

Sushma Kapali

**MARKETING PLAN AND CAMPAIGN FOR KATMANDO BAR
AND KITCHEN**

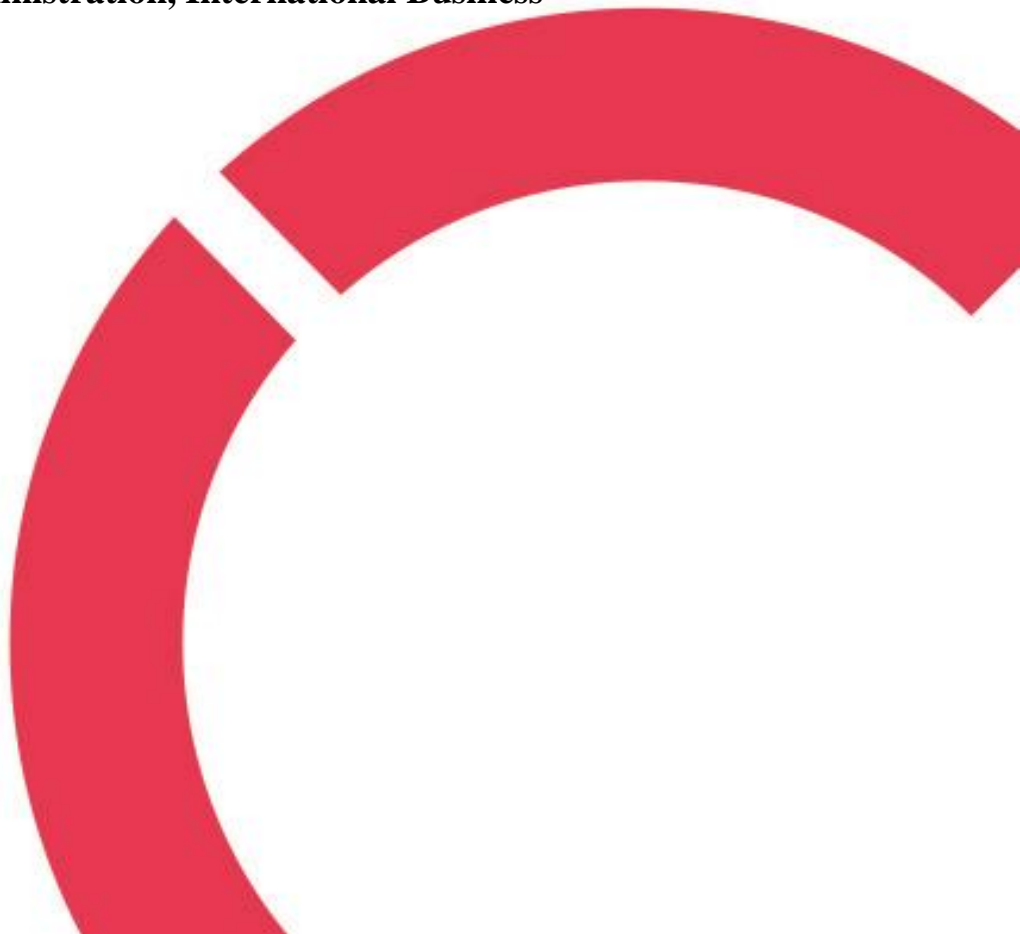
A Case Study

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Bachelor of Business Administration, International Business

May 2022



ABSTRACT

Centria University of Applied Sciences	Date May 2022	Author Sushma Kapali
Degree programme Bachelor of Business Administration, International Business		
Name of thesis MARKETING PLAN AND CAMPAIGN FOR KATHMANDU BAR AND KITCHEN. A Case study		
Centria supervisor Katja Viiliäinen-Tyni	Pages 32+3	
Instructor representing commissioning institution Udip Joshi		
<p>A marketing plan is a collection of projected actions and approaches in a well-organized format with an overview of the current market situation, which works in a standard procedure, guiding an organization to understand the target audience and set goals. A marketing plan holds a clear view of what, why, and how marketing strategies, promotional, and advertising activities are to be conducted for a company for a specific period of time. It can have separate marketing strategies for a specific area of the company that work towards the same goal.</p> <p>The key intention of the thesis is to have a successful marketing plan to increase sales, promote its new product, and target a large audience for the case company. Furthermore, the purpose of the thesis is to conduct a marketing campaign for a case company to reach a large audience at once through social media platforms.</p> <p>The thesis is a practice-based thesis. The structure model will use the qualitative research method and action research method. It includes a literature review for the qualitative research part, and the practical part includes a marketing campaign, which will be conducted as a part of the marketing plan. This will help to discover the outcome whether the action research method concludes with the desired result for the case company or not.</p> <p>The author has interviewed the commissioner and consulted him to figure out the expectations and target for the case company. Suitable tactics and strategies were discussed for the marketing campaign. The campaign was run on the most widely used social media channels, platforms such as Facebook and Instagram. The findings will help the commissioner and the author evaluate the marketing strategies used and revise them if needed.</p>		

<p>Key words Customer analysis, consumer behaviour, digital marketing, Facebook and Instagram campaign, marketing campaign, marketing plan, marketing strategy, product marketing, social media marketing</p>
--

CONCEPT DEFINITIONS

Ad

Advertisement

FB

Facebook

SWOT

Strengths, Weakness, Opportunities, Threats

SMM

Social Media Marketing

SEO

Search engine optimization

URL

Uniform resource locator

4Ps

Price, product, promotion, place

ABSTRACT
CONCEPT DEFINITIONS
CONTENTS

1 INTRODUCTION.....	1
1.1 Objective	1
1.2 Research question.....	2
1.3 Structure of thesis	2
1.4 Research methods.....	3
2 BUSINESS REVIEW.....	5
2.1 Company Background	5
2.2 Company Product	6
2.2.1 Novel Cuisines	7
2.2.2 Product marketing.....	8
2.3 Company Market position.....	9
2.4 Customer analysis	9
2.5 SWOT analysis	10
3 MARKETING PLAN	12
3.1 What is Marketing?	12
3.2 Traditional marketing	13
3.3 Digital marketing	14
3.3.1 Social media marketing.....	14
3.3.2 Search engine optimization (SEO)	15
3.4 Market segmentation	15
3.4.1 Geographic segmentation.....	16
3.4.2 Demographic segmentation.....	16
3.4.3 Behavioral segmentation	17
3.4.4 Psychographic segmentation.....	17
3.5 Consumer behaviour.....	17
3.6 Competitive analysis	19
4 MARKETING STRATEGY	21
4.1 Marketing mix – 4PS	21
4.1.1 Product.....	21
4.1.2 Price.....	22
4.1.3 Place	22
4.1.4 Promotion	22
4.2 Marketing campaign.....	23
4.2.1 Social media marketing campaign	23
4.2.2 Facebook and Instagram ad campaigns	24
5 IMPLEMENTATION PLAN AND FINDING	25
5.1 Marketing campaign on Facebook and Instagram	26
5.2 Campaign budget	29
5.3 Campaign timeline and timetable.....	30
6 DISCUSSION AND CONCLUSION	31

REFERENCES.....	33
------------------------	-----------

FIGURES

FIGURE 1. Product marketing.....	8
FIGURE 2. Segmenting markets	16
FIGURE 3. Influences on consumer behaviour	19

PICTURES

PICTURE 1. Nepali Thali set	6
PICTURE 2. Ad campaign for Katmando bar and Kitchen.....	27
PICTURE 3. Ad campaign for Katmando bar and Kitchen.....	28
PICTURE 4. Musical event promotion for Katmando bar and Kitchen.....	28

TABLES

TABLE 1. Swot analysis of Katmando Bar and Kitchen	10
TABLE 2. Weekly advertising cost	26
TABLE 3. Ad budget projection for Facebook and Instagram.....	27

1 INTRODUCTION

The author got an idea for a marketing plan and marketing campaign for Katmando bar and kitchen from a food hunt in Helsinki. The author found the famous food called momo in a cozy space and at a reasonable price in Katmando bar. The interesting food and case company history attracted the author, which resulted in regular visits by the author. The Katmando bar was an old bar established by Nepalese and mostly recommended for the best momo in town, located on Porthaninkatu in Kallio.

