

# Marketing Strategy of Pakistan Gourmet Chain Company

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**Abstract:** This study is based on Pakistan Gourmet Chain Company (PGCC) as the object of study, using STP, 4P-related marketing theory, using literature research method and questionnaire survey method, combined with my many in-depth field research of PCC, Objective evaluation of the marketing strategy of the company, analysis of PGC food business chain in the marketing management process of the problems and reasons for formation:(1)Unlike other competitor's gourmet is not using main media for their promotion;(2)low spending on Marketing promotion;(3)The taste of the product does not meet the demand and needs to be redefined;(4)The stability of currency leads to product price fluctuation;(5)The lack of brand communication in the process of commercial chain expansion;(6)The change of external environment affects the development of enterprises. On this basis, constructive proposed marketing strategy improvement measures. This study has important theoretical and practical value to the evaluation and improvement of PGCC's marketing strategy in the food business chain, and to the exploration of the role of the commercial chain model in promoting market channel expansion, scale economy application, channel model upgrading, it has some management inspiration and reference for other food enterprises how to use a commercial chain to expand their market share and profit space.

**Keywords; Pakistan; Gourmet Chains; Marketing Strategy; Optimization Measures**

## 1. INTRODUCTION

### 1.1 Research background and significance

#### 1.1.1 Research background

In recent years, Pakistan's food industry has made great development, and the living standard of people also constantly improve, people eat three meals a day the life consumption habits also gradually tend to convenience foods such as sweets, desserts, catering, and bread, cakes and other baked goods, soft drinks, such as milk, dairy products, along with staple food kitchen revolution deepening. Food industry is bound to become one of the most popular and closely related industries in the food industry. In Pakistan, the food chain market has great potential and become a new growth point of the food processing industry. Sales at gourmet chains, fast-moving consumer goods, are growing by more than 10 percent a year. With the economic development, the product quality and brand of gourmet chain enterprises have more and more come into people's view, attracting the favor of consumers of different ages.

Commercial chain is an important marketing strategy for the fast market expansion of gourmet food enterprises in recent years. Quickly occupy the market through chain channels, expand the market sales scale, and improve the recognition and influence of products and brands. What determines the success or failure of an enterprise is not its size, but the choice of its customers. First, it should be clear what stores are selling, clear customer needs, product quality, fragrance, art, display, atmosphere, service, speed, creativity, culture, and trust are the elements to enhance competitiveness. Secondly, it is

important to understand that customer satisfaction is the core, and only well-prepared products may not be able to sell out. You should keep thinking about whether you can guide customer needs and create customer needs when you can't keep up with the changes in customer needs, to provide unique demand value and let consumers think of the enterprise's food brand first. The commercial chain channel has become the core competitiveness and competitive advantage of gourmet enterprises.

Apart from preparing traditional sweets, snacks, cakes, pastries, doughnuts, biscuits, general confectioneries, bread, and bakery goods, the business has expanded its operations and produces its own branded soft drinks, beverages, mineral water as well as milk and dairy products (under the subsidiary Gourmet Dairies). It also has a catering services branch and has set up a family restaurant. Pizzas and fast food are other delicacies prepared by Gourmet.

Pakistan Gourmet Chain Company Pakistan Gourmet Chain Company is one of the most famous commercial Chain companies in Pakistan, which operates candies, desserts, catering, bread, cakes, milk, dairy products, mineral water, etc. Food chain companies also have the following problems in the marketing process: First, the taste of products does not meet the needs, which needs to be redefined; Second, currency stability leads to product price fluctuations; Third, the lack of brand communication in the process of commercial chain expansion; Fourth, the change of external environment affects the development of enterprises.

However, four types of problems arise in the marketing process of a Gourmet Chain Company: first, the taste of the product does not meet the demand and needs to be redefined; Second, the stability of currency leads to product price fluctuation; Third, the lack of brand communication in the

process of commercial chain expansion; Fourth, the change of external environment affects the development of enterprises. Therefore, this paper explores the marketing strategies of Gourmet Chain Company by using marketing theories and methods, which are of great theoretical value and practical significance.

Therefore, this paper uses marketing theories and methods to discuss the marketing strategies of Gourmet Chain companies. How to find a blue ocean for its development in the fierce competition and build a strong baking brand has become an urgent problem faced by Pakistan Gourmet Chain Company. Under such circumstances, the research on the marketing strategy of Pakistan Gourmet Chain Company plays an important role in narrowing the gap between enterprises and the steady growth of enterprises' profits. In this paper we use different marketing theories and methods to get to know about current marketing strategies and theories and what are the issues and problems with them and how can we solve those and improve the marketing strategies to overcome these issues.

### 1.1.2 Significance of the Research

Commercial chains have emerged as a critical marketing approach for gourmet food companies seeking quick market development in recent years. It may swiftly dominate the market via chain channels, grow the size of market sales, and boost product and brand recognition and impact. Commercial chain channels have evolved into a gourmet food enterprise's primary competitiveness and competitive advantage. So, this research identifies the flaws in their Marketing strategies and will suggest the solution to how to overcome that.

## 1.3 Research ideas and methods

### 1.3.1 Research ideas

This paper starts from the research background, research significance, research content, and research methods of the food business Chain, and proposes the optimization of the marketing strategy of Pakistan Gourmet Chain Company. Secondly, carefully read and sort out the domestic and foreign literature about food chain operation, from which to understand the research status and the exhibition of food commercial chain at home and abroad; Thirdly, through a questionnaire survey, with the help of STP theory, 4P theory, and first-hand data, the marketing strategy of Pakistan Gourmet Chain Company is comprehensively evaluated, and the problems existing in the marketing strategy are analyzed from four aspects: product, price, channel, and promotion, to find out the main reasons influencing the marketing strategy. Fourth, through the analysis of the external environment and internal conditions of the enterprise, the marketing strategy optimization measures of Pakistan Gourmet Chain Company were put forward. To implement the effective implementation of marketing strategy, the corresponding guaranteed measures

were formulated. Finally, the research conclusions and research prospects of the paper are drawn.

### 1.3.2 Research methods

There are three research methods to be adopted in this paper, one is literature research, the other is questionnaire survey, and the third is qualitative analysis.

(1) Literature research method: The literature research method mainly refers to the method of collecting, identifying, and sorting the literature, and forming a scientific understanding of facts through the research of the literature. The general process includes five basic steps, which are: putting forward the topic or hypothesis, research design, literature collection, literature sorting, and literature review. The proposed topic or hypothesis of the literature method refers to the conception of analyzing and sorting or reclassifying the relevant literature according to the existing theories, facts, and needs. Research design should first establish research objectives. Research objectives refer to the use of actionable definitions to design the subject or hypothesis into specific, actionable, and repeatable literature research activities, which can solve special problems and have a certain significance.

This paper mainly consulted many relevant theoretical knowledge and references through CnKI, China Wanfang Data Digital Journal, Google Scholar, and other websites. Through learning and reading this theoretical knowledge and literature, the research objectives and research problems of this paper were understood as comprehensively and accurately as possible. These articles and theories are enlightening to the research ideas and provide background information and a theoretical basis for this research.

(2) Questionnaire survey: A questionnaire survey is a widely used method in a social survey at home and abroad. A questionnaire is a form of questioning used for statistics and surveys. The questionnaire method is a method for researchers to use this controlled measurement to measure the problems they are studying and to collect reliable data. Most questionnaires are sent by mail, individually or collectively. The surveyors fill in the answers according to the questions in the form. The questionnaire is more detailed, complete, and easy to control than the interview form. The main advantages of the questionnaire method are standardization and low cost. Because the questionnaire method is based on a well-designed questionnaire tool, the design of the questionnaire should be standardized and measurable.

In the process of writing, Pakistan Gourmet Chain Company was taken as the research object, through questionnaire design, sample object selection, sample questionnaire distribution and collection, sample feature statistics, sample data statistics, and analysis, to understand customers' pain points in terms of products, channels, prices, and promotion. Through a field visit to Pakistan Gourmet Chain Company, I learned about the

current marketing situation, future planning, and bottleneck problems of the Company's commercial Chain, which laid a good foundation for the subsequent thesis writing. To develop its optimization program.

(3) Qualitative analysis: Qualitative analysis method is the most common method of reasoning in academic papers, it is relative to the quantitative analysis, refers to the paper's research as not a quantitative data model, and data analysis to put forward the corresponding point of view or is analyzed in this paper, the problem, but by the existing theoretical basis, by the method of qualitative description by combined means of induction and deduction, To analyze the specific problems of the study, and put forward relevant solutions. After the analysis of the company's information, using the method of SWOT, STP the analysis model of their advantages and disadvantages to the company and the industry macro-environment have a clear cognition, at the same time can get the problems existing in the marketing strategy, as well as the company's main marketing model facing pain points, help the company expand sales channels and performance in the sales market.

### 1.4 Research content and framework

#### 1.4.1 Research content

The research content of this paper is as follows:

Chapter 1: Introduction: Focus on the background and significance of topic selection, research content, and framework, research methods, main innovation points, etc.

Chapter 2: Theoretical basis and literature review: By combing the research of European, American, and Chinese scholars on the marketing strategies of American food products, the research literature was reviewed, and sufficient research was found to provide ideas for this research paper.

Chapter 3: The current situation of the marketing strategy of Gourmet Chain Company, which is mainly described from four aspects: product, price, channel, and promotion.

Chapter 4: Analysis of the problems and causes of Gourmet Chain Company's marketing strategy. A questionnaire survey is used to evaluate the company's existing marketing strategies and analyze the causes of the problems.

Chapter 5: Competitive environment analysis of Gourmet Chain Company. It mainly analyzes the competitive environment of the same industry and internal SWOT analysis.

Chapter 6: Suggestions on marketing strategy optimization for Gourmet Chain Company

Chapter 7: Research conclusion and prospect.

#### 1.4.2 Research Framework

Based on the research method and content, this paper puts forward the technical route (see Figure 1-1).

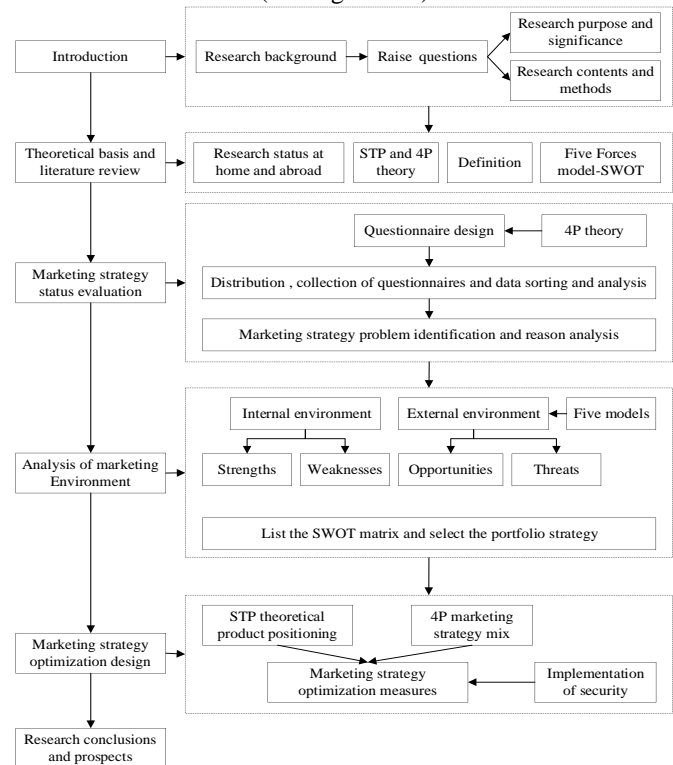


Figure 1-1 Technical route

### 1.5 Innovation of this research

The innovation of this paper is mainly reflected in two aspects: one is the practical application of the food marketing mix, and the other is the innovation of research methods.

