What is the Marketing Strategy for Red Corner Café

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Abstract
Red Corner, a restaurant in Makassar City, has drawn foodies with its distinctive Molecular Gastronomy-based cuisine and exclusive culinary concept. Even though they are successful in drawing patrons, restaurants nevertheless have a difficult time keeping up with demand because of space constraints and lengthy lines, which can negatively affect the dining experience. The purpose of this study is to analyze Red Corner's marketing strategy utilizing the SWOT method. This study investigates strategic prospects for optimization and determines the elements influencing consumer interest in Red Corner through observations based on customer evaluations and comments on the Beautiful Indonesia platform. Red Corner hopes to use the research findings to improve its marketing tactics, put more of an emphasis on client satisfaction, and reach a wider audience. In addition to helping Red Corner, this study project aims to shed light on restaurant marketing tactics and customer service from both a theoretical and practical standpoint.
Keywords: Qualitative, Marketing Communication, Gastronomy, Marketing Strategy

Introduction

Red Corner's unique food concepts and unparalleled culinary experiences have made it a culinary hotspot in Makassar City that draws in foodies from all over. Red Corner has gained popularity, but despite this, it faces serious problems with space constraints and large lines, which can make consumers wait a long time.

Red Corner sets itself apart from other eateries by utilizing the Molecular Gastronomy idea to sell its distinctiveness. Molecular Gastronomy is the culinary science that makes use of physics, biology, and chemistry to provide a singular taste experience. The restaurant tries with different cooking techniques to provide a meal that is not only excellent but also visually and aurally appealing.

The most crucial factor in evaluating how successfully a business accomplishes its objectives is its capacity to effectively market its products to end consumers. Business activities are those that seek to generate outcomes in the form of profits (Kune et al., 2023). Every business constantly aims to give its customers the best possible service, and it chooses the best course of action to impact its growth by implementing a plan that is specifically designed to meet the demands and preferences of its clients. When a group or individual works toward a profit through producing, purchasing, selling, or trading goods and services, that activity is referred to as business (Kune, 2023).

From an internal or external viewpoint, a company's business environment might have an impact on its ability to maintain business continuity. A company's ability to continue operating can be aided by positive environmental improvements, and it can be jeopardized by bad environmental changes. Consequently, businesses need to evaluate these modifications (Yusuf, 2023).

This can be accomplished by analyzing Red Corner's internal environment and identifying its advantages and disadvantages. A business must also conduct environmental scanning both inside and outside. This will be crucial in deciding how the business is positioned against its competitors (Yusuf, 2022). To ascertain Red Corner's advantages and disadvantages, an internal factor analysis was conducted (Kune et al., 2023).

When a corporation offers a high-quality product at an affordable price, it is demonstrating its strength. A company's shortcomings become evident when it sells a high-priced, low-quality product. Red Corner can reduce vulnerabilities and seize chances from the external environment by highlighting its internal strengths through the application of the SWOT analysis method (Saliani, 2021).

Observation via the Beautiful Indonesia platform is the research method employed, and consumer ratings and comments are used as a data source. Red Corner hopes to increase market

reach, strengthen its marketing approach, and concentrate on customer satisfaction with the help of the study's findings. Customer happiness is influenced by a number of aspects, beginning with the caliber of the product, the pricing, and the caliber of the service (Yusuf et al., 2023).

Methods

To acquire a comprehensive understanding of the Red Corner Restaurant, this research method employs a qualitative approach called SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). A SWOT analysis will offer new perspectives regarding internal elements (strengths and weaknesses) and external aspects (opportunities and threats) that might influence a restaurant's performance and reputation, in addition to reviewing reviews and ratings on the Beautiful Indonesia platform.

Through the use of a qualitative technique, research may investigate the subtleties and background of every customer review, revealing details that might not be immediately apparent via rating systems. Online observations will concentrate on information from multiple websites, including Google Reviews and Beautiful Indonesia, to obtain a comprehensive understanding of consumer experiences.

In order to identify Red Corner Restaurant's distinct strengths, areas for improvement, weaknesses that require attention, and potential threats, a SWOT analysis will be carried out using the information gathered via online observations. This approach offers a strategic basis for future development in addition to comprehending client perceptions.

Through a combination of data collection from many web sources, SWOT analysis, and study of online reviews, this research attempts to offer a thorough knowledge of the elements influencing Red Corner Restaurant's performance and image.

SWOT analysis

SWOT analysis approach was utilized in the analysis of the Red Corner Restaurant's marketing strategy in order to determine the Red Corner marketing strategy, specifically:

1. Advantages:

a. The Red Corner Restaurant can compete with other eateries thanks to its distinctive idea, which extends to the food menu, taste, and presentation. b. The restaurant offers guaranteed quality, as evidenced by several reviews.

c. Situated in a covert area, making it appear exclusive and hence strategically significant.

2. Weakness: a. price is fairly high for some market segments; b. customers must place an online reservation in advance due to the restaurant's limited seating; c. the restaurant is overly reliant on its chefs, which increases the possibility of trouble finding chefs with the necessary training or experience.

3. Opportunities: a. There are few fine dining establishments with a distinctive idea or comparable molecular gastronomy, therefore there is room to grow; b. There is room to create menu items that are specifically tailored to new themes and trends.

