Marketing Plan for Luigi’s From a Deep Perspective

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Abstract: Social and cultural life has taken place great changes with the continuing improvement of Irish economic level, which brings various of opportunities and challenges to fast-food industry. The research takes Irish local fast-food restaurant (Luigi’s) as an example, evaluates customer motivation, customer behavior, customer satisfaction and loyalty by using secondary research and primary research, and investigate the consumer insight and shopping behavior in fast food industry. The report analyzes the macro environment and industry environment in fast food category. It estimates the local competitors’ fast-food industry in Castlecomer and put forward the improvement plan and the corresponding marketing plan, aiming to improve customers’ satisfaction, experience, conversion rate and loyalty and to help Luigi’s increase its market share.

Keywords: Luigi’s; Problems; Consumer analysis; Solutions; Deep perspective

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1. Introduction

(1) Client Background

Luigi’s Pizzeria is located the Square, Castlecomer where is a little town between Carlow and Kilkenny. Luigi’s was established over 30 years. It offers Italian foods (such as pizza, burger and fish and chips) and Chinese foods (like Grilled chicken, Roast duckling and Fried rice dishes). The phone number is 056 440 0623. It owns 7 staffs including 2 receptionists, 3 chefs and 2 deliverymen. The opening

time is 3pm-11am every day. There are 60 orders a day in busy time, and 20 orders at normal weekdays (Hu, X2015a).

(2) Research Rationale

With the growth of economic and the improvement of people’s living standard, Chinese food has become more and more popular in the western countries. According to The Foodservice Channel Insight Report, a large number of people has changed their lifestyle into high-quality food, fast food was considered by more and more people compared to the past. Quick service restaurants are becoming the fastest growing industry in the world (Bordbia.ie, 2014). There is a big enough profitable space in fast food industry and the need for customer of fast food is continue increasing. But in recent years, the sales of Luigi’s is declining due to high cost and intense competition. It is a great chance to doing a research for Luigi’s to maintain market share and increase profits. A personal interest in this category as well as an important influence factor.

2. Marketing Environment

(1) Macro Environment--PESTEL analysis:

1) Political

The Country Risk Tier (CRT) is 2 in Ireland which means it is a low risk level of political country according to AMB Country Risk Report (A.M.Best Company. Inc, 2015). It provides a favorable political environment for the Irish enterprises through the stable democratic government, open to foreign trade policy and encouraging development of small and medium enterprises (SMEs) policies.

SMEs occupied 99.7 percent of all existing commercial Irish organization in 2014 (Djei, 2015). SMEs takes an important place in the Irish economy. Therefore, the Irish government has issued a series of policies to protect the development of SMEs. According to the Irish government budget in 2016:

- Reducing €550 for the self-employed in Earned Income tax Credit.
- A reduction of 20% to capital gains tax rate.
- Extension of 3-year tax release for new companies till the end of 2018 (budget.gov, 2016).

The Castlecomer Town Centre protects attractive and competitive retails through a series of policies. Local committees encourage people from all walks of life to reuse resources to promote environmentally friendly strategies (Castlecomer Local Area Plan 2009-2020, 2009). A visual and integrated shop front details needed to applying in appropriate area according to Kilkenny Planning (Kilkenny County Development Plan 2014-2020, 2015).

With the popularity in fast food industry, the obesity problem is more and more
common in Ireland. The government has taken actions to control sugar and adjust the healthy needs of contemporary people. The following suggestions are:

- Economic reward for retails who sell fresh and healthy food.
- Punished for industries to sell soft drinks and ultra-processed food (Thejournal, 2014).

In order to keep the green and healthy diet, the food safety authority issues a study to control the content of sodium and potassium. It has found a significant decrease of sodium content in fresh soups and dried soups 12% and 25% respectively from 2004. Meanwhile, the sodium content reduced 22% and 26% in curry dishes and pasta respectively (Food Safety Authority, 2015).

2) Economic

The ERSI estimated there was a growth of 6.7 percent in Ireland economy in 2015 (Independent, 2016). The Central Bank predicted the Irish economy would grow up about 4.8 percent in 2016. Due to the external risks of economic recovery, the forecasts will continue growing strongly but slightly in 2017 (The Irish Times, 2016). It is good to point out that the seasonal unemployment rate was continued decline in Ireland. It was drop to lowest point at 8.8 percent compared with past few years. Similarly, the youth unemployment rate also reduced to 20.1 percent which lower than previous months (Tradingeconomics, 2016).