(1) The application innovation of marketing mix theory: In the food marketing mix, Products of Gourmet show attributes like quality, features, style, and design. Its quality is always good and innovative having differentiated features. Gourmet designs begin with a deep understanding of customer needs when Gourmet develops a new product it is always based on customer perception and needs. It more focuses on benefits for customers who do not profit. Price: Gourmet earns low and negligible profit which is why its prices are always less than the market. It keeps low prices according to the market penetration pricing strategy to attract a large number of buyers and a large market share. Gourmet uses value-based pricing when setting prices that are based on the perception of value rather than on the sellers' cost. Place: Being accessible to customers increases the value for customers. Gourmet is a market leader in "Gourmet Foods". Its growing size of all branches has become more easily accessible and convenient to customers. It has around 95 branches in Lahore. Promotion: Gourmet does its promotion only in its stores. Whenever it introduces its new branch, it gives a 25% discount which is for promotion, and other

promotion mix tools are used as sales promotion which is a short-term incentive to encourage the purchase of a product. It's public relations as they are very kind and helpful to their employees. Recently it has started promoting its product on the local TV channel "City 42".

(2) Innovation in research methods: As for research method I am using multiple methods which includes: Interviews with higher Management and Consumer survey. As for gathering information about the current marketing strategies of Pakistan Gourmet Chain Company by conducting interviews with the higher management of Pakistan Gourmet Chain Company and then Conducting the consumer to get information that what consumers think about Pakistan Gourmet Chain Company in this way I will get the perspective of both sides I will get to know what management is doing for their marketing strategies and what consumer thinks about it and what are the issues with it and how can we overcome from that and how can we increase the profitability of the Pakistan Gourmet Chain Company.

## 2. Literature Review

### 2.1 Theoretical Basis

The Pareto principle states that 80% of the outcome is determined by 20% of input or sources. This rule has been applied in many fields including marketing, economics, and even athletic competitions. This is not a rule of thumb but only an observation that most of the results come from a smaller portion of the effects. In the same way, the 80/20 rule is just the simplification of the above-mentioned principle. It states that 80% of sales come from 20% of customers. (Dunford, Su & Tamang, 2021)

Richard L. Oliver introduces the expectancy disconfirmation theory. It comprises three things.

(1) Expectations of customers are confirmed when a product is according to the desire

(2) expectations are negatively disconfirmed when it is not

(3) Expectation is positively disconfirmed when a product is better than what the customer desired

If the difference between expectation and disconfirmation is positive, then it helps to build up the client's trust, and it boosts sales. This theory revolves around expectation, performance, reaction (confirmation, disconfirmation), and satisfaction.

Product lifetime means the time when it was introduced to the market up to the time when it was taken off the shelves. When a product becomes outdated, new products are introduced in the market to replace it. The life cycle of a product consists of 4 phases. Market development, growth, maturity, and decline.

Market development means a favorable and benefits able market for the product is present. And after the product is introduced, its sales are increased which leads to the growth phase. And after a certain time, customers become habitual to it which leads to its maturity. Finally, decline occurs when other more successful products replace it.

#### 2.1.1 STP theory

STP theory is a famous theory in marketing. STP is an acronym for segmentation, targeting, and positioning.

##### Segmentation:

Gourmet has adopted an undifferentiated market strategy through which they serve all upper to lower-class restaurants. It has provided a wide variety of bakery items, sweets, and dairy products and offers high-quality services in its restaurants, it is also providing its services by producing its shops and restaurants. Gourmet is also trying to make its goodwill better by launching the weekly magazine "Khawateen".

##### Targeting:

Gourmet is targeting all its buyer (consumers) or potential buyers (other retailers), as homogenous groups. Pakistan Gourmet Chain Company serves all lower- and upper-class restaurants homogeneously Gourmet is appealing to a wide audience by applying an undifferentiated market strategy because the type of products that gourmet provides to the Pakistani population is not new and the Pakistani population is already used to it. The organizations like Nestle, Procter & Gamble, PepsiCo, Shezan, and other large and small local organizations and businesses have made Pakistani people used to all branded perishable and eatable products so, Gourmet does not need to appeal to its audience for its products but only one thing Gourmet must do is to provide better service and to increase its goodwill and Gourmet is already performing its service task in a great way but in limited areas. The services of Gourmet are only available in Punjab which means it will take a long time for it to come to the level of its competitors in Pakistan like Shezan International.

##### Positioning:

Gourmet got great success in positioning its products in Punjab, the main reason for such success is that it has provided a wide variety of high-quality products at low prices. The economic condition of Pakistan is in bad condition and the per capita income of people is also low in such a condition Gourmet has gained high audience attention toward its products and gained a great annual growth of 35%-45% from the year 2006-2009 and still now it is going to provide its more services at more cities in Punjab. With the positioning of its products and services gourmet is also adding some more products just like it is going to start its mobile phone market in the mid or at the end of this year 2021 but the exact date is

not confirmed the mobile phone brand will be named as "Gourmet". Gourmet also brings 'Bon Vivant' as premium cuisine with an exquisite treat in chocolate and caramel for Bon Vivant cakes and other products the ingredients used are imported. But despite a lot of success and advantages, there are also some problems with gourmet like its undifferentiated market strategy will not work properly when it will try to spread its services in other provinces of Pakistan because it has no efficient system of supply chain management or logistics. Gourmet must innovate a unique supply chain management or logistics to spread in the whole of Pakistan.

Businesses try to function in the target marketplace for this purpose they identify and divide the customers into segments so that they can green out maximum profit.

Segmentation means dividing the market into different subgroups so that businesses have a better idea of which group is more profitable, and on which group they must focus. For example, geographical segmentation means dividing an area into different parts. Some of those segments may have more density of people than others. So, the business can have an idea that it can advertise and publish to more people by using lesser means.

Targeting is to determine which segment of customers should be focused on more for marketing purposes.

Positioning is how a certain business positions itself in the market. In this way, the customers get an idea about how and where to use their products. For example, Gourmet Chain Company positions itself as a medium store. So, it means customers go to this retail store to buy economical and affordable goods

### 2.1.2 4P theory

4P of the market are components of the market mix; How do you take the product to market and sell it? The 4Ps stand for price, product, promotion, and place. You don't only need to come up with a quality product with innovative and likable attributes, but you also have to keep in mind its affordability and which target market you have. The positioning of the product is also important in the market. It should be at a place where more people are attracted to and buy it. Lastly, promotion is a huge part of the success of any new product release. Without promotion, even your high-quality product might go unnoticed. For promotion, you must select a media. It can be via television, newspapers, online, through a pamphlet, or by word of mouth. Secondly, the right message should be conveyed. The tackiest tagline gets the most attention. The timing of the promotion should also be kept in mind. For example, there are some prime times of television when the audience is at maximum. Ads must at on those times.

This model can help you with any product. Once you find the right marketing mix, the next step is to test it to figure out its impact on your market.

This paper will take the 4P theory as the theoretical basis of the paper. The reason is that the product is in the market relationship, and the nature of all the relationships will be attributed to the product itself, price, channel, promotion, and other 4P problems. If the company wants to increase product sales, it needs to study the impact of 4P strategies on sales respectively. In terms of products, the company needs to identify the needs of customers and accurately position the products to solve and meet the needs of users. In terms of price, pricing is generally based on market rules, but how to adjust the relationship between pricing and sales volume to maximize profits and ensure good cash flow is a problem that needs to be considered. In terms of channels, products are delivered to users through the lowest cost, the flattest channels, and more channel resources are developed. In terms of promotion, through effective promotion strategies, establish a benign partnership with customers, and enhance customer satisfaction to achieve the purpose of increasing sales.

#### Product:

Gourmet has a wide variety of bakery items, sweets, and dairy products and offers high-quality services in their restaurants. Gourmet is still introducing its new products and services Gourmet has started services for restaurants and in the coming months, it is also going to introduce its new Mobile Marketing. It is also going to introduce its many other new products like new juices and energy drinks.

#### Price:

Gourmet offers high-quality products at low prices to make able low-income people for enjoying high-quality tasty and fruitful food and products at the prices which they can afford them. It is also gaining a high "Goodwill competitive advantage of low prices.

#### Place:

Gourmet has chosen Punjab as its first place for making its roots in the whole of Pakistan. It started in Lahore in 1992 as its second start and now it has started its services in many cities of Punjab and it's gaining a great outcome from people. But Gourmet is taking its marking in Pakistan very slowly as compared to its competitors like "Shezan" it become an international company in 1964 the same year it was incorporated on May 30, 1964, because it signed the joint venture with Alliance Industrial Development Corporation, United States. Gourmet also has to make the same strategy by signing a venture with any profitable and highly progress organization and it will take its roots to an international level, but it has to change its "undifferentiated marketing strategy" to a "differentiated marketing strategy".

#### Promotion:

Gourmet is promoting its products in a very different way as compared to other companies. It is spending low on media advertisement and more on publicity it has promoted the orange color as the way people can identify it because publicity needs low expense as compared with electronic

media advertisement and they are gaining great outcomes from this way. They also made many other different strategies for its publicity like they show their brand name Gourmet differently and stylishly time its color in the logo is orange and sometimes white depending on the color of the background in its logo. Gourmet restaurants, bakery, and shop's building style are also different from the enterprise's building style which make them more prominent in front of the public and many other strategies are easily noticed with some deep observations.

## 2.2 Literature review at home and abroad

### 2.2.1 Review of foreign literature

At the outset, marketing strategy (MS) was defined in a variety of ways by diverse authors. Some early studies, for example, referred to it as the "marketing mix," with names such as Borden, Frame, Gordon, and Smith (1954) and Borden, Frame, Gordon, and Smith (1955). (1986). Smith (1956) defined it as "product differentiation" and "market segmentation" to symbolize alternative marketing methods, respectively.

To suggest alternate prices, Dean (1951) utilized the "skimming's" and "penetration" notion. Wind and Lilien, in 1993, established "6C model," containing generic six-factor MSs comprising "customers," "distribution channels," "companies," and "companies," and "culture" (1993), "cooperation candidates." "6C model" The six-factor version was used to substitute the preceding 2C (company – clients) and 3C (company – clients – competition) models. According to a subsequent study, ShaomingZou and Cavusgil (2002) discovered substantial standardizations in marketing strategy encompassing product, promotion, channel structure, price, marketing activity concentration, marketing coordination, global market engagement, and competitive integration. Corey (2003) has defined MS as a distinct position with a variety of activities and defined MS as a comprehensive plan which combines all marketing objectives.

Another studied trend for MS is the relationship between a company's marketing strategy and its overall performance. According to Craven, Piercy, and Prentice (2000), a marketing strategy is often found to provide a competitive advantage to a company by increasing the value it provides to customers. A marketing strategy has also been developed by some and Prussia, which is based on three dimensions, namely: objective market similarity, standardized marketing strategy, and centralized market structure, in which the authors have demonstrated that the MS positives are associated with the profitability of the company. Additional value is created by Microsoft through its long-term business structure and objectives. A food firm needs to examine themes such as segmentation, positioning, marketing, targeting, branding, research on market enterprises as well as consumer research to effectively sell food. For any manufacturer or

provider, consumer happiness is of the highest worth. It is also crucial to notice the food kind, its length, if it is perishable, its quality, and accessibility while marketing food.

Also of significant importance is the value chain, the level at which chronological parties add value to the product. A supplier needs to consider demographic studies to be competitive in food marketing. This implies a thorough grasp of the population's statistical characteristics. For example, if a corporation wants to join the quick food market in a certain location, it should consider examining the number of persons aged between seven and approx. 30 who are located in this specific neighborhood (Since such are known to enjoy fast food meals).

Future trends in the food sector should also be predicted by the firm. For example, there is a very large population in a nation such as China, which means that birth rates are likewise considerably high.

The firm may thus forecast that demand for school lunch boxes may increase, so the company needs to discover other items that the large population consumes.

It is also important that the firm learns the patterns of consumption. (Elisabeth, 2008). In recent years there have been considerably higher consumption rates for some items, such as chicken and cheese. But in every region of a country, this is not the case. Some places are where the majority of people prefer ready-made or fast-food cereals and other full meals. Moreover, because of the high level of fat. Such groups of people choose other slimmer foods. It is vital that the manufacturing of such meals in these locations be increased by a firm.

It is also necessary to define precisely the sort of foodstuff being supplied to ensure efficient marketing. (Spain, 2015). To prepare a company for any consumer queries, it should be well-educated on the ingredients and other goods in which that meal is made. The ingredients of the food and concentration levels should be taken into account and also marked in packaged goods to avoid suspicion.