Katmando bar and kitchen was opened as a branch of Katmando bar on Roobertinkatu, Helsinki, serving Newari foods` ‘Khaja set’; authentic Nepali cuisine, ‘Thali set’ and ‘Sewuwa set’ as a novel product. Similar to the Katmando bar, the case company is a vibrant place with different food options available every weekend with live music. An authentic Newari to Nepali cuisine, a taste of Newar and Nepali culture, with a great opportunity to expand Newari cuisine taste and a prosperous venture in the restaurant industry. The author had tasted all those foods served in the case company and had frequent visits. It was quite nice at the beginning, but after a few visits, the writer realized the sales were declining drastically due to the few tourists, the weather, and, of course, due to the corona restrictions. Thus, the writer came up with an idea for a marketing plan and campaign for Katmando bar and kitchen, realizing it would help the case company as well as be a valuable experience achievement for the writer too. Analyzing the current scenario in the food industry, this marketing plan and campaign for the case company promoting new tastes can be accomplished in the near future. The marketing plan will be implementation in accordance with the commissioner’s agreements.

1.1 Objective

The purpose of this thesis is to accomplish the Katmando bar and kitchen’s targets with a working marketing plan and a marketing campaign through social media platforms in the near future. Promoting new cuisine, increasing sales approaches for new customers, and developing food taste with a brand name are major goals for the Katmando bar and kitchen, where the marketing strategy and marketing campaign play a vital role. In this thesis, the case company has considered the novel cuisine as a Newari cuisine, Thali set, and Sekuwa, which has varieties and tastes distinct from the cuisine served in Finland. Nepali cuisine is one of the most exotic cuisines in terms of taste, variation, and texture,

with more cultural and nutritious values. By conducting different campaigns on social media, the outcome and findings will help Katmando bar and kitchen work on consumer feedback and review for sales and revenue. This marketing plan will be carried out considering the current situation of COVID and its effects and consequences on businesses. Similarly, the thesis includes finding and analyzing the market condition and implementing the marketing plan for a small-scale business in Helsinki. This research will point out all the circumstances, obstacles, outcomes, and solutions that can occur during the implementation of the marketing plan. This research will be emphasized in the process and guidance to accomplish this marketing plan in the near future.

1.2 Research question

This thesis aims to conduct a working marketing campaign for social media platforms to reach the maximum number of consumers and have a good flow of income and revenue. However, the main purpose is to regulate the proper marketing plans and strategies for the local market with a Nepali and Newari taste. Finding out about the feasibility test for a novel cuisine in the food industry and its acceptance is challenging. The operation could be difficult due to the COVID situation, and there might be many obstacles to achieving progressive sales. The survey research question will help to find the right answer easily and effectively.

1.3 Structure of thesis

The focus of this thesis is to review and analyze existing marketing plans and conduct new ways to develop a successful marketing strategy to uplift sales as well as promote new cuisines and tastes. This thesis is divided into two categories: theoretical framework and practical implementation.

All the theoretical data was obtained from reliable sources with proper references to published material such as books, eBooks, websites, articles, online sources, videos, and spoken interviews with the commissioner. The author includes outlines briefly about the case company, the objective of the thesis, the reasons and inspiration behind conducting this thesis, the research question, and the research methods used for findings in the initial chapter. The next chapter is all about a business overview, where details are presented along with its product description. Moreover, the case company's market position, company analysis, competitor analysis, and SWOT analysis have been done. The third and fourth chapter

are all about the conceptual framework used in the thesis, which covers the definition, importance, and objective and how it affects the marketing plan and strategies as tools used for the thesis. The outline of the research plan and process, marketing plan, and methods that will be carried out in the near future, such as marketing campaign details, budget, and timeframe for a campaign. In final chapter, the application of the marketing plan and the process conducted will be illustrated.

In the end, the results of the research and process will be discussed and evaluated, and a conclusion will be drawn. Moreover, problems and limitations will be discussed that can take place in the COVID situation, followed by the implementation of the marketing plan in a step-by-step process for the case company. These will help to plan for the growth of the business, make a profit annually, and face competitors. Findings and conclusions will help the case company to focus on a possible solution to the crisis that could be created due to unwarmed pandemics in the near future.

1.4 Research methods

A systematic way of an information collecting system that describes forecasts and regulates the observed process is defined as research. Its main purpose is to gather information from a targeted marketplace and then analyze it to determine any business concerns and interpret the data for the significant areas for marketing decisions to conclude consumer satisfaction. (Hague, Harrison, Cupman & Truman 2016, 16)

Research methods are the process of analyzing the collected data to expose new details and generate superior knowledge of that subject or matter. There are qualitative research and quantitative research methods used to undertake a study. It is important to have a proper selection of research methods, understanding their features, importance, and processes for accurate results. (University of Newcastle Library Guides, 2022)

The qualitative research method is a non-numerical data collection method where the subject investigates, for example, how and why a specific practice, behavior, or management operates in that particular context. It can include small details that matter, such as emotions, the interviewee's perception, experiences, and behavior, and every detail attached to the personal. Interviews, observation, and document analysis are examples of it. (McLeod 2019)

Quantitative research is a numeric data collection method that runs in a systematic process by collecting measurable data and achieving results from a statistical and computational system. These are reliable and accurate, with a broad scope of data analysis. The outcomes are quick, statistical, and logical. Surveys, questionnaires, document screening, and experiments are examples of it. (Mcleod 2019)

Research for the case company has been conducted using both methods. For the qualitative research method, a direct interview was conducted with the commissioner in the restaurant with a different set of questions related to the marketing plan, their previous experiences with marketing, marketing strategy, income, and customer satisfaction. Whereas, the quantitative method will be used to acknowledge and analyze the consumer satisfaction data from social media campaigns and review it.

Any details or information obtained from a material using different types of qualitative methods is referred to as primary data. The information is accumulated directly from the original source or by the researchers that cover the investigation, survey, discussion, or opinion, whereas data that has been acquired from some authority that has already been published or analyzed by someone else is secondary data. Articles, magazines, journals, newspapers, and books are some of its examples. (Kabir 2016, 204-205)

Moreover, qualitative methods will be used more for primary data collection. Though in some contexts, the quantitative research will be applied to figure out the statistics, interest, and expectations regarding the campaign, marketing strategy, and novel product experiences previously. The purpose of the research is to find out about pricing, quantity and quality, promotional activities, and marketing strategies made for further marketing plans and campaigns for the case company comparatively competing with similar businesses.

2 BUSINESS REVIEW

The business review directs new approaches after understanding and analyzing the case company's scope, condition of current business in the market, product market value, and competitors' present circumstances. Overall, it's an evaluation of the business over previous data for a periodic time. The sources include primary and secondary research, where most of the received data is collected from the authorized person of the case company. Whereas, some information is gathered from various sources such as websites, analyzing its social media platforms. (Hiebing, Cooper & Wehrenberg 2011, xxxii)

2.1 Company Background

Katmando bar and kitchen is a branch of Katmando bar, which was to open in October as a startup company. Over six years, Katmando Bar has built a really good connection with the customers and has influenced them with their positive vibes and unique taste. The choices of food conception have been developed over the past few years. Hence, the Katmando bar and kitchen brought a new taste with authentic Nepalese-Newa cuisine recipes after reviewing customer choices in the food industry over a few years. Katmando bar and kitchen provides authentic Nepali food, having a variety of dishes on one plate with extraordinary taste and its famous momo from its main branch located in Roobertinkatu, Helsinki.

Kathmandu bar and kitchen has various novel cuisines on the menu, dining styles, live concerts, cozy décor, authentic taste, food styles, and ambiance with cultural art and traditions as an inception of innovative effort. There are various types of restaurant concepts on which one can focus creatively. However, the food taste and restaurant concept are twisted due to the geographical and cultural aspects. For instance, food decoration or presentation, avoiding certain spices, and changes in taste due to lack of availability of certain spices. The meals that are designed for the menu play a vital role in attracting people and can even be preferred and categorized by the type of person targeted. Every culture has a diverse food concept that bonds people and brings them closer to one another with the new notion of the food industry.

