and customers, and enhance customer stickiness and loyalty.

6.2. Dig Deep Into Customer Value Needs And Increase User Stickiness

Strengthen market research and gain a deeper understanding of customer value needs. Through regular market research and customer feedback, analyze customer consumption habits, taste preferences, dining habits, and other personalized needs to obtain sufficient data support, in order to better meet new customer needs through innovative products and services. For example, launching new dishes that conform to the trend of healthy eating and the concept of green food, providing special themed activities, customized dishes, and other services to attract more customers and ensure the satisfaction of returning customers.

Enhance interaction with customers through new media. The company can interact with customers through platforms such as social media and customer relationship management systems, collect feedback and suggestions from customers, provide personalized services and customized dishes, and respond to customer feedback in a timely manner to establish closer customer relationships; By improving the dining environment, optimizing service processes, strengthening employee training, and improving service attitudes, we aim to enhance customer value experience and increase user stickiness. Membership systems and point redemption can also be introduced to incentivize repeat customers; by offering discounts, birthday benefits, and member exclusive dishes, we aim to retain existing customers and attract new ones, thereby increasing user stickiness. Digital marketing methods can also be introduced to enhance customer experience, achieve closer interaction with users, and increase user stickiness through data analysis, personalized recommendations, mobile internet, and other means.

Through the implementation of the above strategies, Wurong Famous Chef Company can gain a deeper understanding and meet the value needs of customers, increase user stickiness, enhance customer loyalty, and thus achieve better customer retention and sustained consumption. These measures will also provide greater market opportunities and advantages for the company, laying a solid foundation for its long-term development.

6.3. Reform the Internal Environment to Ensure Effective Output of Marketing Strategies

The company should reassess its organizational structure and management processes. Decision efficiency and market response speed can be improved by simplifying decision-making levels, optimizing departmental functional settings, and other means. The company can strengthen internal communication. Establish a multi-directional and efficient information flow mechanism, ensure smooth information transmission between decision-makers and implementers through regular meetings, reporting systems, and other means, and accurately convey marketing strategies and goals to relevant departments and personnel.

The company can introduce new marketing management tools. For example, customer relationship management (CRM) systems, marketing automation tools, etc. can improve the efficiency of market data management, enhance team collaboration and decision support. The company should strengthen the construction of its talent team. Optimize personnel allocation structure, enhance employee professional competence and marketing skills, encourage employee learning and growth, and establish incentive mechanisms to enhance employee execution and innovation awareness. It is worth noting that the company should focus on building an innovation culture. Create a corporate culture that encourages employees to come up with innovative ideas and trial and error mechanisms, stimulates their innovative potential, and provides internal motivation for the innovative output of marketing strategies. Strengthen internal and external cooperation and resource integration.

The company can actively seek partners, expand external resources, and combine industry sharing platforms and other cooperation methods to obtain more resource support and market information, thereby promoting the update and output of marketing strategies. Through these reform measures,

Wurong Famous Kitchen Company will promote the transformation of its internal environment, drive innovative output and implementation of marketing strategies. This will help enhance the company's market competitiveness and promote the long-term sustainable development of the enterprise.

6.4. Innovate Marketing Models To Meet Personalized Customer Needs

The company can provide personalized customized menus and dining plans based on customer taste preferences, dietary habits, and nutritional needs. For example, providing customers with customized nutritional menus based on their dietary habits and health needs, or offering personalized dish making services with optional ingredients to meet their personalized needs. Enhance customer engagement. By introducing interactive elements, such as conducting online and offline voting or survey activities, inviting customers to participate in the development and creativity of new dishes, we can increase customer engagement and enhance brand loyalty. Provide a personalized dining experience.

By optimizing the dining environment, music atmosphere, and tableware decoration, we aim to create a personalized dining experience for customers, increasing the fun and comfort of dining. In addition, personalized service methods are also a feasible strategy. For example, providing customized services to customers, increasing service flexibility, providing personalized service content according to customer needs, and improving customer satisfaction.

Establish customer profiles to gain a deeper understanding of their consumption preferences, behavioral habits, and historical consumption records. Companies can leverage big data and artificial intelligence technology to achieve precise analysis of customer behavior and preferences, provide data support for personalized marketing, and better provide personalized services and products tailored to customer needs. By innovating the personalized marketing model mentioned above, the company can better meet the personalized needs of customers, enhance their experience perception and loyalty. These measures to meet personalized needs will help improve the company's market competitiveness, enhance brand loyalty, and inject vitality into the company's long-term development.

7. CONCLUSION

In the increasingly competitive catering market, adhering to a customer-centric marketing strategy is particularly important. Therefore, Wurong Famous Chef Company should pay more attention to improving product quality and personalized design of dining experience to meet the growing consumer demand; Simultaneously creating a multi-dimensional brand image, enhancing brand exposure and influence, attracting more potential consumers, ultimately achieving maximum marketing effectiveness, enhancing the competitiveness and profitability of the enterprise.

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