To attract a large number of consumers, the price of food should also be affordable. This is important if the level of classes of people living in a specific location is known since their income levels vary. Some people regard meals as a luxury and as a necessity for others. Therefore, the company will be able to alter price levels if needed with the information of the price reaction. The comparison of pricing with other similar goods produced by other firms will also allow a particular market to establish the price of its foodstuff, to begin with when promoting.

A firm should consider advertising through TV, print campaigns, the internet, or any other social networking website for promotional objectives. For example, by packing the food or beverage into a customized and distinctive package or container, they should accomplish so in a really beautiful way. A higher number of consumers will draw this.

In short, the marketing technique incorporates the individuals engaged in the work with a lot of inventiveness. To manufacture superior items, technology is also of major importance. Every buyer would be prepared and able to purchase a product that is uniquely marketed and can make the individual savor that particular thing. Publishing such a tempting way in the food product may even encourage an individual to purchase food or drink or to sacrifice the money assigned to other things so that this particular product may only be bought.

### 2.2.2 Domestic Literature Review

As global concerns about sustainable development have grown, local food systems have risen to become a development priority in many parts of the world (Giovannucci et al., 2012; United Nations, 2015). Its goal is to resolve the seemingly intractable problems of resource scarcity, global warming, ecological destruction, community disturbance, and socioeconomic inequity, among others. The creation of local food systems is one example of a strategy to address these issues. It develops economic techniques that employ alternative organizational tactics, as well as environmental and social models that are compliant with the limitations imposed by mankind (Wight, 2015). The linked growth of three subsystems that are part of the three-fold development of a local food economy is required for the focused development of a local food economy (Savitz, 2013). The natural system focuses on the usage, development, and conservation of soil and reductions in transport pollution.

#### (1) Current product strategy

Consumer interest in locally produced food has increased in the United States, according to recent data. The popular press has frequently featured articles about the food of a particular region. Additionally, there is a growing interest in finding locally produced food items, as evidenced by two recent best-sellers, *Animal, Vegetable, Miracle* (Kingsolver, Hopp, and Kingsolver in 2007) and *In Defense of Food* (Pollan in 2008), both of which advocate for "local" production in their respective fields. According to a nationwide study conducted by the Hartman Group (2008), many consumers interpret the local distance from their home as being created or manufactured within 100 miles of their home, with 50 percent defining the local as meaning created or manufactured within their state and 37 percent understanding the local as meaning produced and produced in their state. It is also shown that the main driving force for the poll is their conviction that customer interests in locally manufactured food are healthier. Two publications give an overview and a comparison with mainstream food supply chains of local food systems. Martinez et al. (2010) explore several definitions of local foods, estimate market sizes and reach, characterize local customers' characteristics as well as those of producers, and analyze the benefits of local food markets for economic growth, nutrition, and food security. King and colleagues (2010) have presented several examples in which the structure,

size, and performance of local foodstuff supply chains were compared to those of mainstream supply chains. For each of their instances, they examine the amount of product diversification, the variety of marketing sales, the source of supplies, and the distinctions between the two supply chains available. 4 Consumer preference literature on locally produced food is sparse, but it is growing in importance. Darby et al. (2008) conducted a study on local food preferences among consumers in the state of Ohio. They discovered that there is a market for locally produced goods and that the value of locally produced goods to customers is not reliant on other factors such as the size of the farm or the freshness of the produce. According to Hu, Woods, and Bastin (2009), they examined customers' acceptance and willingness to pay for three unusual aspects associated with distinct value-added blueberry items, including whether or not the product was manufactured locally. Customers are considerably more inclined to pay for local products than they are to pay for organic formulations, according to the data, which indicates a clear preference among consumers for items made locally. Further research indicated that local premiums were paid for a processed archetypal product (blackberry jam) and that consumer preferences differed across local products belonging to different product categories as a result of the inquiry (Hu et al., 2011). In Nurse, Onozaka, and Thilmany (2010)'s study on the attitude of willingness to pay for different qualities associated with sustainable foods, they used a framework to investigate the predictive capacity of psychological notions of willingness to pay for different qualities associated with sustainable foods (including local and organic ones). Some other studies look into the sourcing and marketing of local food networks and products. Farmers' markets and community support agriculture are two components of local food networks that have been previously investigated: farmers' markets and community support agriculture (CSAs). Farmers are independent merchants (usually farmers) who set up outdoor or inside booths, tables, and tables to sell their wares, including meat and fruit, as well as other meals that have been prepared beforehand. CSAs are made up of individuals who purchase shares in a farm company that is delivered weekly or picked up goods, and in which farmers and consumers share the risks and profits associated with food production. Hardesty (2008) and Brown and Miller (2010) have both written on the economic implications of farmer markets and community-supported agriculture (CSAs) on communities, customers, and farmers (2008). Using case studies of farmers' markets in both urban and rural regions 5, as well as in three eastern and western coast nations, Gillespie et al. (2007) demonstrated that farmers' markets play a key role in the development of local food networks in the study.

#### (2) Current price strategy

The social system highlights human and communal values, and if the local food economy wants to contribute to sustainable development, the financial/economic system requires financial viability. The transformation of companies

into sustainable practices has been discussed in a large amount of literature on sustainability (Consciously Capitalist, 2016; Mackey & Sisodia, 2014; Mohrman, O'Toole & Lawler, 2015). Another 236 SUSAN ALBERS MOHRMAN ET AL. focuses on the creation of innovative organizational methods founded and governed by the principle of the community, the inclusion, empowerment of stakeholders, conservation, and well-being of the system. This latter objective needs a multi-stakeholder, systemic, multi-organizational approach.

There are growing sub-components within the subject that need more attention as long as their geographical and local food systems explicitly affect public policies, everyday living, and socio-spatial unequal politics (see McEntee & Agyeman, 2010). These new areas, as opposed to conventional agricultural geographies, investigate a whole new collection of interrelated social and spatial dynamics, which form and define contemporary foodstuffs. Policies relating to accessibility, consumer decision-making, production, race, poverty, community development, sustainability, public health, and economic development are examples of these types of initiatives. As a result, awareness of the everyday geography of local food and emerging movements, as well as the social milieu in which local food systems are formed, will be influenced by agricultural policy as well as other factors.

### (3) Current place strategy:

Recently, the importance of food cooperatives in terms of providing goods that are produced locally has been studied. Liang and Michahelles (2010) conducted a study of 67 consumer cooperatives in 13 Northeastern states to determine the most significant sources of local procurement (environmental concerns, producer ties, ethical reasons, and support for local economies) as well as the most significant barriers to local procurement (limited supply of local goods, complicated vendor relationships, and distribution and logistics). A countrywide food cooperative survey is used by Katchova and Woods (2011) to investigate how food cooperatives are classified into clusters depending on their competitive advantages over local food suppliers. Our goal is to explore the role of food partners in the development of local food networks and the sale of products that are made in the local community. Food cooperation is a vital activity that helps to foster the expansion of local food networks and connections in a community. Food co-ops also expand the reach of a variety of consumer items to local food markets, including those aimed at core customers, mid-market consumers, and peripheral consumers. Economic relationships in food enterprises are connected to social contacts, which makes them desirable communities in which to live and work.

### (4) Current promotion strategy

Since at least the mid-1990s, the effect of commercial food marketing and the ability to influence food policy (as demonstrated by the example of food marketing) have emerged as important phenomena in the field of agricultural

and food policy (Cairns et al., 2013; Hoy et al., 2012). In the course of this era, the frequency of NCDs has increased dramatically (Ng et al., 2014; WHO, 2014). Many new marketing techniques and strategies have also evolved throughout this period. Digital technology has allowed, for instance, development in viral marketing and highly tailored behavior profiling marketing (FTC, 2012; NHF, 2011). Recognizing that there are several pieces of evidence of causation gaps, food marketing is highlighted as a contributing element in various settings and at many levels (Butland et al., 2007; Acs et al., 2007; Moodie et al., 2013). The prominence of HFSS food in the food environment, for example. It boosts the purchasing volume and frequency. It regularizes your everyday diet inclusion (Butland et al., 2007; Chandon and Wansink, 2010; FTC, 2012; Cairns et al., 2013). Multiple food marketing control measures have been initiated by public health policy. At the same time, some programs aim at promoting marketing and health literacy, changing business practices (in particular their children), and lowering food salience for HFSS in the food industry (Hawkes and Lobstein 2011; Acs et al., 2007). To yet, there have been few political impacts. As a result, several demands were made for the revision of research agendas. The aim is to discover novel intervention techniques and translate research into normative policy support (Butland et al., 2007; McCarthy et al., 2011; University of Copenhagen, 2013). Consumers' favorable responses to the labeling of nutrition, but their comments about difficulty using this data to make healthy food choices show the obstacles they confront in the current marketing environment (Maubach et al., 2014).

## 2.2.3 Literature Review

A product is something that a company sells but a brand is something that a customer buys. Although the history of branding seems relatively short, emerging as a conscious objective in the Nineteenth Century, elements of association can be seen in the Port of Portugal or tea from China from at least the Seventeenth Century. However, branding exercises became an obsessive form of marketing in the mid to late Nineteenth Century, resulting in some of the most longstanding brand names such as Cadbury, Schweppes, Bovril, and Oxo. Branding became incredibly significant after 1869 when Heinz offered successful pickles that were then trusted and enjoyed by consumers, eventually becoming the brand itself. Once brand loyalty has been secured, consumers seem to be reticent to avoid developing and switching loyalties; a factor pointed out in the Heinz slogan 'Beanz Meanz Heinz' (Rooney, 1995). Where many identical products existed, attempts were made to increase the value to the consumer. Several techniques were developed for this method, and many brands were reinforced through sponsorship of expeditions such as Robert Scott's Antarctic expeditions, where the photographs showing intrepid explorers munching on Cadburys proved to be an important new avenue for reinforcing a brand (Cubitt and Warren, 2000:



118). A strong brand can anticipate longevity in the marketplace: in 1923 the brand leaders in motorcycles and soft drinks were Harley Davidson and Coca Cola and so it is today (Kathman, 2002: 27).

Branding is traditionally seen as receiving its first definition in a memorandum issued by the firm Proctor and Gamble in Cincinnati in 1931 (Kathman, 2002: 25). This articulated the basic principles of brand management as research, development, and communication. Branding received a boost from the development of large-scale supermarkets where similar products would be displayed next to each other meaning the package no longer simply encased the product, it had now to sell it. Manufacturers gradually began to develop the principles of creating the image of a brand from visual means. Contemporaneously, Louis Cheskin developed the 'Principle of Sensation Transference' which demonstrated that consumers tend to assign expectations and associations of products based on the design, shape, and colors of the packages of a product (Ries, 2004). This increased the role of the designer in product development to one selling a product, in addition, to simply a practical solution. This was exacerbated by the increase of self-select environments in the retail environment. At the core of a branding exercise lies the product itself. This can be surrounded by a primary mantle of branding, the packaging, name, and ways in which the product is presented. The outer mantle is the warranty, delivery credit, after-sales service, and other factors that can augment the product beyond its initial use (Ries, 2004). Almost anything can be branded, and it is seen as comprising four main factors: attributes, benefits, values, and personality. Different brands can focus on different aspects, such as a banking service focusing on the values provided by the product. The characteristic of a strong brand is that it offers significant financial and perceptual benefits, is consistent and focuses on quality, and uses a full marketing mix to consolidate performance and position. As Schmitt (2000: 165) notes, 'products are no longer bundles of functional characteristics, but a means to provide and enhance a user's experience... consumers want to be stimulated, entertained, educated and challenged.

The theoretical perspective of branding has undergone a resurgence in recent years. Rather than being understood simply as a 'name, term, sign, symbol, or a design' or simply a 'major issue in product strategy,' (Kotler, 2000: 396, 404), brands have become holistic and sophisticated entities (Keller, 2003). For Kapferer (1997), the brand is simply seen as a sign that uncovers the qualities of the product. Whereas branding traditionally was under the control of the marketing department, the strategy now appears to be much more than this, to the extent of being seen as representing not only the product but the company philosophy (Aaker and Joachimsthaler, 2000). Recent contributions to the literature have included Aaker and Joachimsthaler (2000) who posit the theory of the brand leadership model as one which embraces notions of strategy rather than the traditional model of tactics (Urde, 2003). They see the building of branding as encompassing the four challenges: organizational, brand

architecture, brand identity, and position and brand building. An alternative model is provided by Davis (2000) which sees the brand as an asset. He defines this as a fiscal approach, which attempts to build the 'meaning of the brand, communicating it internally and externally' (Davis, 2000: 12). This conception of a brand fits the model well, from its staff training to its corporate philosophy, the company sees its brand as having a tangible meaning rather than simply a means to sell a product (Michelli, 2006). This 'corporate branding' has received attention also from Aaker (2004) and Schultz and Hatch (2003).

