HFT 3813 Restaurant Marketing

Case Study #2: Potential strategies for Recipe Deliver Service Industry

Developing strategies for RDS

After successfully completing your internship at Darden you received a job offer from **ENTER NAME OF RDS COMPANY**. The new VP of Marketing for **ENTER NAME OF RDS COMPANY** wants you to help them develop a business report with the objective of designing strategies that can add value to the consumers. More specifically, he wants you to use the value dimensions of Consumption Theory (Epistemic, Social, Conditional, Functional, Emotional) and explain if their current products or services are currently taking those dimensions into consideration. By doing this, the main purpose of the report is help identify three specific strategies and opportunities for each of the five value dimensions. This report will be presented to the Marketing Team, which includes the Marketing VP, Regional Managers, and potential business that are been considered for Co-Branding Partnerships.

The main objective of the report is to is to
- Describe **ENTER NAME OF RDS COMPANY** and its products and services
- Explains the position and role of **ENTER NAME OF RDS COMPANY** products and services.

- Describe the profiles of **ENTER NAME OF RDS COMPANY** customers

- Identify the marketing tactics for you will use to create value for the **ENTER NAME OF RDS COMPANY** customers in terms of Epistemic, Social, Conditional, Functional, and Emotional value.

- Generate 3 three marketing strategies for each value dimension and explain why it should be considered by **ENTER NAME OF RDS COMPANY**.

EXPECTED OUTCOME: The final outcome for this task is to prepare a 5-page report (double spaced) and present your findings guided by the objectives previously mentioned.

This assignment will be due on ENTER DATE. Please bring a hard copy to class to complete a peer review with your classmates. After the peer review and the professor provides you with feedback, you are allowed an extra week to revise and resubmit your report.