2.2 Company Product

A product is an element that could be tangible or intangible, having a value and a name. It holds a price determined by the marketplace as per its demand and quality. The demand for products can fluctuate according to their quality, proportion, quality, marketing approaches, and marketing segments, where consumers are attracted and targeted on the basis of their unique features, whereas it can be just a service or an item. Most importantly, the user must be able to consume or use the product as described to acquire an accurate result. (The Economic Times, 2022)

Katmando bar and kitchen has many food products for sale, which are both consumable and perishable. From the starter to the main course and snacks, they have a variety of options to offer, including its most famous foods: momo, samosa chat, thakali set, and many more. The latest food product they included as new products, referring to novel cuisine, is the Newari Khaja set, which is an authentic food product developed from the traditional culture of Nepal.



PICTURE 1. Nepali Thali set (Turner 2021)

The Nepali Thali set has been traditional cuisine for hundreds of years, with the perfection of cooking vegetables, lentils, rice, and some sauces. This may vary a little bit geographically, but it looks very tempting.

2.2.1 Novel Cuisines

Novel or novelty in this stage means the new, latest, or status of being fresh or something unusual that is seen or perceived. It's the state of the art or existence of anything in the present day enough to entertain and engage with new concepts. (Merriam-Webster, 2022)

Cuisine refers to any food prepared with care and style that has been prepared and presented in a stylistic manner, having ethical values related to culture or art, religion, and tradition. Cuisine can be varied dishes or diverse food that is presented in a good manner and in a characteristic way, reflecting a classical concept and emphasizing the original taste. (Definitions 2022)

Hence, for this thesis, novel cuisine is introduced as a new dish to Finland as a dish that holds original identity with ethical and cultural values in a different country with the proper method of production, including nutrition values, quality, and simplicity.

Currently, authentic Newari and Nepalese cuisine is not that well recognized in the international market. This ethnic group has the most diversified and enormous variety of dishes, which should be introduced to people who like Nepalese food. Further, the concept of service is emerging in international markets.

Nepali culture itself has various clans, castes, traditions, and ethnic values with diversified cuisine. This ethnically and culturally important, value-based food has been a tremendous source of tourism in Nepal. The dishes vary with season and different occasions and are filled with nutrition and delicious outlook and unique taste. The restaurant concept of Newari/Nepali cuisine can be a unique platform to connect people with food impressions in the restaurant industry and share the culture and experiences too. (Katwal 2022)

The marketing plan has to be based on thorough research and careful analysis of the local market. As Nepali and Newari tastes are novel cuisine for Finland, it could prove quite challenging in this pandemic era. The strategy is based on developing the same Newari taste and providing the food experience through the case company in a unique concept. This whole process is conventional, as per the introduction of new tastes in foodies and the latest experience of accessibility.

2.2.2 Product marketing

Product marketing is one of the sections of marketing that are essential to showcasing a product and attracting the most ethical customers, aiming for its success. For that, research, design, and advertising play a pivotal role. (Marketing Schools, 2020) Basically, product marketing is the best way to reach customers by shaping a product in the right way and communicating with the consumer after knowing the market. Meanwhile, the product marketer needs to pay close attention to the composition of the product and undertake the product firmly at the same time to grow the product. It is the evolving process between the product and its startup. The structure and production itself are prior and an essential stage for stepping towards accomplishment. Once the product is revealed to the market and consumers pay for it, then the product will thrive. (Agrawal 2021) In Figure 1, the product in this context represents a novel cuisine. Thus, this general concept is applied to both sales and marketing with the same value to trigger product marketing.

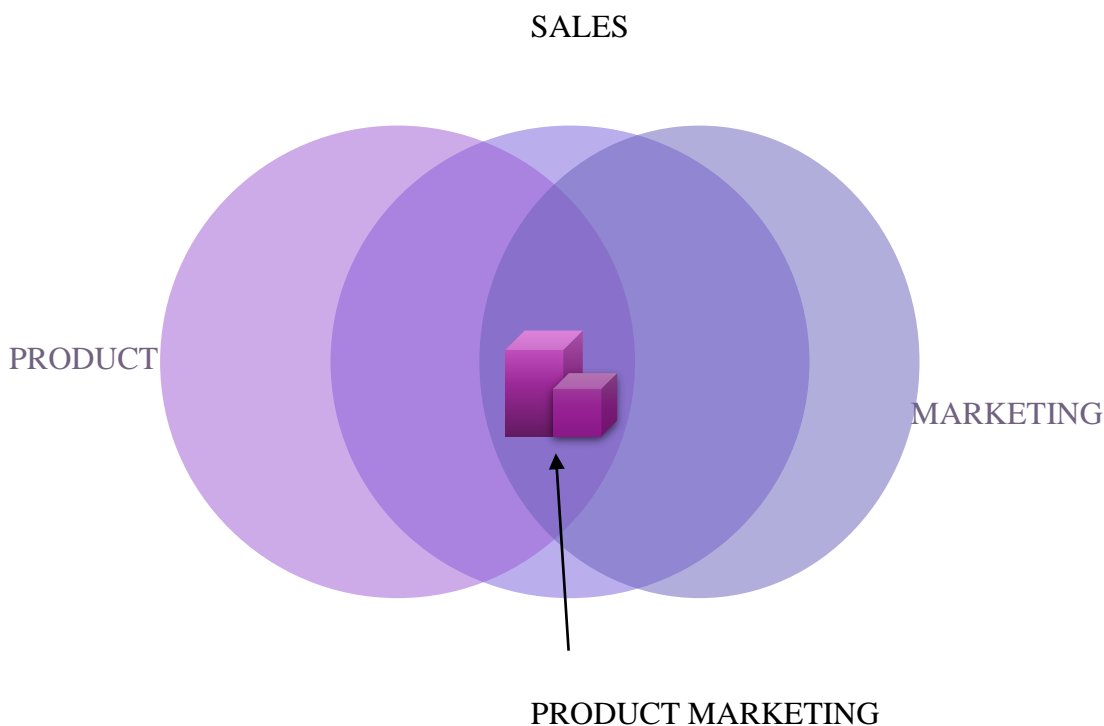


FIGURE 1. Product marketing (adapted from Pulkit Agrawal 2021, drawn by author)

2.3 Company Market position

An action of building and accomplishing a special identity to the front line in the perception of the consumer's point of view where the product's unique features are highlighted is called market positioning. The company's market position emphasizes the product's essential and unique features, distinct from other products available in the marketplace, so that consumers remember and embrace them. (Lagat, Frankwick & Sulol 2015, 196) The company's market position is determined by many of its own features. The crucial and regular elements are product price, quality, and application of the product. The major source for the market positioning is decided by the company, where the company focuses on the strength of elements to regulate consumers and target markets. (Adigüzel 2020, 9-24)

Katmando bar and kitchen is a start-up company in the core heart of Helsinki with basic knowledge and experience in the food industry. It recognizes the importance of cuisine that has cultural values and is developing a marketplace to bring the same taste and cuisine as its origin location. The case company has twisted flavors as per consumer demands to gain better acceptance in the marketplace. However, its major features are its unique variety of products and exclusive taste at a reasonable price, as well as good quality and its ambiance.