### 3 Analysis of Marketing Strategy Status of PGCC

#### 3.1 Gourmet Chain Company Overview

Gourmet Company was founded in 1987 by Mr. Ch Muhammad Nawaz Chattha in Ichara, Lahore, starting as a small bread shop. The first bakery did not receive much success and was opened again at a different location in Muslim Town, Fresh, nutritious, and sanitary food at an inexpensive price quickly gained favor among bakery consumers. GOURMET first offered bakery items for breakfast in a limited number of locations, but due to overwhelming consumer response, GOURMET intended to expand.

Gourmet bakers and sweets are the top food retail chain in Lahore. Lahore is the second-largest city in Pakistan famed for its customer aliment and amorosness for eating. Gourmet is the number one brand in the market of bakers and sweets due to its quality and valuable services. Before 1984, Mr. Nawaz Chattha was an employee of the Shezan bakers in the post of manager. While he was doing his job, he decided to start his own business separately because he was a proficient dealer and technical support and maintained checks and balances in every branch. Mr. Nawaz Chattha started his business from one outlet in Muslim Town with bakers in 1987. After seeing the profitable result, he decided to introduce products like sweets, milk, and ice-cream, and gourmet cola. In the continuous success of gourmet in providing quality service and products for the health and happiness of all families, Gourmet also started a family restaurant. Since the emergence of Gourmet bakers, it has shown explosive annual growth of more than 25% in its business. It has 10,000+ employees working in its all departments. It has around 250+ branches and will enhance its coverage to One hundred branches making it The Largest Baker and Confectionary of the city as well as the country.

Gastronomic Foods is a Pakistani bakery and confectionery company with its headquarters in Lahore, Pakistan. It has seven processing factories and more than 100 retail shops in Lahore, where it is headquartered. On this basis, the scope of the product business has also been expanded. Instead of focusing solely on the production of traditional confectioneries and snacks (such as cakes and pastries), the

company has expanded its operations to include the production of its own branded soft drinks, beverages, mineral water, and milk and dairy products (under the subsidiary Gourmet Dairies). In addition, it runs a catering business and has just built a family restaurant in the area. Aside from that, Gourmet produces pizzas and fast dinners.

Lahore. Since then, it has grown to become Pakistan's largest food chain company. Its head office is in Kot Lakhpat, Lahore and its revenue is increasing by 25% annually. It has over 830 retail outlets all across Lahore. The products are of different categories including bakery, beverages, food, restaurants, and catering services. The business of gourmet chain companies has expanded beyond foods only. It now has a television broadcast channel "GNN" and a restaurant chain 'Gourmet Restaurants' it also provides catering services. Gourmet has now taken in a new market of software houses. It has a software development company by the name of 'Gicoh'. A fine dining experience is also provided by Gourmet in their restaurant 'Bon Vivant Palais'. Its mission is to provide quality food at an economic level that is not changing considering the market inflation over the years

**Vision:** "We are a bakery company with one goal in mind to meet the needs of our customers we focus on our customers as our clients."

**Mission Statement:** "To provide delicious, wholesome baked foods without sacrificing health and well-being."

**Company Objectives:** Objectives are the guidelines that direct toward the chosen destiny. The objectives of Pakistan Gourmet Chain Company's marketing objectives are as under:

- To build profitable customer relationships by delivering superior value.
- Providing such products can increase targeted markets.
- To become a leader in the bakery and confectionary industry.
- To provide quality products to the target market.

### 3.2 Current marketing strategies

The business of a gourmet chain company can be classified into four categories as mentioned in the 4P theory. These categories are Price, product, place, and position. The price category is that this organization makes its products affordable and focuses greatly on this fact in its marketing too. Currently, it is using demographic and differential market strategies. It positions itself as a medium store that has targeted the lower and middle economic classes of the country. Its products are affordable yet still of good quality. Its pricing

strategy is to ensure it attracts a large density of population by providing day-to-day products at a lower rate. It focuses on two types of marketing controls: operational and strategic. The operational strategy makes sure that short-run processes are in accord with the market target needs. While long-term goals are based on a strategic plan. Pakistan Gourmet Chain Company advertises through television ads, billboards, promotions, pamphlets, and stop shops. Market tactics are used by Gourmet. This term began to popularize in the 1920s when markets realized that external and internal factors variations made a huge impact on their growth and sale. So, market tactics were introduced. It means to keep the business malleable to change and make changes according to the wishes and needs of customers. Companies began to come up with annual budgeting, changing their maximum sale product to one which is generally liked by the population. Gourmet also uses a market tactic strategy. It launches new products and keeps old ones there too. If an old product begins to sell more, Gourmet comes up with different innovative advertisements to ensure the comeback of the product.

#### 3.2.1 Product strategy

Gourmet products have recognizable packaging in flashy orange color which draws the consumer's attention and at the same time, it gives the product a unique quality that only belongs to a certain food chain company. Gourmet products are affordable which makes a huge chunk of the population its regular buyer of milk, bread, meat, and dairy products. Only those products are brought forward which are needed on a day-to-day basis by the working class. Chocolates and other sweet items are made affordable with tacky packaging and taglines which encourage customers to try them out. They provide alternatives to milk, bread, oil, ice cream, and cold drink products in a better price range. Small stop shops across the metro bus stations are helping immensely advertise the company.

Apart from preparing traditional sweets, snacks, cakes, pastries, doughnuts, biscuits, general confectioneries, bread, and bakery goods, the business has expanded its operations and also produces its own branded soft drinks, beverages, mineral water as well as milk and dairy products (under the subsidiary Gourmet Dairies). It also has a catering services branch and has set up a family restaurant. Pizzas and fast food are other delicacies prepared by Gourmet.

#### 3.2.2 Pricing strategy

Affordable products are advertised more, and it leads to a major portion of their profit. It keeps low prices according to the market penetration pricing strategy. For launching new products, gourmet uses penetration pricing. First offering the product at an affordable price and then after acclimatizing the customers to the product the company slowly raises the prices. In pricing strategy discounts are introduced on holy occasions and national holidays.

### 3.2.3 Channel strategy

With its seven processing units and 250+ sales outlets plus 3 outlets are under construction they try to reach out to a huge population for their needs. So due to its reasonable number of outlets located at various places (from low to middle-class consumer markets), it can easily provide a variety of its products to the customers. Gourmet will also serve its drinks in its restaurant. Gourmet is following a corporate virtual marketing system in which the retailer also owns the manufacturing and distribution channel which helps them to grow rapidly.

### 3.2.4 Promotion Strategy

Unlike other competitors gourmet is not using main media for their promotion Whenever a new branch is launched 50% off is given to the buyers on the first day. Other sales promotion strategies include publicizing an offer with a car or other electronic gifts sales promotion for consumers with the push strategy like on festive days they reduce their prices significantly for example on 23<sup>rd</sup> March (Pakistan Day) they give flat 23% off on all products they focus on giving the benefit to the consumers directly rather than spending on main media.

Gourmet is promoting its products in a very different way as compared to other companies. It is spending low on media advertisement and more on publicity it has promoted the orange color as the way people can identify it because publicity needs low expense as compared with electronic media advertisement and they are gaining great outcomes from this way. They also made many other different strategies for its publicity like they show their brand name Gourmet differently and stylishly time its color in the logo is orange and sometimes white depending on the color of the background in its logo. Gourmet restaurants, bakeries, and shop building styles are also different from other enterprises' building style which make makes more prominent in front of the public and many other strategies are easily noticed with some deep observations.

## 4. Analysis of the Marketing Strategy of PGCC

### 4.1 QUESTIONNAIRE DESIGN

A questionnaire is a method of gathering information by asking specific sample questions on a hard copy form or via an internet platform. Designing the questionnaire follows a set of guidelines. It should be phrased in such a way that the respondent provides you with the information you've requested.

I used an online platform (Google Forms), for creating a questionnaire and then filled it with the targeted audience. The steps in forming a questionnaire include the following, first I design a Google form, then add the questions and their

respective multiple options. Then I sent it to the respondents of my concerns. I cannot send it to everyone because the random and inaccurate information may lead to data distraction. The respondents include employees, students, and freelancers mainly:

The first and foremost thing is to keep the responses confidential. Most of the respondents do not fill out the form randomly because there are great chances of information being lost.

Starting from basic questions like asking respondents about the know-how of the company.

Identifying the information that is required. We can readily shape our questions if we know what we're going to ask our sample population. This should have all the needed information components.

Our targeted audience includes Employees, students, and freelancers. I sent them to link one by one and in return, they filled it to generate and gather the data.

The order of the questions must be specific. Like start with the personal details like:

- (1) age
- (2) educational credentials
- (3) Gender etc.

For each domain, made a section on a questionnaire like product procedure, product promotion, etc.

Each section represents some specific information about the product to get the information we need for this research such as Product awareness, Price Perception, Channel construction, and Product Promotion the reason of choosing these questions is to find out what consumer knows about Gourmet Chain Company and what they think and what they want from this brand and after the collection of our data we get this information which helps us in this research.

### 4.2 QUESTIONNAIRE DISTRIBUTION AND COLLECTION

The questionnaire has been distributed online through Gmail. We have sent out more than 295 questionnaires out of which 60 are incomplete and 35 are unqualified We have a total of 200 complete questionnaires which is our target through their responses we analyze data. As we are living in the era of smartphone, and everyone has access to it. So, we sent it to our targeted audience one by one because of the Covid-19 restrictions in place we must conduct our survey online and this helps us because in an online survey the margin of error is less, and data sorting is easier, and conducting an online survey is easy for me because of my IT background.

As respondents filled out the form, the data has been merged into the form of a pie chart. All the responses from the respondents are gathered and then we collected them one by one for each question. The legends are mentioned with each response to reduce the complication or confusion.

4.3 SAMPLE CHARACTERISTIC STATISTICS

In this paper, the selection of sample objects mainly focuses on the consumers of the company's gourmet products. From the perspective of control variables, statistical analysis is mainly carried out on the age, gender, occupation, and education level of the sample objects to discover the specific characteristics of the sample objects. To measure the effectiveness of the sample questionnaire, we conducted statistical analysis on the mean, standard deviation, and mode of the 200 questionnaires. It can be shown in Table 4-1 that all the measured values are within the range of estimation error, indicating that the 200 sample questionnaires are valid.

| Age   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| =<18  | 24        | 12%     | 12%           | 12                 |
| 18-25 | 105       | 52.5%   | 52.5%         | 64.5               |
| 25-35 | 46        | 23%     | 23%           | 87.5               |
| 35-45 | 19        | 9.5%    | 9.5%          | 97                 |
| 45>=  | 6         | 3%      | 3%            | 100                |
| Total | 200       | 100.0   | 100.0         |                    |

Table4-1 Sample mean and standard deviation statistics

| Variable               | Age of Respondent | Gender |
|------------------------|-------------------|--------|
| Valid(N)               | 200               | 200    |
| Missing(N)             | 0                 | 0      |
| Mean                   | 2.7050            | 1.1700 |
| Std. Error of Mean     | .07951            | .02663 |
| Median                 | 2.0000            | 1.0000 |
| Mode                   | 2.00              | 1.00   |
| Std. Deviation         | 1.12441           | .37658 |
| Variance               | 1.264             | .142   |
| Skewness               | .560              | 1.770  |
| Std. Error of Skewness | .172              | .172   |
| Kurtosis               | -.450             | 1.145  |
| Std. Error of Kurtosis | .342              | .342   |
| Range                  | 4.00              | 1.00   |
| Minimum                | 1.00              | 1.00   |
| Maximum                | 5.00              | 2.00   |
| Sum                    | 541.00            | 234.00 |

Total Number of respondents= 200

(1) Age analysis

AS shown in Table 4-2, If we observe frequency, 24 respondents are aged from >=18 years, 105 people are of age 18 to 25 years, 46 people are of 25 to 35 years, 19 people are of age range 35 to 45 years, remaining 06 respondents are of age =>45 years. Most of the respondents are from 18 to 25 age limit.