The fast-food industry is considered to have a huge potential profit. In 2014, the sales increased 5 percent in fast food industry in Ireland. As the economic recovery, the consumer confidence was growing in fast food category (Euromonitor, 2016b). Based on Central Statics Office data, income increased in both fast food industry and retail industry in 2015. According to central bank tracking, consumer confidence rate will continue increasing in 2016. Ireland is still seen as a growth market for operation chain both nationally and globally. A continuing growth of 9% VAT in fast food industry which is benefit for ROI. The traditional fast-food market was raised 2.2 billion euro in Ireland at last three years and it is expecting to continue increase in compound annual growth rate (CAGR) at 4.7 percent until 2018 (Bord Bia 2015b).

Food category is one of the strong represents industry in Castlecomer as well as agriculture, service sector and manufacturing. They are as important sectors in Castlecomer economy (Castlecomer Local Area Plan 2009-2020, 2009). The youth unemployment rate was 16.3 percent in Castlecomer in 2012, which is quite high compared with surrounding cities in Kilkenny (kilkennycoco, 2015). But this rate is lower than average unemployment rate of Kilkenny at 19.4 percent (Kilkenny County Development Plan 2014-2020, 2015). The labour force was predicted to grow about 15% to 20% in Kilkenny in 2020. That illustrates the labour force in Castlecomer also would be expansion at that time (Castlecomer Local Area Plan
With the recovery of economy, consumers have more confidence in purchasing. Also due to growth of GDP, drop of unemployment rate and prosperity of fast food industry, the economics of Castlecomer would have a positive influence in future.

3) Socio-Cultural

The total population is 1,456 in 2011 in Castlecomer, which was decreased 4.9% compared to 2006 (kilkennycoco, 2015). It is only takes 1.5% of population in Kilkenny (which is 47,788 according to CSO 2011). Similarly, the population of Kilkenny only took 2% of national figure (CSO, 2011). According CSO 2011, 15 to 24 years group in Kilkenny represented 11.3% of the Kilkenny’s population. It presents a positive outlook for the fast-food industry because this part of people is the main target market in fast-food industry.

There are over 38.8% families have children in Kilkenny which is higher than nationally (34.9%). The single group is also a big part of composition which is 21.7% locally compared to 23.7% nationally (CSO, 2011). That is good for fast food industry as single person is a big target market according to interview by the manager of Luigi's (Hu, X 2015b). Fast-food has seen declined in public image, because more and more people turn to focus on health conscious in recent years. They are aware of the dangers of obesity, heart disease and diabetes (thejournal, 2014).

The health ingredients are more and more important now. The Irish people are trend to spend more on eating out than at home every day. One third of consumers are willing to spend time eating with friends or other important people. The average of each meal amount is about €7 (Bord Bia 2015). If retails can meet consumers’ health needs, fast-food industry still has great development potential.

4) Technology

Social networks have become one of the essential activities of contemporary people. Facebook is the most active online app in Ireland according to Statista, over a half (60%) of people use Facebook in their daily lives (Statista, 2015). Furthermore, 87% of Irish people would use mobile app to login Facebook page. And there are over 70% of Irish business doing e-commercial strategy on Facebook (Kane.C, 2015). Facebook provide a good environment for client as the convenience operating system to launch news and large group of following users.

There is an innovator for delivery technology, Domino’s developed a pizza tracking programmer and a different apps on mobile ordering. Consumers could track their ordering online and release the anxious of waiting. Also, there is a new development on online shopping system where the manager of each channel can deliver their order requirements. Calorie amount and nutrition analysis of products are including on the menus (Bord Bia 2015). There is a new online calorie
calculator called ‘MenuCal’, which could calculate the amount of calories for customer (Food Safety Authority, 2015). The new ordering technology and delivery service make fast food industry more complete and convenience.

An easier mobile pay apps was found in Starbucks. Consumer could use 2D barcode-scanning system to complete each payment. This apps are applying IOS and Android mobile system (VentureBeat, 2012). Those consumer-friendly apps make customer easier and simpler when they ordering for a meal.

5) Environment
In recent years, the environmental problem has move forward in public awareness. Thus, many environmental protection measures should be done in various current industries. In the Irish fast-food category, it should notice on noise, wastewater management, atmospheric emission, bulk storage, waste management, and the working environment (Envirocentre, 2015).