2.4 Customer analysis

Customer analysis is a simple yet complicated section to resolve while introducing new products, marketing plans, or strategies to the business. This is customer profiling from B2C. It starts with a data collection method from any means of media or channels. The collected information – data allows to analyze tiny to huge details about consumer behaviors and their demand such as needs, choices, and qualities they search in products. That plays a vital role in spotting out targeted customers. Explaining why, how, and what makes them choose the product to fulfill their needs also helps to reach potential customers. It's a tool that helps to understand consumers' insights and then develop new strategies, plans, or products that engage them and help to increase sales. (Acquire 2021)

There are two divisions for customer analysis: behavior analysis and demographic analysis. Behavioral analysis explains reasons on the choices made by the consumer for specific products that suit their living standard. Whereas, the demographic analysis outlines the buyer's selections according to their ethics, culture, religion, and geographic and demographic scenarios. (East Bay SBDC 2022)

A pattern where the consumer looks for significant factors that weighs important and reliable over other similar products proposed by other competitors is referred to as user behaviour analysis. After market research and finding the customer's requirement, a company can revise its products, services or marketing plan with a clear and concise strategy worth deliberate sense and appreciable advantages, hence the product could meet the customer's expectations. Those significant factors are called buying criteria that include prestige, quality, price, and convenience. Demographic analysis is another factor that impacts the consumer choices to purchase products on the basis of market segments. A market segment is a sub section where a group of people or customers with similar characteristics demands relatively same products under same price, with similar functions. Such context requires a distinct advertising method and channels focusing on each module. i.e. sexual identity, age, way of life, earning, education, society, geography, culture aspects. (East Bay SBDC 2022)

2.5 SWOT analysis

The SWOT analysis is a powerful tool where the organization's strengths, weaknesses, opportunities, and threats are identified, separated, and evaluated. It is categorized into two dimensions; internal (strength and weakness) and external (threat and opportunity) dimensions, depending on organizational factors and environmental factors. Organization capabilities and deficiencies can help determine strategic management and strategic planning for business activity in a competitive environment where a company is being operated. The SWOT analysis can help an organization work on its weaknesses and be prepared for sudden threats that can be excessively burdensome. (Gürel & Tat 2017)

TABLE 1. SWOT analysis of Katmando Bar and Kitchen

Strength	Weakness
<ul style="list-style-type: none"> • Reasonable price with good food • New taste, new cuisine • Cosy and friendly environment • Young and enthusiastic team • Multiple outlet locations for customer reach. 	<ul style="list-style-type: none"> • Limited products to depends on • Competition is strong • Lack of management • Dependent on foreign supply • Lack of marketing strategies

Opportunities	Threats
<ul style="list-style-type: none">• Diversify supply and market distribution if worked in network• New Varieties of dishes can be added in future• Can attract many consumers who like trying different cuisine.• Boost up products and sales through most used marketing channels• Try adding new cuisine and present with new concept or idea.	<ul style="list-style-type: none">• High cost to run the kitchen• Lack of experiences on marketing and coordination• Challenging to compete with settled brands• Covid restrictions• Lack of management

3 MARKETING PLAN

A marketing plan is a collection of strategies and tactics in form that holds all the detailed layout of actions and approaches to achieve the company's goal in a short or long timeframe. It clearly allows a company to prioritize the activities of a company. Furthermore, it communicates the work description to the team members on how and when the planning and strategies will be implemented to accomplish the business goal. (Haaff 2019)

The purpose of the marketing plan is to be included in the business plan and forecast the growth of investment in an estimated time. Short-term and long-term planning are two distinct types of planning. (Chernev 2020)

Short-term planning can include monthly goals on sales; having trade discounts, creating promotional prices for the promotion of products; prize schemes; and many more to attract new customers and hold back old ones with all plans. A long-term plan may hold from a year to 5-year plan, targeting an annually estimated goal or new product development such as public relation, social media, paid search advertisement. Whereas, short-term goals lead to achieving long-term goals. (Chernev 2020)

Moreover, a successful marketing plan is created after brainstorming the actual marketing strategies. A data-driven, focused, clear, realistic, and aligned plan is required. However, having a comprehensible idea about customer interest in the products; digital and content marketing; knowledge of the current market and advertising basic concepts are important before starting off a marketing plan as it helps to reach the targeted goal easily and as planned. (Chernev 2020)

3.1 What is Marketing?

A concept by which an individual or a group of individuals create or use the already created tools to attract attention and boost curiosity with the purpose of fulfilling the consumer needs profitably is called marketing. For any individual or organization to make profitable and sustaining marketing decisions, a good understanding of product, price, distribution, and marketing communications is essential. In essence, it is a two-dimensional approach, earlier is to achieve new customers by delivering superior

value in products or services later is maintaining the customer loyalty by promise fulfilment. (Kotler, Wong, Saunders, Armstrong 2005, 6)

“Marketing is much more than just an isolated business function - it is a philosophy that guides the entire organization” (Kotler et al. 2005, 7). Essentially, marketing is the embodiment of everything a company does, ranging from how they interact with the suppliers and customers to how they treat their own employees. For an organization to fully realize its potential, marketing plays a vital role in combining a new product or service with sales and promotion through classical forms of advertising such as newspaper and television ads or with the modern social media platforms. Today, marketing is not just about selling and promoting. They are merely the foundation on which a marketing plan is built. In fact, marketing is about understanding the customer’s needs and values and shaping the entire strategies of the organization to fulfil those needs and align the product or services with those values, ultimately making it profitable for both the customers as well as the company. (Stanton 1984,7)

3.2 Traditional marketing

Traditional marketing is one of the oldest methods of marketing which was used widely before when the technologies were undeveloped and exclusive. It was one of the major marketing means to reach local audience through printed media, broadcast advertisement, tele marketing and outdoor advertisement, which is not online. Due to huge changes in the technology and increasing competition companies have changed their focus on marketing and are more oriented to digital marketing before selecting traditional marketing. (Pankaj & Kumar 2020,18)

Traditional marketing has many disadvantages above advantages due to which it is used limitedly. Traditional marketing is expensive, less interactive, it is difficult to update the message, difficult to get feedback and has been only a one-way interaction from companies to audiences. However, it is still used in some areas to inform the local consumer or by firms and companies in the forms of printing flyers, browsers, advertisement in newspaper, broadcast through radio and TV. Since the 21st century, the technology has been improved significantly and people have adopted new technologies which has made huge differences in marketing style. Digital marketing has taken over traditional marketing as reaching to the targeted audiences has been easy and handy. (Pankaj et al. 2020, 18-21)

3.3 Digital marketing

Digital marketing is one of the fastest ways of marketing where companies can reach the audience through any channel, focusing on the targeted audience. Social media, search engines, websites, emails, and mobile apps are digital channels that are globally used as there are no restrictions or boundaries as in traditional marketing. Due to advanced technologies, cultural acceptance, and societal shifts, digital marketing is widespread. Anyone can broadcast their advertisement or market their products or services actively residing in any part of the globe through digital channels as it is online.

(Pankaj et al. 2020, 21)

In the marketing world, digital marketing has become a crucial part for companies as it connects companies and consumers, engaging both parties. It has helped companies to know their audience and consumer behaviour more precisely and be able to improve their products and services. On the other hand, due to public details, companies have faced challenges from their opponents, and marketing has been competitive. Digital marketing platforms have been an easy and handy process of purchasing and selling. It is a cost-effective way for companies to market their products, and brand development can be improved over time. Global search is easily available, so competing with large corporations might not be a hard nut to crack if one has an interesting concept and content. However, digital marketing can be quite challenging as it is a time-consuming process that requires more skilled and trained manpower to handle that technology. (Pankaj et al. 2020, 21-24)

Katmando bar and kitchen has its own website with basic general information, opening hours, pictures, and basic details in the Finnish language. It has been managing its marketing through social media marketing using a few of its platforms, namely Facebook and Instagram only. There are many alternative channels for marketing, but due to the startup and the COVID situation, Katmandu bar and restaurant has not focused on marketing but rather followed a few social media marketing platforms only. Thus, the case company will come up with implementing these campaigns or implementing marketing strategies at the beginning of summer.