Table4-2 Age of respondent

(2) Gender analysis

To identify their gender, respondents were also needed. As shown in Table 4-3, the majority of respondents were males, comprising 72 percent of the total participation in the sample, as expected. Whereas the participation of women was less than 28%. As a male-dominated society, Pakistani culture is known. Males usually have to struggle to cover the cost of living for the family as a whole. Women, especially in rural and sub-urban areas, are not allowed to play an active role professionally.

Table4-3 Gender analysis

| Gender | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| Male   | 144       | 72%     | 72%           | 72                 |
| Female | 56        | 28%     | 28%           | 100.0              |
| Total  | 200       | 100.0   | 100.0         |                    |

(3) Education analysis

In education Analysis, as we can see from the data in the table that most of the respondents are educated and females particularly are more educated than our male respondents and take a great part in household decision-making.

*Table4-4 Education analysis*

| Education level             | Male | Percentage | Female | Percentage |
|-----------------------------|------|------------|--------|------------|
| Graduate students and above | 32   | 22.2%      | 12     | 21.42%     |
| Undergraduate               | 72   | 50%        | 29     | 51.78%     |
| College                     | 27   | 18.75%     | 13     | 23.21%     |
| High school and below       | 13   | 9.02%      | 2      | 3.5%       |
| Total 200                   | 144  | 100%       | 56     | 100%       |

**(3) Income analysis**

In monthly income, males have the lead which is obvious as most males are the ones who work and take care of the finances of the household because most women are housewives and don't work but this is changing gradually in society and we are seeing more and more women working side by side with men to fulfill their financial needs as the things are getting more expensive and to take care of their families more easily.

*Table4-5 Monthly Income analysis*

| Monthly income     | Male | Percentage | Female | Percentage |
|--------------------|------|------------|--------|------------|
| 20000PKR and below | 74   | 25.69%     | 14     | 25%        |
| 20000-40000PKR     | 28   | 19.44%     | 19     | 33.92%     |
| 40000-80000 PKR    | 27   | 18.75%     | 17     | 30.35%     |
| 80000PKR or more   | 15   | 10.41%     | 6      | 10.71%     |
| Total              | 144  | 100%       | 56     | 100%       |

**(5) Occupation analysis**

In remote areas, the minimum number of female employees in public and private companies is also observed. On the other hand, because of fewer working hours and fewer leave opportunities, the public sector is widely viewed as a comparatively better career option for women. Women are generally responsible for handling domestic and household affairs and very low participation of women in various occupations is thus observed. In this survey, the same findings were found, where only 28 percent of women were

approached randomly in hotels to reflect their attitudes towards this survey.

*Table4-6 Occupation analysis*

| Occupation                                | Male | Percentage | Female | Percentage |
|---|------|------------|--------|------------|
| Administrative agency staff               | 11   | 7.63%      | 1      | 1.78%      |
| Employees of enterprises and institutions | 20   | 13.88%     | 4      | 7.14%      |
| Individual and private owners             | 13   | 9.02%      | 11     | 19.64%     |
| Student                                   | 83   | 57.63%     | 32     | 57.14%     |
| Freelance                                 | 9    | 6.25%      | 7      | 12.5%      |
| Other                                     | 8    | 5.55%      | 1      | 1.78%      |
| Total                                     | 144  | 100%       | 56     | 100%       |

After collecting data in the form of pie charts for each response, we will sort the data into order so that it is easier to process and work with. Data sorting is done to provide a basic overview of major components. It will be done based on the information and values we collected for our study.

**4.4 DATA SORTING AND ANALYSIS**

Of our total of 200 valid questionnaires, 52.5% of respondents have age between 18- 25. To get more valid data according to the perception of other people, 23% of respondents lying between 25-35, 12% were =< 18 years old, 9.5% were between 35-45, and 3% of respondents were >=45 years old. It means most of our respondents are young and this also means that Pakistan Gourmet Chain company is popular with young consumers or at least they know about it.

All our respondents were well-qualified and educated. 50.5% of respondents were Undergraduate, 20% were college students, 7.5% were High school and 22% were graduate students and PhDs.

Our respondents include 72% males (144 in number) and 28% females (56 in number). The opinions of females are also of foremost importance as of males. Hence, the respondents are both genders combined.

The monthly incomes of our respondents include 44% were those who have an income of below 20,000PKR. Also, 10.5% are those who get more than 80,000 PKR as an income. 23.5% had an income of 20000-40000PKR, 22% had 40000-

80000PKR. The majority of the people have an average income of 30,000 to 50,000PKR.

As Pakistan has a young population it shows in our survey as well that the occupation of our respondents, 51%, were students. 18.5% were individuals and private owners, 12% belonged to enterprises and institutions and 6% were from administrative agency staff, while 8% remaining respondents were freelancers, and 4.5% were others, etc.

**4.4.1 Product Awareness analysis**

(1) Brand awareness

The degree to which clients are aware of a product is referred to as product awareness. The first step in buying a product is to acquire awareness of its existence. Function, benefits, quality, pricing, compatibility, and usability are all factors that could influence a purchase decision, As shown in figure 4-1. Figure 4-1 represents the basic question, In Pakistan, 81.5% of respondents knew about the Gourmet brand. Maybe they don't buy or eat anything from there, but they heard about it at least. 18.5% of respondents had no idea about this brand.

(2) Product consumption structure

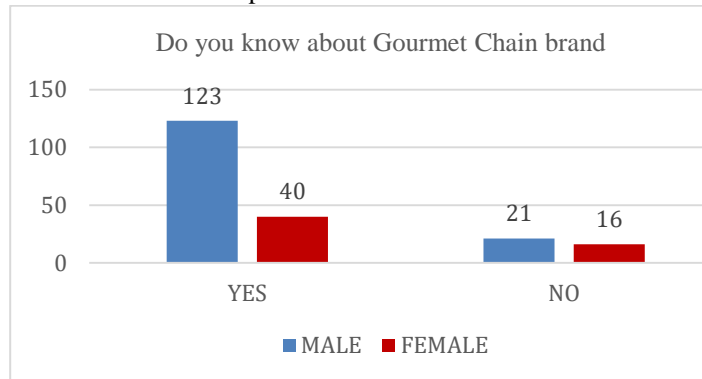


Figure 4-1 Product Awareness

This item mainly measures consumers' consumption structure of the company's existing products, to discover the re-purchase rate of the products in the consumption process and their popularity in the market. As shown in figure 4-2. The respondents were asked to respond either which product they or their family enjoyed. The majority answered that, soft drinks, Biscuits/Puffing, Milk dairy products, nuts/roasted meat, and pastry/snack.

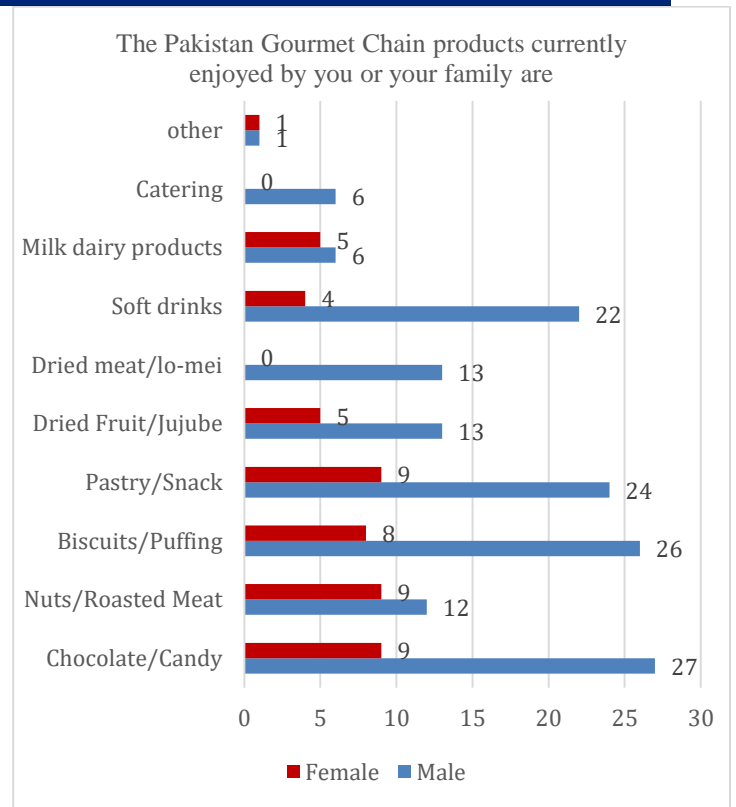


Figure 4-2 Product consumption structure

(3) Product usage

Product usage is mainly used to measure the reason why consumers buy products, from which the future demand for products can be found, and product usage is mainly used to find the possibility of consumers spreading the value of products. As shown in Figures 4-3. It respondents asked about for which reason they mainly used gourmet products. 39.5% of respondents answered that they enjoy themselves and their family, 25.5% answered that they share with relatives and friends, and 14% used gourmet products as holiday gifts.

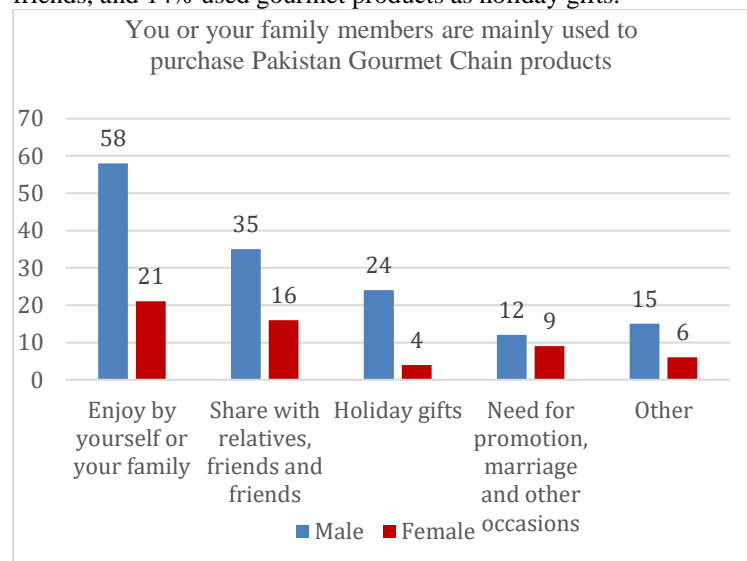


Figure 4-3 Usage of the product

(4) Frequency of the product purchase

The frequency of product purchases is mainly used to measure the number of repeated purchases of products, as shown in Figures 4-4. From figure 4-4, we asked about the daily routine. 21% said they buy sweets and baked goods several times a month, also 26.5% said they used sweets and bakery products several times a week, 29% said they buy sweets and baked goods once a day and 7% of respondents did not buy such products.

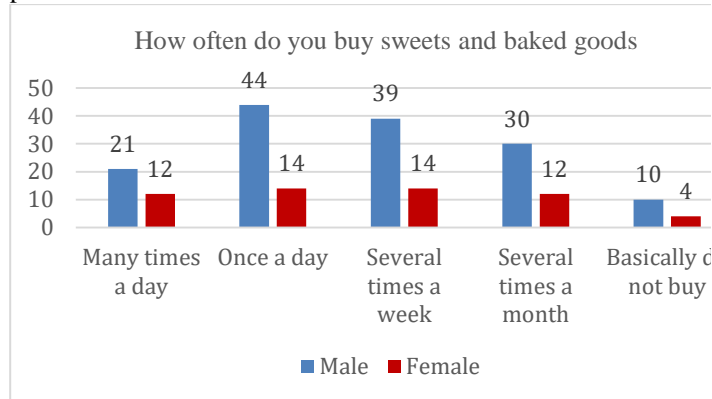


Figure 4-4 How often do you buy candy and baked goods

4.4.2 Price Perception analysis

The way buyers perceive the price level at a given online or offline store is known as price perception. The estimated value of a product is considered when pricing it.

(1) Reasons for Product Purchase

The main reason to buy a product is to measure price, quality, and convenience, as shown in Figures 4-5. The respondents answered accordingly, as it can be shown in the graph of Figure 4-5 every person has his own choices. The majority of respondents selected an option for healthy and delicious, 26.5% called they had reasonable prices, and 25.5% said they provided good quality service.