While the Irish food industry is expected to be expanded in the next few years. But this expansion cannot damage of the environment. The company needs to manage their waste and sewage discharge to comply with the restrictions by locally. Also, company could invest renewable energy to support strategy of sustainable development for reducing carbon emissions.

6) Legal
Fast food industry is highly related with legal environment of specific countries. Moreover, lots of health and safety in the legal framework, especially in food preparation. Based on the Annex to Regulation (EC) No. 1924/2006, encourage public to use nutritious ingredients like low fat, fat free and sugar free (Food Safety Authority of Ireland, 2015).

The important of HACCP is the key of ensures safe foods. It should keep cleaning and sanitation of environment, Pest control on a period and manage waste (Food Safety Authority of Ireland, 2015).

Regulation (EC) No. 852/2004 requires people who are working in food-handling area should wear notice their dress in clean and suitable (Food Safety Authority of Ireland, 2015).

The Water Pollution Acts (1977 and 1990) and the Water Services Act (2007) rules that the produce industrial effluent water (including cooling water and flushing water) of all the companies, regardless of volume, must to discharge into waterways or sewers. Sewage discharge permit allows companies to discharge a controlled amount of trade sewage water (Section 4) or a public sewage canal (Section 16) by local authority. The SMEs should control emission limit values (ELVs) under 30% of wastewater management (Envirocentre, 2015).
(2) Competitor Analyses

With the popularity of the fast-food industry, more and more competitors appear on the market domestically and locally. In this report, it focused on Domino’s, Mcdonald’s in nationally and Jasons, Roma traditional fish and chip and chip van in locally (Hu,X 2015a).

1) Domino’s Pizza

| Address: 2 Green Street, Kilkenny |
| Phone: 00353 5677 15555 |
| Opening Times: |
| Mon - Fri: 12:00 - 00:00 |
| Saturday: 12:00 - 00:00 |
| Sunday: 12:00 - 00:00 |
| Website: https://www.dominos.ie/kilkenny |

| Company Profile | Domino’s Pizza Ireland Ltd. is a subsidiary of Domino’s Pizza Group plc (DPG). DPG is the leader of pizza delivery companies in Ireland. There are currently has about 48 outlets in Ireland. Each outlets are franchising by owner. Their most common business is for home delivery. |
| Single and Young people | 18-34 years old people |
| Positioning Strategy | It focuses on people who live nearby Kilkenny and provide high quality product for middle to upper class people |
| Products | Pizza, Desserts, Sides |
| Health Ingredients: low fat, low salt and vegetarian products |
| Price | Average €22 per pizza. It is quite expensive. |
| Promotion | It posts news on Facebook, Youtube, Twitter and Blog. It offers Deals for each period. |
| Place | Order online, and Delivery to house |
| Collection by customers |
| People | 1-2 staffs in shop, both of them are friendly |
| Process | Customers could visit their website and select their products mix, then wait for delivery. It would be cost €2 for delivery |
| Another way is order on website, and go to shop for collection. |
| Physical Evidence | Calorie counts on menus |
| Chilled storage facilities |
| Nice window looks |
2) Mcdonlad’s

<table>
<thead>
<tr>
<th>Company Profile</th>
<th>Mcdonlad’s established the first shop in Ireland in 1977. Now, it owns 88 restaurants domestically.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Market</td>
<td>Family and Young consumers</td>
</tr>
<tr>
<td>Positioning Strategy</td>
<td>It focuses on people who live nearby Kilkenny and offer a nice service for middle class people.</td>
</tr>
<tr>
<td>Products</td>
<td>Breakfast, Burgers, Desserts &amp; Treats, Beverages, Wraps, coffee and Chips</td>
</tr>
<tr>
<td>Price</td>
<td>Average about €10 for each meal. It is a fair price for most consumers.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Eurosaver menu; Social network, such as Facebook, Website, Youtube</td>
</tr>
<tr>
<td>Place</td>
<td>Purchasing in shop</td>
</tr>
<tr>
<td>People</td>
<td>8 staffs in shop, including front of staffs, background staffs. Well staff trained</td>
</tr>
<tr>
<td>Process</td>
<td>Customers go to shop order their food. It can eat in shop or take away. Fast service and friendly staff service for consumer</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>Clean environment</td>
</tr>
<tr>
<td></td>
<td>Painting paper for children</td>
</tr>
<tr>
<td></td>
<td>Uniform</td>
</tr>
</tbody>
</table>