3.3.1 Social media marketing

Marketing on social media SMM (social media marketing) is the process of marketing any service or product through social media networks and technologies like Facebook, Tiktok, Twitter, and Instagram. In the context of today's technologies, social media marketing has been the most powerful and strongest marketing tool. It is the fastest way of engaging both parties, where consumers and companies grow quickly with open reviews, responses, and feedback, which help to engage relevant consumers. The SMM tool allows companies to analyze customer behaviors with demographic, geographic, and personal information details and differences. SMM provides access to a broad range of tactics and strategies with consumer engaging content and track marketing strategies determining goals with timeframe. Not only companies, but any consumer can make content about the products and services they use and spread the review generally through SMM tools. (Hayes 2021)

3.3.2 Search engine optimization (SEO)

A search engine is a systematic way where different software collects data from a website URL as per user keywords, content, description, and frequent visits with similar content, which is saved in code structure in a database. The data is analyzed and used by the system to acquire site search results for the individual in the future. Search engine optimization is the most popular practice to increase the visibility of a web page by appearing in top searches and fetching a high volume of traffic to a website. SEO allows any browser to search for information in a convenient and flexible way. SEO is comprised of keywords, audience, description, meta data, search engine crawler, site map, and other social media factors, which is why it's the best strategic technique to engage customers through web-based channels. (Yalçın & Köse 2010)

3.4 Market segmentation

Today, the market is vast and much more complicated with many more competitors, which is why it is very difficult to target the right consumer without any survey and categorizing them in the proper way. Thus, market segmentation is the process and practice of separating consumers into different classifications and categories for accessible groups. (Ranchhod & Gurâu 2007, Chapter 2)

Market segmentation is a powerful selection process where a specialist needs to accept the capacities of the firm and acknowledge the supplies of the firm to fulfill the needs of the potential consumer. For

instance; the product from low to high price or the product focused on different genders or age groups. The objective of market segmentation is to promote the right product to the right people. The segmentation process leads to powerful marketing strategies to attract potential consumers in the targeted group. For the above-mentioned reason, Figure 2, explains these factors of segmentation. It is important to consider these factors as segmentation defines the measurable, accessible, and substantial market. (Ranchhod et al. 2007, 53-55)

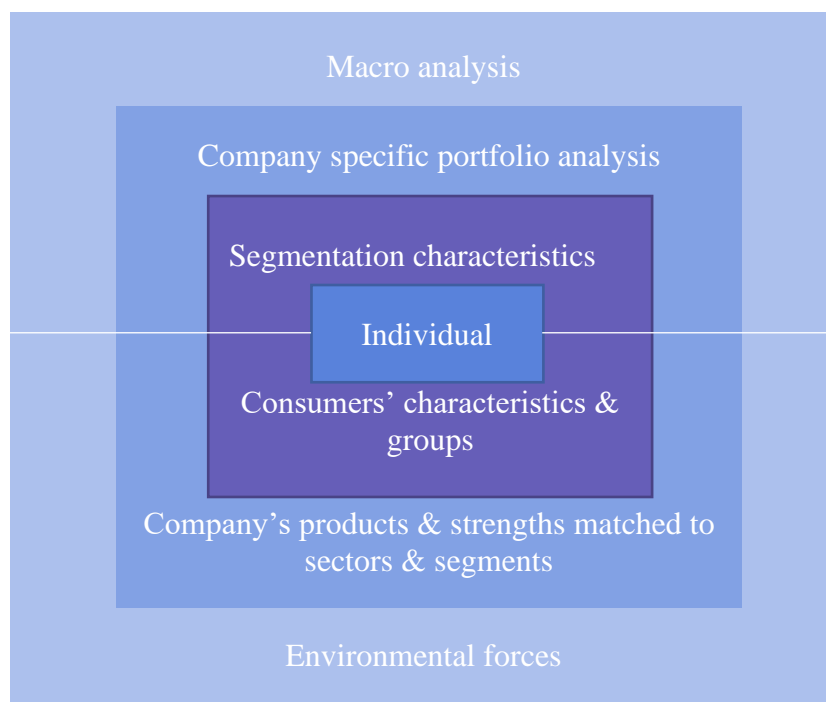


FIGURE 2. Segmenting markets (adapted from Ranchhod et al. 2007, 54, drawn by author)

3.4.1 Geographic segmentation

In geographic segmentation, the targeted location can be a country, city, municipality, or based on a demographic zone in a region, thus specifying an area helps to target the right audience easily. It is getting easier to market and promote services or products aimed at a targeted group in order to achieve expected sales. As an example, bringing awareness to consumers about the use of a product or service in changing environments, such as selling refrigerators in summers and winters. (Ranchhod et al. 2007, 56-57)

3.4.2 Demographic segmentation

Demographic segmentation is a possible method to divide people by age and lifestyle. The marketing is done on the basis of gender, age group, income, society, religion, occupation, nationality, and social class. The selective factors help to promote the product or services on the market to the right audience. Implementing the right marketing strategy makes demographic segmentation easier, possibly more reliable and successful. For example, to target vegan consumers, use the appropriate vegan label on milk product packaging. (Ranchhod et al. 2007, 57-59)

3.4.3 Behavioral segmentation

Behavioral segmentation helps to understand the choices of people based on their desires, preferences, knowledge, usages, and attitudes. This segment can be subdivided by various factors, such as occasion, benefits, habits, loyalty, and usage rate. The data helps to market the products as per the targeted audience. For example, marketing an organic and natural face pack for a consumer who prefers natural ingredients over chemical and animal tested ones or marketing packages as a gift for any occasion. (Ranchhod et al. 2007, 60)

3.4.4 Psychographic segmentation

The characteristics of psychographic segmentation are similar to those of demographic segmentation. This segmentation helps to achieve data in depth and refine groups. Choices for such groups of consumers are based on emotional and intellectual factors such as self-concept, lifestyle, interest in opinion and awareness of product description. Insight into psychographic segmentation is important because it can be difficult to apply marketing theories to products, such as clothing or automobiles, in some cases. Some consumers exhibit distinct behavioral patterns or personal characteristics such as anxiety, extroversion, feminism. For instance, food habits, social status, daily activities, culture and religious concepts. (Ranchhod et al. 2007, 61-62)

3.5 Consumer behaviour

Consumer behavior is an essential part of the marketing process where a study of the purchasing process is analyzed by the marketer, focusing on consumer mindset and their expectations. Data is collected on how often, when, why, and by what means consumers buy products that fulfill their needs. A survey on the consumer behavior process helps the marketer recognize the consumer's presumption on products. Hence, it helps to develop marketing strategies and how marketing should be placed, designed, and allocated on various occasions to direct them to purchase and utilize products. Basically, revealing consumer preferences for products, purchasing processes, design, and demonstration criteria becomes important. For example, when and how often women buy moisturizers; how they buy (supermarket/online), or just looking at the packaging or on display. (Drummond, Ensor & Ashford 2001, 51-57)

Consumer behaviour and their decisions during the buying process change due to many factors. The digital experience is one of the major challenging factors which has changed the concept of the traditional perspective in consumer behaviour patterns. Digital consumer experiences have added new theories to buying experiences without geographic restriction or by their needs. There have been impacts on buying procedures due to influencers, emotional attributes, mood swings, or purchasing without awareness of need. However, in this digital era, E-WOM (Electronic word of mouth), E-satisfaction (Electronic satisfaction), E-loyalty (Electronic loyalty) and E-repurchase intention (Electronic repurchase intention) are some of the major digital consumer behaviors that will be experienced quite often. (Kayapinar 2021, 61-68)

