

Pricing and Positioning

The choice of the right price for the right market is one of the key elements for success. The price of your food should reflect the target market position, competitor prices, food preparation and service costing, introductory vs. regular prices, the required margin and the sales method. The market position is determined to a large part by the sales channels you choose and your advertising policy.

In some cases, the same restaurant concept may be targeted at different ends of the market. The choice depends on how you view the restaurant. Do you consider your restaurant as moderately priced, intended for the average customer? Or do you see your restaurant as an exclusive establishment aimed at the high end of the market. In either case, you should justify your choice of the positioning strategy and pricing policy.

Based on the above factors, describe your restaurant positioning strategy and pricing policy.