3) Jason’s Take-Away

<table>
<thead>
<tr>
<th>Restaurant Profile</th>
<th>Jason’s is a small local restaurant in Castlecomer. It only service take away products for consumer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Market</td>
<td>Single and Young people</td>
</tr>
<tr>
<td>Positioning Strategy</td>
<td>It focuses on people who live nearby Castlecomer. It offers good value with product.</td>
</tr>
<tr>
<td>Products</td>
<td>Hot dishes of Thai &amp; Chinese Cuisines</td>
</tr>
<tr>
<td>Price</td>
<td>Average about €7 for each dish. It is a fair price for most consumers.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Not any sales promotion, but they have Facebook page.</td>
</tr>
<tr>
<td>Place</td>
<td>For take away</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>People</td>
<td>2-3 staffs in shop, including front of staffs and cook</td>
</tr>
<tr>
<td>Process</td>
<td>Customers order by phone and they would delivery to house or customers would collect by themselves.</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>Narrow space Charis for waiting people</td>
</tr>
<tr>
<td>Advantages</td>
<td>Easy to find their information, like phone numbers. Good Location</td>
</tr>
<tr>
<td>Disadvantages</td>
<td>Simple product ranges, it only offers Chinese and Thai food. Quite small/narrow space. Not update Facebook frequently.</td>
</tr>
</tbody>
</table>

4) Roma traditional fish and chip

Address: 11 Kilkenny st Castlecomer Co. Kilkenny  
Phone: (056) 4440822

<table>
<thead>
<tr>
<th>Restaurant Profile</th>
<th>Roma is a small local restaurant in Castlecomer. Its service takes away products for consumer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Market</td>
<td>Single and Young people</td>
</tr>
<tr>
<td>Positioning Strategy</td>
<td>It focuses on people who live nearby Castlecomer. It offers good value with product.</td>
</tr>
<tr>
<td>Products</td>
<td>Fish, Kebabs, Burgers and Fried Chicken</td>
</tr>
<tr>
<td>Price</td>
<td>Average about €7 for each dish. It is a fair price for most consumers.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Not any sales promotion, but they have Facebook page, goldenpages. And they have joined Just eat.</td>
</tr>
<tr>
<td>Place</td>
<td>People could call phone for delivery or order online.</td>
</tr>
<tr>
<td>People</td>
<td>1-2 staffs in shop, including front of staffs and cook</td>
</tr>
<tr>
<td>Process</td>
<td>Customers order by phone and they would delivery to house or customers would collect by themselves.</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>Product placements</td>
</tr>
<tr>
<td>Advantages</td>
<td>Easy to find their information, like phone numbers.</td>
</tr>
<tr>
<td>Disadvantages</td>
<td>Simple product with Traditional Fish &amp; Chip Food, Hard to find its location, Decoration is very simple.</td>
</tr>
</tbody>
</table>
5) Chip Van

Address: The Square, Castlecomer, Co. Kilkenny

Profile
Chip vans is a local vehicle which sell chips and other products to local people. And it normally stops in front of Luigis.

Target Market
Single and Young people

Positioning Strategy
It focuses on people who live nearby Castlecomer. Most target consumer is lower class people or people don't have income from work.

Products
Fish, Kebabs, Burgers, Chicken. Wraps, Dips and Drinks.

Price
Average about €5 for each dish. It is cheap for customers.

Promotion
Not any promotion

Place
People could come to this place and buy products

People
2-3 staffs

Process
Customers come in the place and purchasing product

Physical Evidence
Vehicle

Advantages
Convenience to move
Low cost
Special Price Menu
Cheap
Good location

Disadvantages
License Problems
Don't have delivery service
Decoration is very simple.

6) Comprehensive Evaluation

<table>
<thead>
<tr>
<th></th>
<th>Domino’s</th>
<th>Mcdonlad’s</th>
<th>Jasons</th>
<th>Roma</th>
<th>Chip Van</th>
<th>Luigi’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning strategy</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Target market</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Products</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Price</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Promotion</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Place</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>People</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Process</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>39</td>
<td>27</td>
<td>26</td>
<td>22</td>
<td>31</td>
</tr>
</tbody>
</table>

(Hu,X 2015a)

(1-very poor/ 2-poor/ 3-normal/ 4-good/ 5-very good)
7) Positioning map of the Castlecomer competitors

![Positioning map of competitors](image)