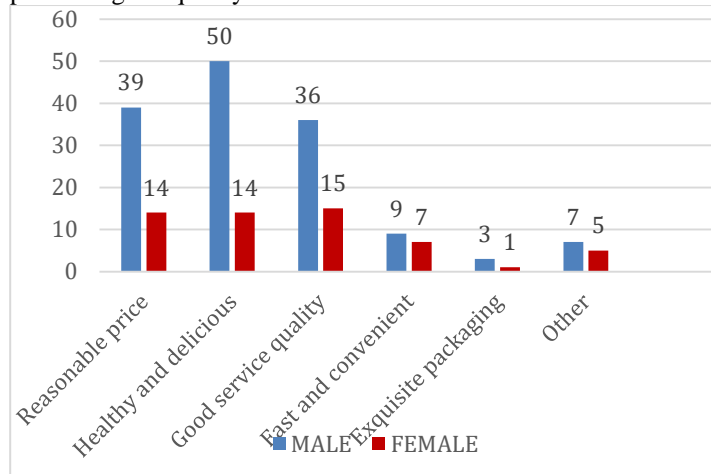


Figure 4-5 Reasons for Product Purchase

(2) The cost of snack food

The cost of leisure food is mainly used to measure the price level of the product to find the pricing method and price range of the product. As shown in figure 4-6 Majority of the people, 37%, who responded, spent about 1500PKR per week. 33% spent 1600-3000PKR per week on snack foods, and 19% spent 3100-5000PKR.

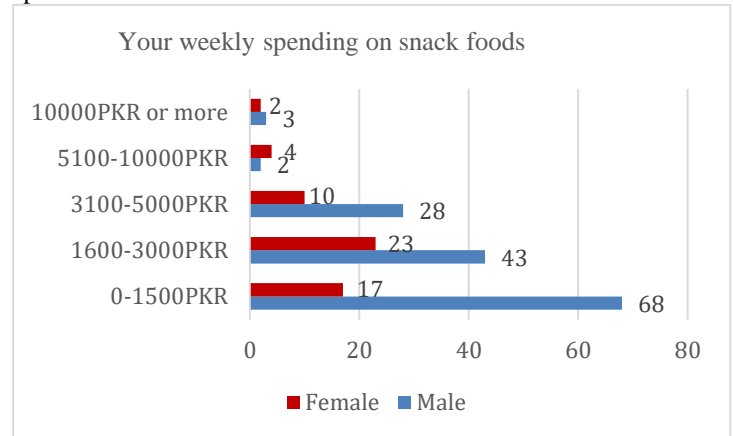


Figure 4-6 The cost of snack food

(3) Accept the price range of the product

The price range of the accepted product is mainly used to measure the price space of the product in the market to find the price competition range of the product. Figure 4-7 This question shows the financial stability of the people or respondents. Only 37% of respondents accepted 100-200PKR as the highest price per unit for junk food, while 34% selected 100-200PKR, 20% pointed 200-500PKR, and only 9% accepted  $\geq 500$ PKR.

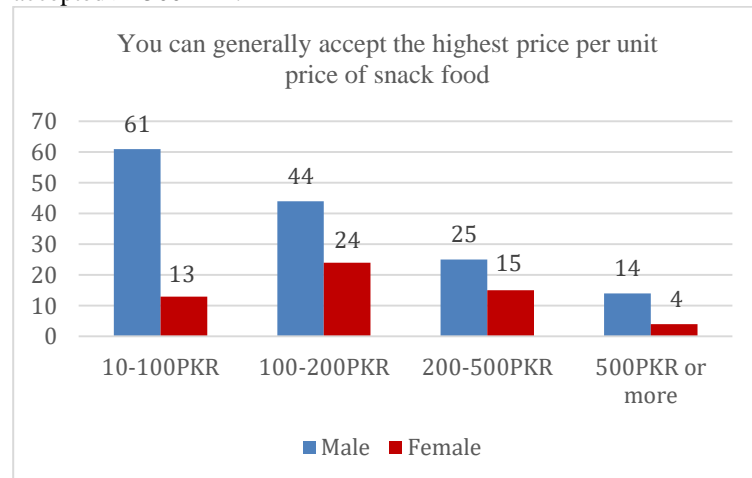


Figure 4-7 Accept the highest price for the product

(4) Favorite type of packaging

Packaging, as an integral part of the product, decides the price of the product to some extent by the degree of consumer

preference. Figure 4-8 For customer satisfaction about the product packaging, 36% of respondents answered that the products must be boxed. It may result in they may carry it easily. 32.5% said that the products must be bagged.

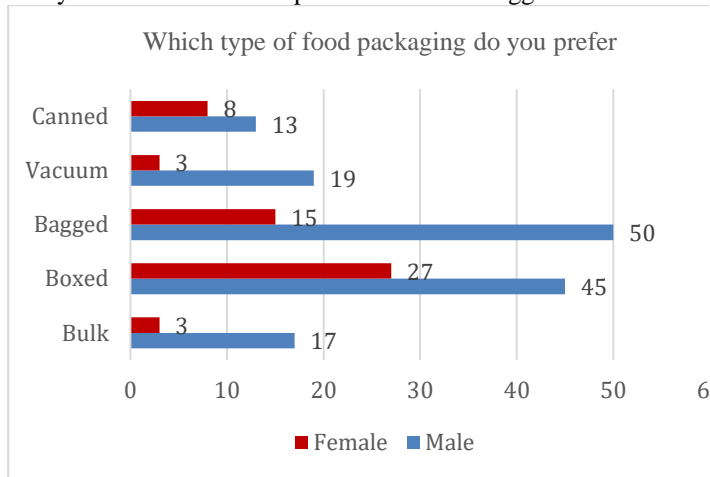


Figure 4-8 Favorite type of packaging

#### 4.4.3 Channel Construction

A channel is a method of selling things to customers, such as Construction Services. Products can be sold through a variety of retail outlets, service providers who are directly or indirectly associated with the product, or neighboring sectors that recognize a demand for the product among their customers.

##### (1) Product Information Acquisition

Product information acquisition is mainly used to measure the path of consumers to obtain product information, and to define the future advertising strategy of enterprises, as shown in figure 4-9. This question was related to the promotion of the product. Most of the respondents (44%) said that they get it to know from TV/ advertisements. 19.5% knew about it from web browsing, 10% from magazines/newspapers, and 17.5% from others.

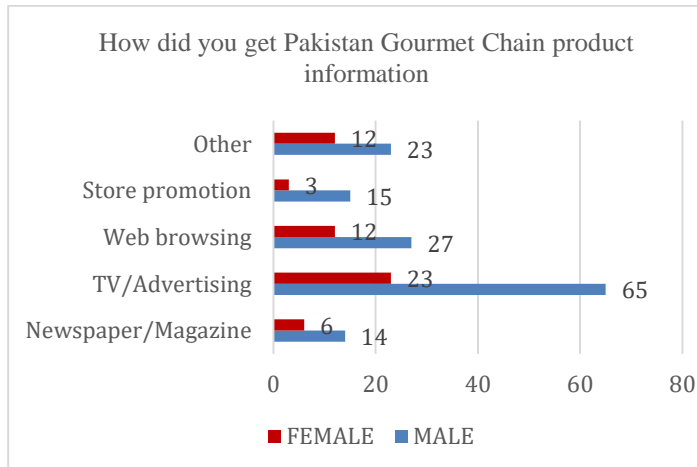


Figure 4-9 Product Information Acquisition

##### (2) Product acquisition channels

Access to products is mainly used to measure consumers' purchase channels and paths, from which to find the most convenient path and inconvenient path, find the reasons. As shown in Figures 4-10, the information regarding the availability of gourmet products generally. 29% of people take these products from general stores, 27.5% from hypermarkets, 18.5% buy online, 16.5% from superstores mainly

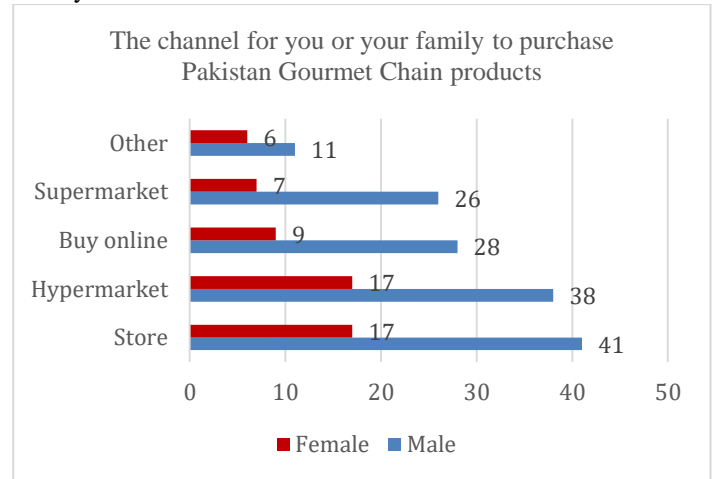


Figure 4-10 Product acquisition channels

##### (3) Product value spread

Product value spread is mainly used to measure consumers' brand promotion and value transmission of products, and to reduce the cost of product communication and customer acquisition of enterprises. As shown in figure 4-11, the recommendation statement from the respondents is in the second question. 30.5% were very consistent and show willingness, 26.5% are not sure about it, and 23.5% meet the demands of modern products and then recommend them.



Figure 4-11 Product value spread

##### (4) Leisure food consumption structure



The consumption structure of leisure food is mainly used to measure consumers' recognition and satisfaction of the brand, from which we can find consumers' consumption preference degree and consumption habits of leisure food. As shown in Figures 4-12, from all the product supply chains, how much of the casual food do you buy? The respondents answered this question accordingly, 21.5% said that they used 15-25% on casual food purchasing, 19% said that they used 30-35% respectively, 29% used =<15%, and 21% used 25-30%.

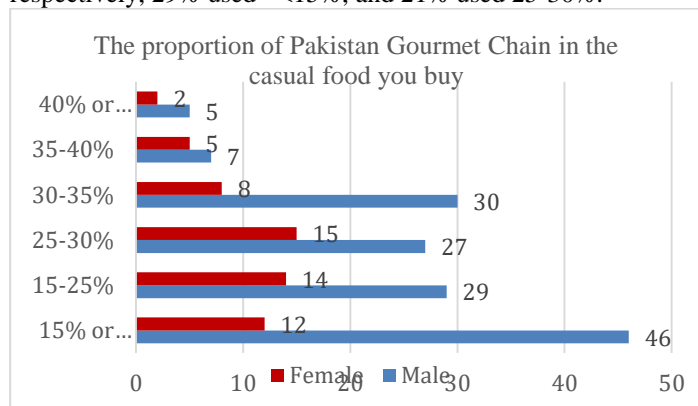


Figure 4-12 Leisure food consumption structure

#### 4.4.4 Product Promotion

Product promotion is the process of spreading information about a product, product line, brand, or company to potential purchasers to drive sales and build brand loyalty. This dimension is measured with three items, and the measurement results are as follows:

##### (1) Product promotion methods

Product promotion methods are mainly used to measure which methods are adopted by enterprises to attract consumers, from which we can find out what promotion methods consumers like best. As shown in figure 4-13, through the analysis of the data, the respondents gave their opinion about that which is the best method for the promotion of products. 30.5% said that advertising your products on TV, or in newspapers, it will result better, 34.5% answered that different activities as a source of amusement may attract buyers, and 28% said to launch a price reduction strategy.