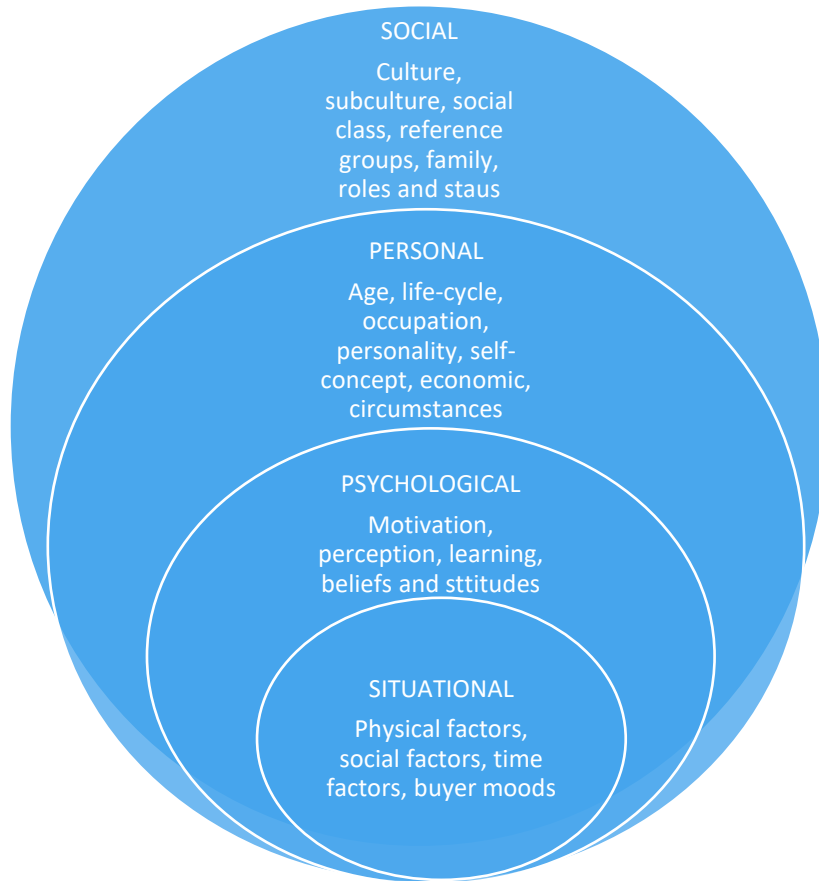


FIGURE 3. Influences on consumer behaviour (Adapted from Drummond et al. 2001, 51-57, drawn by author)

Moreover, in Figure 3 below, the major four factors on consumer behaviour; social, personal, psychological, and situational factors are shown, which have huge controls on the buyer's decision process. There are many details that need to be referred to and reviewed before marketing products and campaigning programs. Consumer behaviour factors impact directly on the buying procedure and decision-making process. Overall factors based on consumer habits, such as age, lifestyle, culture, and price, from packing and delivering to displaying the product, matter when promoting new products. (Drummond et al. 2001, 51)

3.6 Competitive analysis

The process of acknowledging and performing potential opportunities after depth survey on major competitor by acquiring insight into their business, objective, sales, pricing, shipment, product and

marketing strategies, market share is defined as competitive analysis. It helps the company to recognize a market gap, set out new products or pricing, compare key features, uncover market trends, pinpoint differentiators, and assist in marketing and selling products more effectively. It is basically finding a weakness that a competitor has and working on it with better marketing mechanisms to outperform them. (White 2021)

Katmando bar and kitchen has many competitors surrounding various offerings on similar and other products within the same price range. Thus, Katmando bar and kitchen have brought new innovations in changing the taste and products for its growth, productivity, and to be competitive in the market. The Katmando bar and kitchen has menus for snacks, starters, and main courses. They have changed the cuisine prices as one of their marketing strategies. Currently, they are working on improving customer service and working on their other weaknesses for better competition in the market.

4 MARKETING STRATEGY

A marketing strategy is the overall enduring plan of any business, including company vision, mission, values, purpose, consumer demographics, and other special elements that are analyzed, evaluated, and strategy built to achieve the target. It is the main process of discovering and fulfilling the company's aim and objective. A marketing strategy can be considered as constructing a blueprint for business, evaluating different situations and scenarios to improve the market for products and services that need to be implemented. (Farkash 2022)

Marketing strategy is a huge range of approaches that include different tactics; branding; following marketing channels; using search engines in choosing special strategic associates that required to practice step by step. Various tactics and ideas are generated for reaching potential customer to targeted consumer or influencing potential consumer to their real customers. In order to build a working marketing strategy, the company needs to understand the basic principles, layers of the market, their brand value, offering to consumers, competitors' strengths, consumer weaknesses, current market trends, and suitable marketing channels, then research, evaluate, and discover the achievable result on the following factors. (Farkash 2022)

4.1 Marketing mix – 4PS

The marketing mix, on the other hand, is a model that revolves around the promotion, product, place and price. Using this model, businesses develop marketing strategies to attract customers. As marketing focuses on some specific goals than the general ones which are deciding marketing budget and objectives. The size of the company may matter to some extent, while market rivalry and being quick are two key factors in making critical decisions in marketing. Marketing is not done by any single element but utilizes the collective involvement of all elements. (Išoraitė 2016, 26-27)

4.1.1 Product

The product is the most important component of the marketing mix. This could be tangible and intangible goods or services. A product can be an idea, experience, technology, trademark, information, or

any possession that a human can consume by any means in exchange for monetary value or agreeable items. The idea of a product is enormous; as long as the consumer is being benefited or happy with the exchange for the price or any kind of capabilities can be considered as product. (Išoraitė 2016, 27-29)

4.1.2 Price

The method of product payback exchange is regarded as a price. Mostly, the price is determined by monetary gain. However, it can be any commodity that has a value equal to the product. The price plays a vital role in producing income and creating value for the consumer. The concept of price is unique as it can be adjusted or changed under different conditions or factors. For instance, a large production product costs less, while a unique or rare item has a higher price. (Išoraitė 2016, 30-31)

4.1.3 Place

Place is a common space or setting or method where the consumer interacts with the seller to exchange the price for the product. Place can be signified as distribution or any channel where various products are revealed, and the consumer can easily purchase them. The spot where the process is executed is called a “place”. (Išoraitė 2016, 31-32)

4.1.4 Promotion

The promotion is the final essential element that comes after product, price, and place, which helps the consumer to know about the product’s features, its benefits, and encourages the consumer to buy it through different announcement and distribution channels. Any offer, discount, bonus, coupons, contest, or activities proposed to the consumer by highlighting the product is a promotional activity. It is as important as the other elements as the right strategy or action can help to increase the sales and proper sponsorship or advertising style can divert the buyer to purchase the product. (Išoraitė 2016, 33-34)

4.2 Marketing campaign

Strategic activities used to showcase a business in front of the customers so that the business grows and achieves its goals and objectives are called marketing campaigns. Various techniques and media are used by companies to amplify messages they want to convey to their customers. The most common resources used in marketing campaigns are social media, TV channels, newspapers, magazines, and emails. Most businesses outsource their campaigns to agencies. Successful marketing campaigns need time and efficient use of it through planning. (Decker 2022)

4.2.1 Social media marketing campaign

In this technological time, most of the campaigns are run using automated tools that save the time and effort of human resources and provide a better impact. Just like in the past, when people used to rely on painted and printed posters to display advertisements on billboards or noticeboards. Now, this is done in the virtual or digital world. People are more present on social media, so social media apps and websites provide the opportunity for businesses to run their marketing campaigns there. The main purpose of a social media marketing campaign is to increase the visibility of a business or product by focusing on a specific goal through different platforms such as Facebook, Instagram, Pinterest, and Twitter. (Burnett 2017)

Social media marketing campaigns are very beneficial for small businesses as they are easy to use and do not cost much to start. Social media platforms change their policies after some time. Organizations must keep up to current on latest platform rules and regulations. In this type of marketing campaign, tagging, posting, saving, and sharing are some of the popular ways to boost the impact. Other ways of increasing the reach and trust of the customers are to get feedback from them, try to bring them onto a website to increase the traffic there, and other brand engagement activities.

Best practices also include the following:

- Asking questions and doing polls are popular ways to interact with a target market.
- Special offers, discounts, and exclusive access to content.
- Prize that are relevant; for example, a tech corporation may offer computing equipment as a reward in an online contest.