Figure 1: Positioning map

(3) Customer Need and Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Student</th>
<th>Housewife</th>
<th>Unemployed</th>
<th>Worker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Under 20</td>
<td>20-40</td>
<td>20-40</td>
<td>20-40</td>
</tr>
<tr>
<td>Gender</td>
<td>Female/Male</td>
<td>Female/Male</td>
<td>Female/Male</td>
<td>Female/Male</td>
</tr>
<tr>
<td>Purchase time</td>
<td>Afternoon / Evening</td>
<td>Afternoon / Evening</td>
<td>Afternoon / Evening</td>
<td>Afternoon / Evening</td>
</tr>
<tr>
<td>Needs</td>
<td>Convenience/ Fast/ Taste/ Value/Menu</td>
<td>Health/ Taste/ Portion Size/Value</td>
<td>Value/Portion Size</td>
<td>Health/ Convenience/ Menu/ Value/ Taste</td>
</tr>
<tr>
<td>The most active social media</td>
<td>Facebook/ Twitter</td>
<td>Facebook</td>
<td>Facebook</td>
<td>Facebook/ Twitter</td>
</tr>
<tr>
<td>Attitude to Luigi</td>
<td>Good with Value. And the taste is excellent</td>
<td>Great with product. If it can provide healthier food that would be better.</td>
<td>Great foods in a fair price. Staffs are very friendly.</td>
<td>Convenience, and high-cost performance.</td>
</tr>
</tbody>
</table>

Low price and convenience drive people to purchase fast food in routine weekday as it easier for customers. Thus, the portable items like chicken and burgers are purchasing most popular (Bordbia, 2015b).

There 73% consumers would like to buying their meals during afternoon period (Bordbia, 2015b).

Single person or eating with parties are most common in out eating shop, which are occupied 24% and 42% respectively. The average amount consumption
per people is €7 (Bordbia, 2015b).

(4) Company Evaluation

1) Target Market
Currently, Luigi’s main target at young students and middle-class people. Most of them who live nearby Castlecomer (Hu,X 2015b).

2) Unique Selling Point
The Luigi’s has wide range products including Pizza and Chinese foods. It combines with Western delicious food and Asian cuisine. That could meet various different demands of customers. Also, the friendly staffs are also the reason why customer choose Luigi’s (Hu,X 2015b).

3) Positioning strategy

![Diagram showing Luigi’s Positioning strategy]

Luigi’s focus main target on young teenagers and second-class people. Most of them do not have huge profits. Therefore, Luigi’s positioning at offer low price but middle to high product for customers.

4) 7P’s Analyses

① Product

Luigi’s take away offer Italian food and some Chinese food such as Roast Duckling Dishes, Grilled Chicken Dishes, and Fried Rice Dishes. They also provide pizzas, burgers, fish and chips, soups, kebabs, beverage and fried chicken. Customer also can buy starters and main course in Luigi’s take away. The food is delicious, customer have many choose when they order food.

Soup: Chicken Sweetcorn Soup

Chicken Mushroom Soup

Chicken Noodle Soup
Starters: Combination Platter for 2 people (Skewered Chicken, Ribs, Spring Roll, Prawn Toast, Choice of the Sauce)

Aromatic Duck (1/2)

Curry Dishes: House Special Curry
   Chicken Curry
   King Prawn Curry

Sweet & Sour Dishes: S&S Chicken Balls
   S&S Chicken Cantonese Style

Crispy Shredded Dishes: Crispy Chicken
   Crispy Beef

Grilled Chicken Dishes: Chicken Lemon Sauce
   Chicken Orange Sauce
   Chicken Plum Sauce

Roast Duckling Dishes: Roast Duck Cantonese
   Roast Duck Orange Sauce
   Roast Duck Plum Sauce
   Roast Duck Lemon Sauce

Fried Rice Dishes: House Special Fried Rice
   Chicken Fried Rice
   Yong Chow Fried Rice

Chow Mein Dishes: Beef Chow Mein
   King Prawn Chow Mein

More products detail please see Appendix 5.

② Price

The price of Luigi’s is very cheap, usually is 5 to 7 euro per dish. Compare to other restaurants Luigi’s price is lower than other restaurants.

Soup: Chicken Sweetcorn Soup €30
Starters: Aromatic Duck (1/2) €13.80
Curry Dishes: House Special Curry €7.50
Sweet & Sour Dishes: S&S Chicken Balls €6.50
Crispy Shredded Dishes: Crispy Chicken €6.50
Grilled Chicken Dishes: Chicken Lemon Sauce €6.50  
Roast Duckling Dishes: Roast Duck Cantonese €7.90  
Fried Rice Dishes: House Special Fried Rice €7.50  
Chow Mein Dishes: Beef Chow Mein €7.50  
More price details please see Appendix 5.