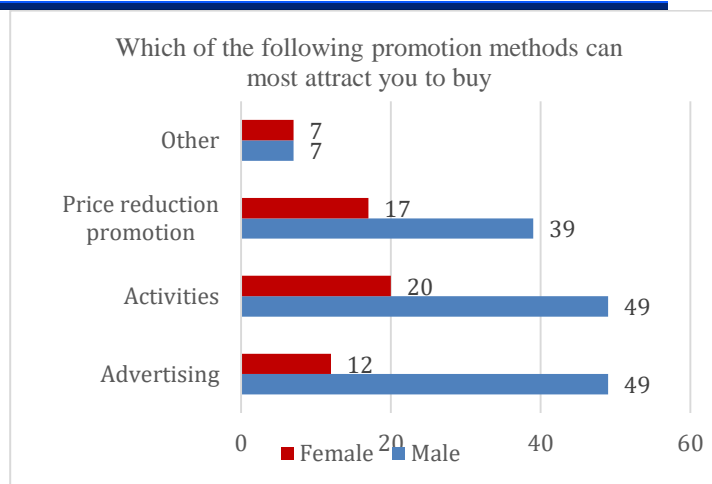


Figure 4-13 Product promotion methods

##### (2) Product promotion activities

Product promotion activities are mainly used to measure the promotion methods that consumers like, and to facilitate the design of product promotion activities. As shown in Figures 4-14, People are always attracted to discounts, gift hampers, lottery, etc. The provision of gift coupons is the best promotional activity according to 17.5% of respondents. 14% said lottery, 14% said on-site discount, 23.5% said to provide gifts and jewelry and the remaining said that member points.

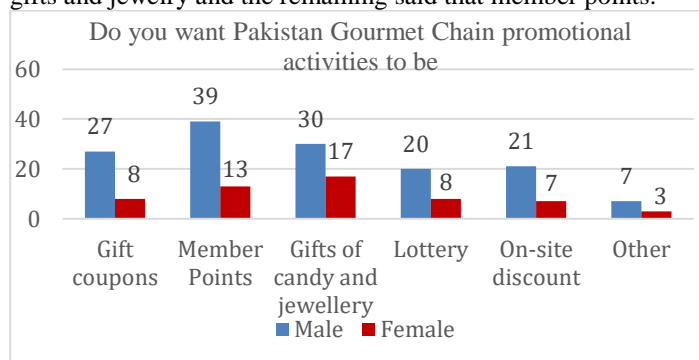


Figure 4-14 Selection of product promotion activities

##### (3) Product improvement node

The product improvement node is a multiple-choice question, which measures consumer preferences from product price, taste diversity, product packaging, retail price, product promotion, and health and safety. As shown in Figures 4-15, the question asked is regarding improvements that will be made in near future. 25.5% said that they introduce a variety of tastes, 14% said that they require more innovative packaging for their products which is Eco-friendly, and so on.

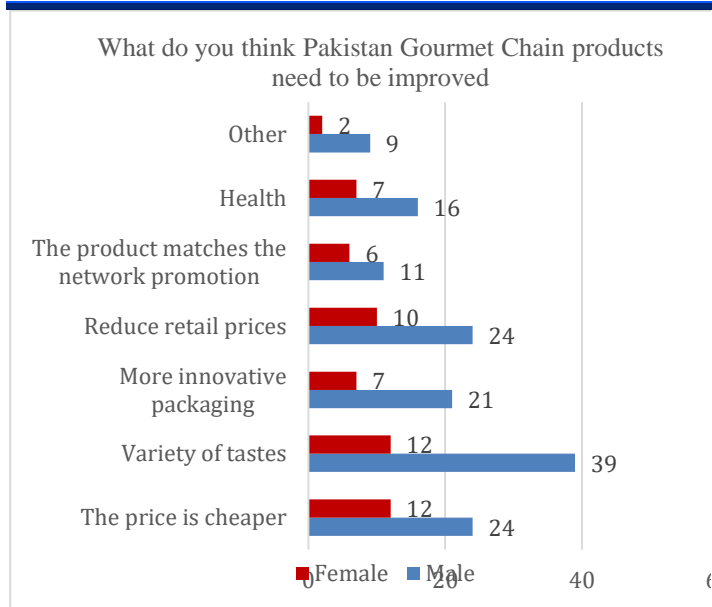


Figure 4-15 Product Improvement Node

Multiple variables can be sorted in many applications. The data will be sorted numerically (more frequency of an answer will be given more weightage). We will tabulate our data based on rank and prioritize a calculated scoring.

Data analysis is used to generate conclusions from the data that has been sorted. Analytical and logical thinking are employed to make sense of a variety of values and data. We will conduct a descriptive and diagnostic study of the data acquired to identify issues with gourmet chain companies' marketing tactics.

**4.5 PROBLEMS WITH THE MARKETING STRATEGY**

The main issue with gourmet is that they don't want to spend on marketing the share percentage of marketing of gourmet is very low they are making a profit due to their low prices and sentiment of being a local brand but if they want to grow as a brand and become a national brand rather than a provincial brand they have to work on their marketing as an impact of Covid-19 business changes everywhere people prefer buying online and if they don't put their presence online they can't grow. The supply chain of Gourmet Chain Company begins with resources, then moves on to suppliers, manufacturers, distributors, retailers, and finally customers. With the second to last and final link in the chain, marketing is crucial. The company's non-financial strategic goal is to improve relationships with its suppliers and customers. It will also be financially beneficial to them. The marketing strategy includes targeting the population of the province of Punjab which is equal to approximately 100 million people.

The major problem of "Gourmet" is its supply chain and Marketing. Marketing and Supply chain is only the way through which most business in the world has gained great

turnovers and outcomes from their business at the international level. Marketing and Supply chain management or Logistics of Gourmet is very weak and that is its resistance to making its roots all over Pakistan. From 1992 to 2021 Gourmet was only able to make its roots only in Punjab while many organizations reach their roots at the international level in a very low period as compared to Gourmet. Microsoft was founded in 1972 by bill Gates and Paul Allen and in 1984 it jointly develops a new OS with IBM and in On July 27, 1994, the U.S. Department of Justice, Antitrust Division filed a Competitive Impact Statement that said, in part: "Beginning in 1988, and continuing until July 15, 1994, Microsoft induced many OEMs to execute anti-competitive"

Microsoft has become the most successful organization in the world within 22 years, another Company Shezan international which was become an international company in the same year in which it was incorporated.

Gourmet follows the company strategies which are in line with the company's goals and recommendations. It positions itself as a leader in bakery products in Lahore. Before making any plan, it considers its impact on its current customers, environment, and competitors' response. It also considers current threats within the market like losing a market sale, brand image, etc. before making any plans. Gourmet focuses on all the available opportunities in the market related to its business-like launch of gourmet cola, and milk ice cream. Once it decides its main objectives and issues then it steps forwards to the action plan which consists of a detailed schedule of the entire task and its budgets. Once Gourmet finalizes its plan it implements its plan and keeps on checking its performance to control its outcome.

There are many international food brands famous in Punjab. Competitors of gourmet are Malmoo and Shezan. Gourmet markets itself as a local brand of the country providing the same quality as international brands.

**4.5.1 Marketing strategy problem identification**

**(1) Product and price mix**

It includes product and price. Gourmet products should have likable characteristics like attractive packaging and a focus on the health benefits of edible products. And it should include this aspect in its marketing too

What is lacking course is the focus on the target market. The incentive of buying locally produced items should be portrayed as more financially good for the customers as it includes less import and export taxes so they can enjoy the same facilities and the same quality of products for a lesser price range. They can increase their online presence and should build a customer complaint helpline that is more effective in responding to complaints. To further attract the ever-busy target market they should launch home delivery services.

Every bakery or Gourmet chain can market the importance of freshly baked goods and discuss their health impact.

### (2) Product Promotion

Social media advertisement and online platform presence of gourmet foods are lacking in the age of online business. They should have differentiated target segmentation and cater to all people.

Other weaknesses include the behavior of staff at every branch. They should conduct time-to-time workshops and teaching methods to improve the behavior of staff to make it more customer-friendly. A separate parking space is not available at each branch which if made available will exponentially increase the experience of the customers.

### (3) Product channels

This company has no E-shopping facility as of now which is a major fault in making the products available at the far of places of the city.

## 4.5.2 Definition of marketing strategy problem

In this section, I will identify the Marketing strategies problems with Pakistan Gourmet Chain Company, and I will elaborate them into four subcategories as follows

- The taste of the product does not meet the demand and needs to be redefined
- The stability of currency leads to product price fluctuation
- The lack of brand communication in the process of commercial chain expansion
- The change in the external environment affects the development of enterprises

### (1) The taste of the product does not meet the demand and needs to be redefined

Sometimes the freshly produced items are not up to the mark on the hands of negligence by the chefs and the staff dealing with procuring and management. Fresh dairy products also require a proper cold chain transfer. Modifications according to seasonal variations if not considered also make the food go stale. Sometimes customers complain of finding an inedible thing in their food.

### (2) The stability of currency leads to product price fluctuation

If currency value is not changing according to the international market, the gross product-making prices will be higher and at the customer end the prices will keep fluctuating which is not good for the stability of the chain and customers

might go to other companies which are international and keep their prices fixed over a long period

### (3) The lack of brand communication in the process of commercial chain expansion

Gourmet food is expanding in the province of Punjab. It still has an opportunity to expand the enterprise in another province as well. When a new business is launched in any new province proper brand communication is required at the retailer and customer levels. The new market to be explored is very vast and proper brand communication can go a long way. No matter the quality of the product. It will fail to be popularized if it does not satisfy consumer needs. This problem can be solved through a better understanding of the geopolitical area through communication and proper market strategy. For example, if a community has more people of the upper class, the expensive bakery items will be more profitable as compared to the mass-produced goods. physical place brand communication and word-to-mouth communication both have positive effects in attracting the residents living there (Braun, Eshuis & Klijn, 2014)

### (4) The change in the external environment affects the development of enterprises

The flexibility of any enterprise to the external factors and environment plays a key role in high-ranking market orientation. Non-availability of gross manufacturing resources may lead to a halt in the chain of production. Consumer needs may vary from time to time. Economic and political factors also affect the local marketplace. Competitor businesses may also have an impact on sales.

## 5 Analysis of Marketing Environment

### 5.1 SWOT Analysis

Food & beverage is a highly competitive industry with a large number of competitors. A proper SWOT analysis will assist you in making sound strategic decisions. Such as how to identify the company's key strengths (S) and weaknesses (W), as well as how to limit threats (T) and maximize opportunities (O)

By regularly assessing and updating the SWOT analysis, the Food and Beverage Industries maintains its market leadership. SWOT analysis is a highly inclusive procedure that evolves requirements like advertising, financing, management, control records systems, and strategy formulation.

#### 5.1.1 Strengths

##### (1) Strong Distribution Network

Shops and restaurants that specialize in certain foods and beverages are frequently part of a chain or network of hotels that span the country. Gourmet products are most likely to be

used as a refreshment and food in hotels and restaurants because they are cheap and easily accessible.

(2) Cost:

Due to market competition, the pricing of Gourmet food and products is low because they are manufactured at economies of scale. Customers can afford things because of low costs.

(3) Relation with Suppliers:

The food and beverage industry's relationship with its suppliers isn't a one-time affair. When you have dependable suppliers, you won't have to worry about product shortages or delivery delays.

(4) Market Expansion:

Gourmet is considered a real competitor in the market because it has a strong and diverse team and mainly a variety of products.

Influence on social media:

Gourmet Chain Company efficiently uses social media (Facebook, Instagram, WhatsApp, Twitter, etc.) for products awareness and promotion and then reaches a much larger audience and attracts many new clients.

**5.1.2 Weaknesses**

(1) Less Research & Development

Typically, a Gourmet Chain Company does not set out a dedicated budget for research and development. Chefs and cooks adhere to a specific cooking style and consistently produce the same product. After all, customers get tired of the same flavor after a while. They will switch to the other brand if you do not change or update the tastes of your products.

(2) High Rental Expenses

Gourmet product outlets are opened in crowded public locations to attract new customers. Rents are usually very high at such places. Even a great portion of your business profit goes to the payment of rent.

(3) Less Profit

Due to high market competition, the profit margin is very low for Gourmet companies.

(4) High Market Share of some Products

More than 20 products are to be made by Gourmet Company but customers like or buy only a few. As a result, the whole company will be based upon the selling of those products. Gourmet beverages are usually providing high market shares.

**5.1.3 Opportunities**

(1) Online stores and Delivery

The Gourmet Chain Company has an online store and delivery form where customers can select any of their favorite food items and make an order for delivery. Gourmet E-Store would take the online order, process it, and deliver the necessary food goods to the customer's address.

(2) Technology-Ultimate cost reduction

The gourmet Chain Company adapts technology in the recording of orders, the kitchen's smart broiler and ovens, and the online ordering system. The entire firm would become more efficient, and there would be no delays in costs or safety incidents in the kitchen.