- Set up accounts on all social media platforms to broaden your reach.
- A well planned and well executed campaign at the right time for the right target market can be a major source of brand engagement and visibility. (Burnett 2017)

4.2.2 Facebook and Instagram ad campaigns

Facebook is an electronic form of exchanging information and interacting using electronic means. Mark Zuckerberg founded Facebook, which has 2.2 billion users connected to each other. It is a free website where one can create their own profile, or their business profile, and share any kind of content, messages, ideas, and connect to anyone online. It is a convenient social networking site available to everyone without any charges. Any Facebook user with a new concept, idea, or creativity can add value to their page and grow their business from it. Through sharing valuable content, influencing people and engaging with consumers through Facebook, one can earn and promote their business using various strategies. (Nycyk 2020, Chapter 1)

Similarly, Instagram has been a part of Facebook since 2012 and is the most popular platform after Facebook to capture, edit, share, and highlight pictures and videos to socialize and connect with people through social media. It is popular among youngsters and all kinds of businesses. There are many advantages and opportunities one can create through these platforms. Mostly business uses Instagram to showcase their products, manage advertisement, highlight their business concept, reach their goal and run various campaigns engaging potential consumers for growing their businesses using new ideas and creative content. The use of Instagram is growing among small and large businesses to generate and share information to attract potential customers. (Amaral 2015, 943-944) Facebook and Instagram campaigns are a series of continuous activations that are added as a promotional or various offering to both platforms to attract possible consumers. These tools have various preferences and selection choices to filter and boost advertisements to feasible or reachable consumers quickly and conveniently. They have an advanced system which can display advertisements and manage posts on time, focusing on various market segments or generating visibility to the most feasible buyer by running a paid search engine. Most of the advertisement settings are done on Facebook rather than on Instagram, where any announcement can be published on both platforms at the same time. Strategic and planned advertisements can support and lead the brand or product. The goal, objective, and budget should be clear and specific so that they help to achieve the company's goal definitely. (Hootsuite 2022)

5 IMPLEMENTATION PLAN AND FINDING

The implementation of the practical part was done very carefully. Proper research before marketing and campaign planning was done. Many questions and related topics were discussed several times with the commissioner for approval of the marketing plan and campaign for the case company. In the beginning, the author visited the case company many times and tried their different cuisines. The author acknowledged the crisis of the employees, the limited availability of the products and spaces with a major decline in sales, although they have a proper location and good food.

The cause in the drop-in sales was a lack of proper marketing plans and strategies. Thus, the author focused on the solution to the major problem and gathered all the information about the case company: product details, market position of the company, marketing strategies, company aim, and objective. The major problems were discussed with the commissioner, which were to increase the sales by focusing on the potential consumers. The solution to this problem was discovered by the author after research, investigation, and analyzing everything about the case company. Then, the actual work commenced for the implementing of the operational marketing plan and campaign, which was the core part of this thesis.

During the initial phase of the planning, the case company's brand position in the market, its competitors, its previous performances, marketing arrangements, and swot analysis were explored and evaluated. The reasonable target, marketing tools, marketing channels, market segmentation, approaches to initiate, agreement on a considerable budget, timeframe for the short event and campaign, affordable campaign offers, the company's main goal, and implementation methods were discussed with the commissioner and concluded.

Before initiating a social media marketing campaign, the arrangements for the campaign tools and venue for cinematography were discussed and made beforehand. Throughout that week, small and essential changes took place several times in the arrangement of graphics and agreements on offers and events. The author took full responsibility for the arranging of the required campaign tools, graphics, and concept of offers; deciding the events; and determining and scheduling the advertisement for the whole week. The chosen platforms were decided after consulting the commissioner and considering the narrow budget for the marketing plan as well as aiming at considerable and conceivable consumers.

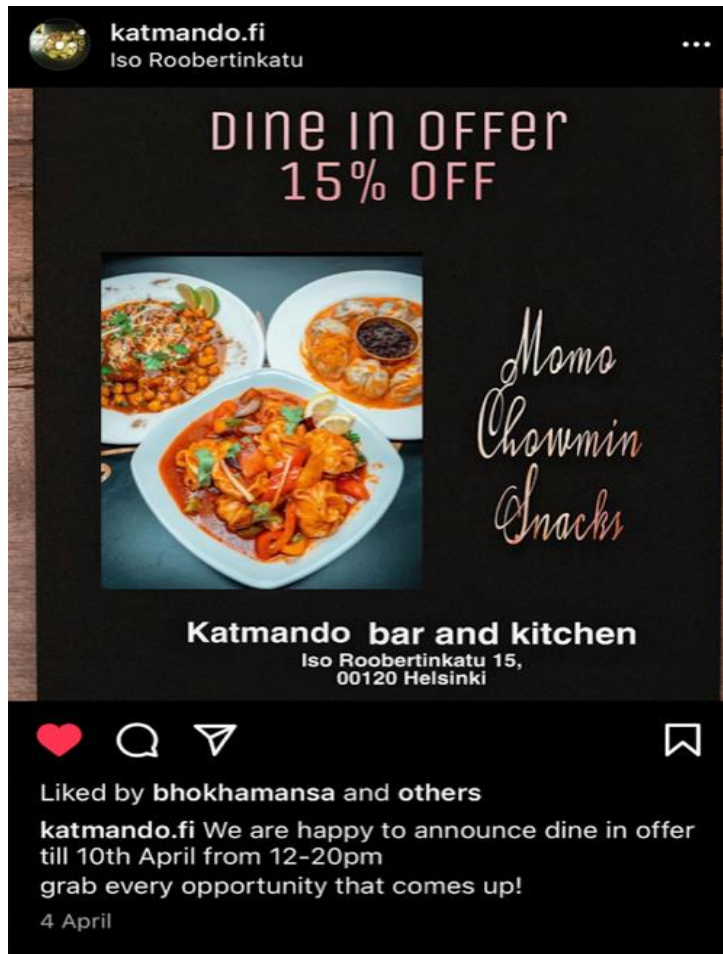
The thesis was done in an unusual situation and during the wintertime. During the entire process, the impact of COVID-19 has disturbed the project in many ways. The interview dates with the commissioner were postponed, the opening hours of the case company were restricted, and a layoff for employees followed. Thus, the practical campaign was decided for a short time period of just a week from April 4th to April 10th, 2022, and the author has also had a limited time frame for the thesis.

The main goal of the Facebook and Instagram campaigns was to increase sales. And, the best way to initiate a proper marketing plan and reach the potential consumer in a limited time and budget; was through the marketing concept. Thus, the wisest part was to choose the strongest and handiest medium to reach the potential consumers as quickly and conveniently as possible. This was done through social media, especially Facebook and Instagram, which were the best for the food industry.

5.1 Marketing campaign on Facebook and Instagram

The marketing campaign for Kathmandu bar and Kitchen was tested for a week only due to a lack of time. It included three different advertisements, as well as some selected weekly offers, such as 15% off for dine-in, 20 % off for group reservations, and a momo plus beer deal for only 12 euros. On top of that, we managed to organize a musical event for certain hours on Friday to attract the local and loyal customers.

The same advertisement was shared from Instagram to Facebook, whereas the paid promotion was boosted to both sites independently. The campaign setting was done by the commissioner himself. The market selection was done by targeting the large area of Helsinki and all genders. Whereas young, middle-aged, and working-class people who enjoy eating outside were given top priority. Below in Picture 2, is the advertisement for the Katmando bar and Kitchen from April 4th till April 10th, 2022, with a dine-in offer which was boosted on social media platforms for 6 days.



PICTURE 2. Ad campaign for Katmando bar and Kitchen (Katmando.fi, 2022)

We ran the paid advertisements on Facebook and Instagram with positive results, and the reach of the advertisement posts was increased. Sales increased by 25% even though it was drastically bad weather that week and many big events were held in the biggest malls of Triple, Jumbo, and Kamp mall.

The commissioner wants to organize and run the paid advertisement every month, including similar offers to promote products and increase sales, including offers, discounts, and music events. As per the meeting with the commissioner, he requested 3 to 4 campaigns for the whole year. Paid advertisements will be rounded up to a limited budget for each third week using different tactics and strategies alternatively. If everything goes well then, the commissioner will introduce the next ad campaign starting from May to the end of June for a whole month, with exciting offers, promotional activities, and music events. In picture 3, the ad campaign demonstrates the 20% off on group reservations for specified days and timing. In picture 4, the ad campaign illustrates an invitation to a musical event on premises.



PICTURE 3. Ad campaign for Katmando bar and Kitchen (Katmando.fi, 2022)



PICTURE 4. Musical event promotion for Katmando bar and Kitchen (Katmando.fi, 2022)

5.2 Campaign budget

The amounts used for the recent advertisement promotion and running costs are explained in table 2 below. The estimated monthly budget for paid marketing for Facebook and Instagram, targeting specific numbers of viewers, is calculated roughly. However, the advertisement boosting may vary in time and situation depending on the fluctuation of the sales and budget as per the commissioner. In table 2, allocated budgets are presented paid by the commissioner for increasing the viewers for the ad and promoting an offer on Kathmandu bar and Kitchen's Facebook and Instagram pages for a week.