③ Place

Luigi’s take away is in the square road Castlecomer, it’s in the center of Castlecomer. It’s also close to N78, there have many car go through here. Luigi’s also have a big parking area for customer, so many customers take away their food on Luigi’s store. The weakness is that there have many restaurants near Luigi’s take away, customer have many choices. Their opening time is 3pm-11am during all week. In sum, the location of Luigi’s is good, big parking area, near to the road, near to center, it’s good for customer to collection their foods.

![Figure 3: Map of competitors](image)

④ Promotion

Luigi’s promotion strategy is not very well. They don’t have any advertising, they don’t have their own website. The only social communication tool is Facebook. Unfortunately, Luigi’s does not update it very fast. Customer cannot order food on website like just eat, customer only can order food by phone and store. Luigi’s take away promotion is really bad, they need to let more customer know their brand.

⑤ People

People is a significant influence factor which can direct talk to target market. Moreover, people can represent a company image.

In Luigi’s, there are total 7 people work there, 1 Chinese food cook, 2 Italian food cook, 2 in front staff and 2 drivers. Most of them have more than 2 years’ work experience in there. They have been trained before work.
The only one Chinese cook is Malaysian who has work there for 5 years. He works 5 days per week. He can choose any day to have a rest except Statuary and Sunday due to quite busy at that time.

All the staffs are very friendly and enthusiastic, and they are conscientious on their work.

⑥ Process

The following figure 10 illustrates the process of consumer purchasing in Luigi’s.

![Figure 4: The process of consumer shopping in Luigi’s](image)

⑦ Physical Evidence

Facility exterior:

- Menu

![Figure 5: Luigi's Menu](image)
Menu is considered as an important physical evidence. As it always distributes to most resident’s house. That would influence people whether to choose the product or not. However, Luigis’ menu looks not very bad. It is very normal and not attractive enough. Also, customers cannot see what the hot products from this menu is.

- Parking Area

Because the good location, there is a parking area in front of Luigi’s. It is convenience for consumer who would collection in shop.

Facility interior

- Product showcase
When people come in Luigi’s, the first sight to see is product showcase, which is show fried chicken to customer. But actually, it cannot arouse people’s appetite from it. If it can redesign the showcase, that would be attract people to buy more from their greedy stomach.

- Decoration

The indoor decoration is quite simple. The blue color would not stimulate desire for food of consumer.

![Figure 8: Luigi's indoor decoration](image)

5) SWOT Analyses

<table>
<thead>
<tr>
<th>Strengths:</th>
<th>Weakness:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great location</td>
<td>No advertising</td>
</tr>
<tr>
<td>Friendly staffs</td>
<td>Less labors</td>
</tr>
<tr>
<td>Free parking space</td>
<td>No uniform</td>
</tr>
<tr>
<td>Menu</td>
<td>Not offer healthy food product</td>
</tr>
<tr>
<td>Good in value</td>
<td>A little promotion</td>
</tr>
<tr>
<td>Old brand, have many loyal customer</td>
<td>Little social media interaction</td>
</tr>
<tr>
<td>Opportunities:</td>
<td>Threats:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Economic recovery</th>
<th>Bad image of fast food</th>
</tr>
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<tbody>
<tr>
<td>More and more popular in Asian food</td>
<td>Intense competition</td>
</tr>
<tr>
<td>The Irish government political strategy</td>
<td>Price sensitive in consumer</td>
</tr>
<tr>
<td>Declined in unemployed rate</td>
<td>People like to customize their lunch or dinner.</td>
</tr>
<tr>
<td>Growth in fast food industry</td>
<td>High technology on competitor’s service</td>
</tr>
<tr>
<td>Frequent use on Facebook</td>
<td>High substitutes</td>
</tr>
<tr>
<td>Popular on healthy diet</td>
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(6) Key Insight

1) Key findings of PEST analyses

Ireland is a low-risk country. The Irish government reduce Earned Income tax Credit and capital gains tax rate. SMEs could have a well development in Ireland. Luigi’s as a SMEs company, it could gain benefits from that political strategy.