4. Threats: a. The Red Corner Restaurant faces fierce competition from other upscale dining establishments to create a distinctive and sustainable advantage; b. There are fluctuations in the price of raw materials and high costs associated with them; c. The absence of information about the safety and health of the food served at the Red Corner Restaurant may make patrons hesitant to visit.

These items are part of a SWOT analysis that we are using to grow our market share and get ready for the dynamics of competition with other food-related firms. Through this research, the business can choose a good course of action and plan to ensure that the strategy design operates smoothly and methodically in accomplishing its objectives.

Matrix of SWOT

The SWOT matrix is a tool for developing decision-making to decide on a logical course of action that would optimize opportunities and strengths while simultaneously minimizing risks and weaknesses to the enterprise. The SWOT Matrix has four sections for application: Strengths-Opportunities, which signifies leveraging strengths to seek opportunities; Weakness-Opportunities, which implies minimizing weaknesses to seek opportunities; Strengths-Threats, which signifies leveraging strengths to reduce threats; and Weakness-Threats (Weaknesses-Threats). namely, reducing vulnerabilities to ward against dangers.

Results and Discussion

Several elements were discovered that could affect someone's desire in returning to Red Corner based on the findings of observations conducted by researchers using secondary data, specifically based on a review of Beautiful Indonesia. These factors are as follows:

1. One-of-a-kind Experience

Red Corner Restaurant is renowned for its distinctive menu and atmosphere. Because offering a distinctive experience increases the likelihood that guests will be drawn in by the uncommon dining experience and will want to return to sample more of the menu.

2. Nutritional Value

Restaurants that can continue to serve good meals on a regular basis tend to attract repeat business. If the food at Red Corner Restaurant is consistently of high caliber, patrons will come back to savor it.

3. Client Support

Providing amiable service, paying close attention to details, and being able to satisfy customers' demands are crucial components in developing relationships with clients. Customers will feel valued and be inclined to return if the Red Corner Restaurant excels in this area.

4. Uniformity

It's important to provide the same experience and cuisine to guests on each visit. Customers are more inclined to stick around if they know they can always rely on Red Corner Restaurants to deliver a consistent experience.

5. Suggestions from Family and Friends

When choosing a restaurant to eat at, recommendations from the people who matter most to you are frequently crucial. Customers may be more likely to try Red Corner Restaurant if friends or family suggest it and stick with it if they enjoy it.

6. Location and Easily Accessible

Customers are more likely to return to restaurants that are easily accessible, especially if they are located in a convenient place such as Makassar City and have easy access to parking.

7. Sales and Positive Announcements

Customer interest and loyalty can be increased by positive promotions and excellent news about a restaurant, whether they come from social media, media reviews, or referrals from well-known individuals.

Red Corner Restaurant has several options for strategies based on the findings of the SWOT analysis, SWOT Matrix, and aspects that have been examined. These include:

1. Grow and establish a franchise

Red Corner Restaurant has the benefit of having a positive reputation, which allows it to grow and establish a franchise in order to take advantage of new prospects and broaden its market reach. In addition, Red Corner Restaurant can reduce one of its current drawbacks—limited capacity—with this possibility. Aside from that, Namaaz may be able to attract new customers with this, as some had previously expressed interest in trying a novel culinary experience with a novel concept but had been limited by geography.

2. Preserving its positive image

The Red Corner Restaurant's stellar reputation serves many purposes, including reducing threats, reducing the number of competitors it faces thanks to its advantages, and fostering client loyalty.

3. Train staff members and cooks

Red Corner's over-reliance on chefs is one of its shortcomings; this has to be reduced to ease restaurant operations. Therefore, Red Corner must train its long-term employees as well as those who are highly trusted by the company. In addition, Red Corner can strengthen family relationships and offer rewards to keep cooks and staff.

to chefs and staff in an effort to lower the likelihood of employee disloyalty or betrayal.

4. Health and safety education within the framework of gastronomy. Creating informational content explaining the gastronomy concept and why customers should try it is one way to educate people about safety and whether or not food including it is healthy to eat. In addition, Namaaz can work with content producers, food vloggers, or influencers to spread awareness of the Red Corner concept in order to keep up with current trends.

Conclusion

Red Corner is a restaurant that sets itself apart from the competition in the culinary industry by offering the first molecular gastronomy menu in Indonesia. The study of cooking based on the fundamentals of chemistry, physics, or biology is known as molecular gastronomy (This, 2006:1). In this instance, Molecular Gastronomy conducts a variety of tests that are integrated into cooking techniques.

Red Corner has sixteen different food menus with a wide selection of cuisines. The menu features items including gaming consoles, sweet martabak, mixed ice, hot iced tea, lipstick, chicken frogs, cassava chips, cigarettes, soap, paper and pencils, bees, snail racing, and cilus.

Based on the results of customer reviews, it is possible to draw the conclusion from this research that Red Corner is in a favorable location and has a strong brand image, which could help the restaurant grow more successfully in the future. Red Corner does, however, have significant drawbacks, including prices that are high for some market segments, an online ordering requirement for consumers, and an overreliance on cooks within the restaurant.

Nonetheless, Red Corner has the chance to grow. because there aren't many fine dining establishments with a comparable molecular gastronomy or original concept. Nonetheless, it is inevitable that there would be fierce competition between Red Corner and other upscale dining establishments to develop distinctiveness and competitive advantages. Apart from that, Red Corner is also at risk from the limited supply of raw materials. In addition, customers may become skeptical about the Red Corner Restaurant's food safety and health due to a lack of information and education about the subject.

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