(3) Overpopulation

Higher population results in much consumption of food and beverages. So, the higher population may lead to improve sale rate.

**5.1.4 Threats**

(1) Competition

Market competition is one of the major threats any organization faced. In case of Gourmet Chain Company, the competitor includes KFC, McDonald's and Tehzeeb Bakers.

(2) Less Supply

Due to high competition, the supply of raw materials may also lessen. If the suppliers' supply, your raw material on time then you will be able to complete the orders timely.

(3) Disease Outbreak

In the recent Past COVID 19, Lack of tourism, social distancing, and lockdowns effects the selling and buying rate. The number of products sold became lessened. The Gourmet products were sold less, and less profit was gained.

**5.1.5 SWOT combination strategy analysis**

Based on the analysis of the strengths and weaknesses, opportunities, and threats within The Pakistan Gourmet Chain Company, this paper puts forward the following SWOT combination strategies (as shown in Table 5-1).

3. Table 5-1 SWOT combination strategy

|  |  |  |
|--|--|--|
| <p>Advantages and disadvantages<br/>Strategy combination<br/>Opportunities &amp; Threats</p> | <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>•Strong distribution network</li> <li>•Low cost</li> <li>•Relation with suppliers</li> <li>•Market Expansion</li> <li>•Influence on social media</li> </ul> | <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>•Less research and development</li> <li>•High rental expenses</li> <li>•Less profit</li> <li>•High market share of products</li> </ul> |
|  |  |  |

|   |   |  |
|---|---|--|
| <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>•Online stores &amp; deliver</li> <li>•Use of technology</li> <li>•Overpopulation</li> </ul> | <p><b>SO strategic</b></p> <ul style="list-style-type: none"> <li>•Advice to growth strategy, such as soft drinks, baked goods</li> </ul> | <p><b>WO Strategic</b></p> <ul style="list-style-type: none"> <li>•Advice to torsion strategies, such as raw material supply chain price and credit control</li> </ul> |
| <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>•Competition</li> <li>•Less Supply</li> <li>•Disease Outbreak</li> </ul>                           | <p><b>ST strategic</b></p> <ul style="list-style-type: none"> <li>•Brand extension, such as multi-variety operation</li> </ul>            | <p><b>WT Strategic</b></p> <ul style="list-style-type: none"> <li>•Advice to a defensive strategy, such as changes in foreign exchange rates</li> </ul>                |

**5.2 Industry competition analysis**

As for the analysis of industrial competition structure, we mainly adopt the five-force model. With the help of the two dimensions of industrial competition opportunity and industrial competition threat, we integrate the five elements of supplier's bargaining power, main competitor, potential competitor, substitute, and customer's bargaining power into two dimensions and carry out the analysis.

**(1) Opportunity for industrial competition**

Pakistan Gourmet Chain Company has a strong brand presence in Lahore. First, PGCC has a high market share and occupies a key position in the value chain node by relying on its strong commercial chain network and retailer network. The advantages of the market network will be transformed into advantages of scale economy. Therefore, PGCC has strong bargaining power over upstream suppliers of the value chain. Second, due to its brand advantages and business chain advantages, when formulating marketing strategies, the company gives priority to the needs of customers. For example, every economic class is taken into account in product pricing, which has an obvious crushing advantage over existing competitors. In addition, the growing popularity of live pizza in Lahore has allowed PGCC to roll out a live pizza oven at each outlet, making it easier for customers to choose from. Similarly, customers' bargaining power is relatively weak. Third, PGCC has specific products and pays great attention to product quality, which raises the competition threshold of substitutes to some extent.

**(2) Industrial competition threat**

During the survey, it was found that although PGCC has a relatively developed offline network, it is not good at using online social media and lacks visibility of social media, especially how to accurately publish online advertisements through social media to reduce advertising costs. In addition, the PGCC for customer relationship management and service

standardization management is relatively lacking, for example, the lack of a variety of advertising tools each place without proper parking, customer complaint hotline efficiency is not high, each workplace lack of standardization, no right to focus on promotion tools such as advertising, that will provide opportunities for the competition of potential competitiveness.

**6. Marketing Strategy Design for PGCC**

**6.1 Market positioning strategy**

**6.1.1 Market segmentation**

Consumers can be grouped and served according to many segmentations' variables:

**(1) Geographic segmentation:**

Gourmet is currently operating in Punjab Province; it divides Punjab into several cities and regions according to the population density of customers.

**(2) Demographic segmentation:**

Based on the data analysis done in Chapter 4 and environmental analysis in Chapter 5, we can say that the marketing strategy of a gourmet company bases its customers according to demographic segmentation. All the different demographic aspects of the city are equally served, but demographically lower social classes are more in focus.

**(3) Psychographic segmentation:**

Recent studies have shown that locally made consumer products are more and more popular among the general public and this sentimental tactic is used by Gourmet Chain Company in promoting their products. Therefore, there is segmentation in marketing the product to local customers based on patriotic values

**6.1.2 Selection of target market**

Gourmet carries out differentiated target segmentation. It doesn't impose any barrier in income and class while catering to different classes. Its main aim is to target all the different segments of customers that's why it has a huge audience to cover. Market potential should be kept in mind. It implies how much product is being used and purchased by customers. Sales potential is also important. It is based on a breakdown approach that determines estimated market potential. Build up approach can also be taken into account in which purchases made by customers in a specific segment are taken and then large-scale product purchase is estimated from it.

Single-segment which is most beneficial to the business is selected and the food chain company comes up with incentives for that segment. For example, if a large share of profit is made from dairy items, more television advertisements for similar products will appear. ("Distance factors and target market selection: the moderating effect of market potential | Emerald Insight", 2021)

Gourmet chain companies also adopt the technique of selective specialization so if one type of product is not being purchased due to various aspects, they still have profit coming in from the other franchises. For example, if their bakery items are not being sold in a profit margin, they still have revenue from the restaurant chain and catering services

### 6.1.3 Market positioning

Gourmet chain company has positioned itself as a local provider of baked and other edible products in an affordable price range. It reflects the identity of the brand and makes it ingrained in the minds of users when and how to use its products. Gourmet has done it by deploying competitors' strategies where it portrays its brand as a local substitute to international products with the same qualities. It also markets and advertises product quality, affordable prices, attributes, and benefits

## 6.2 Marketing mix strategy

### 6.2.1 Product strategy

Gourmet products have recognizable packaging in flashy orange color which draws the consumer's attention at the same time it gives the product a unique quality that it only belongs to certain food chain company. But our opinion according to our research is that they should distinguish their packaging if all the packaging of all different is going to be the same consumer can't tell the difference and potential new buy don't even know that gourmet sells these product Gourmet products are affordable which makes a huge chunk of the population its regular buyer for milk, bread, meat, dairy products. Only those products are brought forward which are needed on a day-to-day basis by the working class. Chocolates and other sweet items are made affordable with tacky packaging and taglines which encourage customers to try them out. They provide alternatives to milk, bread, oil, ice cream, and cold drink products in a better price range. Small stop shops across the metro bus stations are helping in immensely advertise the company gourmet product are already good quality and low prices

### 6.2.2 Pricing strategy

Affordable products are advertised more, and it leads to a major portion of their profit. It keeps low prices according to the market penetration pricing strategy. Gourmet's target market is middle class and lower middle class they experimented with high-class and expensive products but it didn't work out for them because people consider Gourmet as a middle-class brand and they should go with this strategy if they wanted to launch a high-end product they should launch a new brand for it because for gourmet they become popular because of their low prices and high-quality product and they should focus on this rather than targeting the high-end market For launching new products, gourmet uses penetration pricing. First offering the product at an affordable price and then after acclimatizing the customers to the product the company

slowly raises the prices. In pricing strategy discounts are introduced on holy occasions and national holidays.

### 6.2.3 Channel strategy

Gourmet with its seven processing units and 250+ sales outlets plus 3 outlets is under construction they try to reach out to a huge population for their needs. So due to its reasonable number of outlets located at various places (from low to middle-class consumer markets), it can easily provide a variety of its products to the customers. Gourmet will also serve its drinks in its restaurant. Gourmet is following a corporate virtual marketing system in which the retailer also owns the manufacturing and distribution channel. As they have already many outlets, they should use this as a new product category in which they can sell products like freshly baked bread pizzas and other related products in this way they can penetrate to a completely new market without spending much because most of their customer is the walk-in customer so when they will see that the product is freshly baked right in front it they will consider trying it. Therefore, with the help of PGCC's existing marketing network, we suggest that online channels should be added in terms of channel communication to strengthen the value communication of social media, and then realize the strategy of online and offline integration.

### 6.2.4 Promotion strategies

Unlike other competitor's gourmet is not using main media for their promotion Whenever a new branch is launched 50% off is given to the buyers on the first day. Other sales promotion strategies include publicizing an offer with car or other electronic gifts sales promotion for consumers with the push strategy like on festive days they reduce their prices significantly for example on 23<sup>rd</sup> March (Pakistan Day) they give flat 23% off on all products they focus on giving the benefit to the consumers directly rather than spending on main media. But they have to change this practice because after Covid-19 business dynamics have changed a lot they have to have their online presence in the market otherwise they can't survive because people are more into buying online than go to the outlet and for the brand whose online presence is really low can't survive in this new era of business. Therefore, we suggested PGCC use social media for advertising promotion, replacing the existing streaming media, to accurately define consumer groups and reduce promotional costs and have a higher reach, and can target a specific audience which will reduce the promotion cost and will have better results.

## 7. Conclusion and Prospect

### 7.1 Research Conclusion

The marketing strategy of the Gourmet chain company revolves around its notion of providing high-quality goods at reasonable prices despite the inflation in the market. Based on STP theory and 4P theory, this paper evaluates PGCC's current marketing strategy with the help of 200 market

questionnaires, literature research, and a questionnaire survey. The main conclusions are as follows:

(1) Identify and clarify the main problems in the marketing strategy. First, the taste of the product does not meet the demand and needs to be redefined; Second, The stability of currency leads to product price fluctuation; Third, The lack of brand communication in the process of commercial chain expansion; Fourth, The change of external environment affects the development of enterprises.

(2) Redefined the market position based on market segmentation and target customer selection. The gourmet chain company has positioned itself as a local provider of baked and other edible products in an affordable price range.

(3) Proposed PGCC marketing strategy optimization measures. First, In terms of products, we can attract consumers by optimizing product packaging; Second, In terms of the product price, it is suggested to adopt a market pricing penetration strategy to maintain low prices; Third, in terms of channel strategy, We suggest adding communication channels of online social media based on the existing offline channel network to realize the strategy of online and offline integration; Fourth, in terms of promotion strategies, Suggest PGCC to use social media for advertising promotion to replace the existing streaming media, accurately define consumer groups and reduce promotion costs.

In a word, data analysis in this research is reliable, and the results included in this study are highly significant. In comparison to other proposed new goods in this category, this product's food chain features a high level of planned couponing. Gourmet food chains have strong cooperative advertising funds with a huge gross margin. Their demonstration/ sampling technique is well-planned. Overall commercial food chain concept is the marketing strategy for gourmet food. As far as researchers are concerned, the marketing department of gourmet food is with satisfactory convalescence. An organization's corporate strategy that is focused on cost, customer, and innovation serves as the motivation for establishing its marketing (standardization, localization, and regionalization) and target market behavior segmentation. However, a more appropriate marketing strategy in gourmet food chains may signify effective results from a future perspective.

## 7.2 Research prospect

This study has some practical implications for Gourmet Food Company to develop successful and efficient marketing strategies in the current environment. However, due to time constraints and a personal work climate, enterprises' cognition and interpretation of their business conditions are still limited. Because of the quiet and lack of conversation, Because of the Covid-19 pandemic and lockdowns in place from Gourmet Food Company we received little attention. But the information required for this research is obtained However, in the future market competition, businesses will concentrate

their marketing efforts in the mature market of S business to retain market share and aim for higher profit margins. As a result, the researcher will find a suitable entry point in future studies and work. Pakistan Gourmet Chain Company-related departments and staff will continue to interact and further will collect information about Pakistan Gourmet Chain Company in more detailed data and information about the product's direct sale activities in the related market, and Gourmet Food Company in direct selling to boost the comprehensiveness and practicality of the targeted instructions.

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