The health has been more concerned by people. People are looking for low fat, low salt and low calories products. Luigi’s should pay more attention on health and diseases problem in preparation on food.
In Kilkenny development plan, a retail should include integrated out store decoration. The Castlecomer Authorities impels people to reuse source in local. The all-local retails have duty for their town to make their city is better. Client should notice their local authorities and follow their rules.

As the Irish economic recovery, the unemployment rate and the youth unemployment rate decreased in 2015. GDP, consumer confidence and return on investment were forecasted increase 4.8% in 2016. The CAGR will continued growing to 4.7% till 2018. Those economic factors are positive symbols. People would have more money to select what they want to purchase.

The youth unemployment rate in Castlecomer was lower than Kilkenny, even less than the average of nation. And the labour force would increase till 2020 in Kilkenny that would drive a growth of labour force in Castlecomer. Therefore, the demand of consumer will increase and it will spring such innovative talents.

The household is a big portion in Kilkenny’s population. This part of group could become a potential target market to Luigi’s.

People trending to healthy diet, and fast food was thought as unhealthy image as it led to obesity and other disease. Nevertheless, Asian food could be a healthier choice and it would meet various demand for different people. Thus, this is an advantage of Luigi’s.

In Ireland, there are over 60% people use Facebook every day. And 87% companies use it for commercial communication.

Growing demand in Asian food.
More and more people like to order meal by mobile phone
Transparence of kitchen is also an important factor.

2) Key findings of 7P’s analyses
Luigi’s provide Asian and Italian foods.
Luigi’s is low price strategy.
Good location as wide parking area, near to center, convenience for consumers.
Less promotion.
Update Facebook slowly.
There only one Chinese food cook.
The staffs are friendly and enthusiastic.
Luigi’s has delivery service but there are no seats in shop for customers who are waiting or eating in shop.
The decoration is very simple.
Blue color could not stimulate desire for food of consumer.

3) Key findings of questionnaire
Most of people thought Luigis has good value of money and delicious tasty.
Most customers consider that Luigis opening time is suitable for their lifestyle.
Luigis maintain a high satisfaction from their customers. A number of customers comment that they are satisfied with much aspects of Luigis, such as food taste, service, price, and location.
There are 24% Luigis’ customers would use Just Eat to order food online.

4) Key findings of in-depth interview
Luigis’ target market is single person who were around 20-year-old student and most of them were lived in Castlecomer, and male more over than female.
Luigis did nothing in advertising.
Most of people like Chinese food in Luigis, and Luigis has only one Chinese food cook, he is working from Wednesday to Saturday. There is a little problem is that most of customer will ask staff to give more pieces of each meal. That would increase cost and reduce profits.
The weak part of Luigis is decoration of in store. The manager said that sometimes customer need to stand there to wait their meal. The manager indicated that Luigis has another part place belongs to Luigis, but they didn’t use it.
The staff does not have uniform.
Weekend is quite busy period.
Customers need a range of healthy products, like salad or vegetables.

3. Marketing Solutions

(1) Recommendation for 7P’s
1) Recommendation for Product
① Launch healthy Products
There is a rapid grow demand of healthy food. Therefore, it is necessary to launch healthy product for consumers.
- Salad and Vegetable
- Gluten Free Product
② Source Locally
Castlecomer is development of agriculture, there are abundant agriculture resources in local. Also, contemporary people like to support their local business. If
Luigi’s could use local resource, that would attract more consumers.

Ring Farm

Ring Farm is a local farm sell chicken in Castlecomer. The chickens are free range to growth in local farms. It has enough time to growth. That would make sure the quality of chicken.

Mobile number: 083 116 1774
E-mail: ringsfarm@hotmail.com
Website: www.ringsfarm.ie

③ Family meals

Causing household takes a big part in Kilkenny’s population. Luigis could launch the whole family meals for this potential group of people. This group people focus on healthy diet, thus it is better including salad or vegetables of a family meals.

2) Recommendation for Price

Currently, Luigis take low price strategy. And their customers are satisfied with the price. It does not need to change. From interview with manager, most customers demand for more portions of a meals. Thus, it can design a menu for extra portion. Such as:

- Extra Chicken    €0.50
- Extra Beef       €0.50
- Extra Prawn      €0.50
- Extra Chips      €0.20
- Extra Vegetables €0.20

3) Recommendation for Place

The location of Luigis is great, a numerous would pass by in front of Luigis. Thus, it is does not need to move.

