
Advanced Certificate in Catering and Restaurant Management

Marketing and Sales for Catering and Restaurant Business

Above The Line Marketing refers to the traditional forms of advertising such as television, radio, and print media that are used to promote a product or service to a wide audience. In the context of a catering and restaurant business, above the line marketing may involve placing ads in local newspapers or on billboards to attract new customers. Related terms include below the line marketing, which refers to more targeted and promotional activities such as email marketing and loyalty programs.

Account Management is the process of managing and maintaining relationships with existing customers to ensure that their needs are met and that they continue to use the services of the catering and restaurant business. This may involve regular communication, feedback sessions, and personalized service to build strong relationships and encourage loyalty. Related terms include account planning, which involves developing strategies to meet the needs of key accounts, and account development, which involves identifying opportunities to increase sales and revenue from existing customers.

Advertising Agency is a company that specializes in creating and implementing advertising campaigns for clients. In the context of a catering and restaurant business, an advertising agency may be used to develop and implement above the line marketing campaigns, such as television ads and print media campaigns. Related terms include media buying, which involves purchasing advertising space in media outlets, and creative development, which involves developing the concept and content of advertising campaigns.

Affiliate Marketing is a form of marketing that involves partnering with other businesses or individuals to promote products or services. In the context of a catering and restaurant business, affiliate marketing may involve partnering with food bloggers or influencers to promote the business's services. Related terms include commission-based marketing, which involves paying affiliates a commission for each sale or referral they generate, and tracking cookies, which are used to track the activity of affiliates and measure the effectiveness of affiliate marketing campaigns.

Annual Plan is a document that outlines the goals, objectives, and strategies for a catering and restaurant business over a one-year period. The annual plan may include sales projections, marketing strategies, and operational plans, as well as financial projections and budgets. Related terms include strategic plan, which is a long-term plan that outlines the overall vision and mission of the business, and tactical plan, which is a short-term plan that outlines the specific actions and steps needed to achieve the goals and objectives of the business.

Asset Management refers to the process of managing and maintaining the assets of a catering and restaurant business, such as property, equipment, and inventory. This may involve regular maintenance and repairs, as well as upgrades and replacements as needed. Related terms include asset utilization, which refers to the efficient use of assets to maximize revenue and profit, and asset valuation, which refers to the

process of determining the value of assets for financial reporting and tax purposes.

Average Transaction Value refers to the average amount spent by customers in a single transaction at a catering and restaurant business. This metric is often used to measure the effectiveness of pricing strategies and menu engineering, as well as to identify opportunities to increase sales and revenue. Related terms include average order value, which refers to the average amount spent by customers in a single order, and average ticket price, which refers to the average price of a single item or meal on the menu.

Below The Line Marketing refers to promotional activities that are targeted at specific audiences or customer groups, such as email marketing, loyalty programs, and public relations. In the context of a catering and restaurant business, below the line marketing may involve targeted promotions and offers to existing customers or prospective customers. Related terms include above the line marketing, which refers to traditional forms of advertising such as television and print media, and through the line marketing, which refers to integrated marketing campaigns that combine above and below the line marketing tactics.

Brand Awareness refers to the extent to which customers and prospective customers are familiar with and recognize a catering and restaurant business's brand. This may involve awareness of the business's name, logo, and values, as well as its products and services. Related terms include brand identity, which refers to the visual and tonal elements that define a business's brand, and brand equity, which refers to the value of a business's brand in terms of its reputation and customer loyalty.

Business Development refers to the process of identifying and pursuing new opportunities for growth and expansion in a catering and restaurant business. This may involve market research, competitor analysis, and strategic planning to identify new markets, products, and services that can help to drive growth and increase revenue. Related terms include business expansion, which refers to the process of expanding a business into new markets or locations, and business diversification, which refers to the process of diversifying a business's products or services to reduce dependence on a single revenue stream.

Business Intelligence refers to the process of gathering and analyzing data to inform business decisions and drive growth in a catering and restaurant business. This may involve data mining, reporting, and analysis to identify trends and patterns in customer behavior and market trends. Related terms include business analytics, which refers to the use of statistical and mathematical techniques to analyze data and drive business decisions, and data visualization, which refers to the process of presenting data in a visual format to facilitate understanding and insight.

Capacity Management refers to the process of managing and optimizing the capacity of a catering and restaurant business to meet customer demand. This may involve staffing levels, inventory management, and production planning to ensure that the business can meet customer demand while minimizing waste and maximizing efficiency. Related terms include capacity planning, which involves developing strategies to manage and optimize capacity, and capacity utilization, which refers to the extent to which a business's capacity is being used to meet customer demand.

Cash Flow refers to the movement of money into and out of a catering and restaurant business. This may involve managing accounts receivable and payable, as well as managing inventory and payroll to ensure

that the business has sufficient cash on hand to meet its obligations. Related terms include cash flow management, which involves developing strategies to manage and optimize cash flow, and cash flow forecasting, which involves predicting future cash flow to inform business decisions.