4) Recommendation for Promotion

① Billboard

As Luigis’ good location, the billboard would be an effective measure to attract people who pass by Castlecomer.
② Facebook

Facebook as a significant social tool. Luigis should update regularly and it can communicate to consumers. So it could have a better understand of consumers’ need. Luigis’ could post new products press, special offers and healthy information on Facebook. In order to attract more fans and get more target consumer.
③ Twitter

Similarity, Twitter as a social media as wide use by most of people. So Luigi’s could join Twitter to contact with consumers.

④ YouTube

Luigis could post their new product videos or healthy diet meals on YouTube to attract more fans to follow it. Also, it can share the cook tip for consumers.

⑤ Loyalty Card

From interview with customers, they indicated with that they would very happy if Luigi’s has loyalty card causing Luigi’s does not has any more promotion.

Figure 12: Luigi’s Loyalty Card

⑥ Join Just Eat

From Q5, there are over 60% of consumer would use Just Eat to order food. Also, that is a good chance to enhance brand awareness. And consumer can use mobile to order meals on Just Eat.

5) Recommendation for People

According to in-depth interview with manager, Luigi’s only has one Chinese cook, and their busy at weekend. It could hire part-time job staffs on busy period or release heavy work on Chinese food cook.

6) Recommendation for Process

① Based on in-depth interview with staff, most consumers complain that they cannot eating on the shop as there is no chair to seat. Therefore, it is necessary to provide eating area for customers.

② Pizza Tracking Apps:

Based on high mobile technology, it could offer a Pizza Tracking Apps for consumer who are waiting.

③ Tracking Monitor:

For people who are eating in shop, it can put a monitor to show the process and how long the customers need to wait. As uncertain waits seem longer than finite waits, according to Maister 9 Psychology of Waiting.

![Tracking Monitor](image)

Figure 11: Tracking Monitor
7) Recommendation for Physical Evidence

① LOGO

Currently Luigi’s does not have any specific logo. But logo is an important element that could represent a company image. Also, logo could show the brand value to customers. Thus, this design illustrates the core product of Luigi’s. This logo combines Italian pizza and Chinese noodles.

![Figure 12: Logo](image)

② Employee Dress:

From interview with manager, Luigi’s does not have uniform. Uniform is importance that could represent company’s image. Luigis could choose a cheap one as a shop uniform. Especially for cooks, that is importance to wear clean when they are preparing food for consumers.

For Staffs:  
For cooks:

![Figure 13: Staff Dress](image)

③ Website
More and more people trending to surf online or use mobile to order for a meal. Therefore, Internet is very important for commerce.

④ Calorie Amount on Menu
The calorie amount on menu could help people choose a healthy diet for their physical demands. Thus, they do not need to worry obesity.

⑤ Outdoor decoration
The blue color could not stimulate people’s greedy stomach. Thus, it is suggested to repaint of outdoor decoration.
According to in-depth interview, the staff indicated that the decoration is old and too simple. And there does not have eating area for customers who want to eating in stores.

Based on talking to manager, he indicated that there does not eating area for consumers, and also the shop owner has a place which does not use it, it just behind Luigi’s. If it could paint for consumer, that could make consumer more satisfied.

Paint design:
4. Conclusion

The deep perspective points out that students must be the constructors of the lessons in order to realize the real meaning of personalized learning. The deep perspective advocates the deep integration of knowledge among single disciplines and interdisciplinary (Long, X. 2019a; Long, X. & Ju, F.A. 2020). In this paper, the analysis of Luigi’s market strategy focuses on the deep perspective, which advocates the integration of knowledge and culture between intradisciplines and interdisciplinary. The spread of cross-cultural knowledge is conducive to the cohesion of customer recognition of the brand. Culture can be shared by the whole world without borders, families or businesses (Long, X.2019b).

From Global Fast-Food report, it indicated that fast food is becoming the second largest foodservice channels in the world. The Asian fast-food is the fastest growth in this category. The increasing demands of diversity and complexity in consumer are key influence factors of customize menus (Bordbia, 2015b). As mentioned in depth perspective, consumers should be the constructors in fast-food restaurants. They can customize the food they need. Over last ten years, people were paid attention to quality in food service. Most highly processed in preparation food is full with fat that makes body increase weight. More companies used a healthy way to responded public, but the shadow of bad press also exists in this industry (Franchisehelp.com, 2015). Healthy positioning should be primary considered in operators as it became a greater efficacy in fast food industry (Bordbia, 2015b).

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References