TABLE 2. Weekly advertising costs

Activities / Advertisement	Cost in euro
FB paid advertisement	35
Insta Paid advertisement	35
Music Events	60

The first two advertisements were released on April 4th. Each ad was promoted for four days, where the cost of boosting for a day is 6 euros on Facebook and Instagram. One promotion was made to highlight the music event. It was a combo offer where momo plus a beer was offered for 12 euros. That ad was promoted only for a day, which cost 5 euros for a day. Similarly, for the music event for 2 hours, it cost 60 euros in total. It was organized on Friday, April 8th.

TABLE 3. Ad Budget projection for Facebook and Instagram

Activities / Advertisement	Cost per month / €	Annually cost / €
FB paid advertisement	100	100x4 = 400
Insta Paid advertisement	100	100x4 = 400
Music Events twice a month	100	300-400
Boost certain ad	50-100	200-300

Paid partnership promotion	20	60-100
Graphics, tools and other expenses	20	80

In Table 3, the total expense mentioned in cost per month is for the marketing campaign for Instagram and Facebook, which includes a whole month of paid promotion and other trending concepts for promoting the campaign. The expenses shown in the music events are for a two-time payment for the band that performs every second week for a month. The paid partnership promotion is an estimated cost, which is an add-up concept for an upcoming campaign where the person who tags and helps to share the campaign info can be paid via the company after meeting certain criteria. Graphics, tools, and other expenses include the payment for design, layout, and photography for a campaign.

The author did this campaign for a week due to the availability of less time. The author has taken a costing reference for estimating the financial plan for the upcoming social media marketing campaign for a year. The calculation is based on the amount spent for a week on promotion ads. The amount and time of the campaign are projected once every three months, where the price could rise and the timeline of the campaign could increase as per the requirement or convenience of the owner of the company.

5.3 Campaign timeline and timetable

The timeline for the social media marketing campaign is planned for a year from this summer to next summer. The campaign will be held once every three months, pursuing the maximum number of consumers by using creative activities and tools for the maximization of sales through social media platforms. The best times for an ad campaign are in the early spring and during the summer, when people prefer to eat outside most of the time and consumer demands for food variety and offers are wide and always in demand.

The timeframe for the ad campaign or any promotion or offer will be at least 2 weeks long, up to a month depending on the sales of Katmando bar and Kitchen. The created timeline for the campaign is designed according to the commissioner's request. The campaign might include a paid promotion partnership, videos, clips, and other new, trendy, and catchy ideas or content.

6 DISCUSSION AND CONCLUSION

The author was able to conduct a working marketing campaign on social media, especially on Facebook and Instagram, for Katmando Bar and Kitchen. The three advertisements offered were affordable by the case company, and one event was hosted to get the attention of loyal and regular customers. The main aim of this thesis was to find a suitable solution to the research question that would work not only theoretically but also in practice.

The thesis was quite challenging as Katmando bar and kitchen was newly opened as a startup business and they had not prepared anything in the marketing part. The case company was closed for months due to COVID restrictions and 90% of the workforce were laid off. It caused difficulties for the author in the research part of the case company. The author had trouble interviewing and discussing the relevant parts with the commissioner, as he was out of the country for a month, which took a long time for the further process.

On the other hand, the literature review has helped the author to understand the overall details of the marketing plan and marketing campaign with their significance. It helped the author generate new ideas and marketing campaigns for the case company. After a long wait, the process of organizing and conducting the practical part went smoothly. The arranging of tools for creating content for the campaign was easy, but the implementation part struggled due to a lack of proficiency. After approval of the ad campaign idea for social media, there were many changes due to which the author had to minimize the timeframe for the ad campaign for Katmando bar and Kitchen. However, during the implementation of the marketing campaign, the restriction on consumer movement was clearly seen, resulting in the practical phase's success. However, the outcome of the campaign was just satisfactory.

The thesis has helped the Katmando bar and kitchen to overlook and work on their weaknesses and risks in order to improve, compete, and create more opportunities and growth in the food industry. Most importantly, improvements in tactics and marketing strategies were made. There was the positive impact of the ad campaign on sales during that week. The sales improvement was visible during that week and still attracted consumers. Thus, the commissioner has realized he needs to set a high priority on the marketing plan and marketing strategies for their growth and to increase sales.

In conclusion, it is really important to know your customer's wants and needs in order to plan your marketing strategies to attract potential consumers. For that part, research plays a vital role before any further planning. Swot analysis, market position, market segmentation, company market strategies, surveys, and evaluation are essential factors to consider. As well as digital technologies are major sources to communicate and connect with the consumer all the time. Since the market is really competitive, it is important to have a proper marketing plan and tactics throughout the year.

After running the marketing campaign, an evaluation of the outcome and feedback was requested from the commissioner. The result was satisfactory in terms of the effort made and from the budget point of view. The sales during the daytime were OK as they increased by 20% on an average for a week compared to before the marketing campaign. There was a positive response, but the desired result was not achieved.

The construction of this thesis is based on a practical thesis. The theoretical framework was filled with relevant topics required for the marketing plan and campaign. The practical part was done with the help of on-going operations and the cooperation of the commissioner in the direction of essential marketing themes to attain a significant goal.

There could be a lot of research done in terms of enhancing product marketing, brand promotions, surveys on consumer satisfaction, and marketing in different channels using various tactics. The key factors that caused difficulties were lack of time, budget restrictions, COVID restrictions, and a lack of skilled manpower.

The author recommends Katmando bar and Kitchen to plan and practice better marketing strategies and use various kinds of marketing channels, platforms and tools to showcase its products and feature frequently. They need to work on their weakness and opportunities to level up and be more compatible to their competitors, which will help to reach their target easily.

REFERENCES

- Acquire. 2021. Customer analytics: 6 important types and how to use them. Website of Acquire blog. Available at: <https://acquire.io/blog/customer-analytics/> . Accessed on 20th January 2022.
- Adigüzel, S. 2020. Market and brand positioning and sustainability strategies in International Marketing. *International Journal of Scientific Research and Management*. 8(9), 9-24. Available at: <https://doi.org/10.18535/ijstrm/v8i09.lis01> . Accessed on 3rd December 2021.
- Agrawal, P. 2021. What is product marketing in 2022? A data-backed definition. Website of Chameleon blog. Available at: <https://www.trychameleon.com/blog/what-is-product-marketing#the-main-differences-between-product-marketing-and-regular-marketing> . Accessed on 1st September 2021.
- Amaral, I. 2015. *The Sage Encyclopedia of Economics and Society*. Thousand Oaks: Sage Publications, Inc.
- Bharti, P.K. & Kumar, A. 2020. Traditional VS. digital marketing: A comparative study. *Zenith International Journal of Multidisciplinary Research*. 10(12), 16-26. Available at: <http://www.zenithresearch.org.in/images/stories/pdf/2020/DECEMBER/ZIJMR/zijmr3dec20-13797.pdf>. Accessed on 7th Feb 2022.
- Burnett, S. 2017. What is a Social Media Campaign? Website of Customer Insight Group. Available at: <https://www.customerinsightgroup.com/marketinglibrary/social-media-marketing/what-is-a-social-media-marketing-campaign> . Accessed on 4th April 2022.
- Chernev, A. 2020. *The Marketing Plan Handbook*. 6th Edition. Chicago: Cerebellum Press.
- Definition of 'Product'. 2022. *The Economic Times*. Available at: <https://economictimes.indiatimes.com/definition/product> . Accessed on 23th November 2021.
- Decker, A. 2022. The Ultimate Guide to Marketing Campaign. Website of hubspot blog. Available at: <https://blog.hubspot.com/marketing/marketing-campaigns> . Accessed on 3rd April 2022.
- Definitions. 2022. Definitions for Cuisine. Available at: <https://www.definitions.net/definition/cuisine> . Accessed on 1st September 2021.
- Drummond, G., Ensor, J. & Ashford, R. 2001. *Strategic Marketing: Planning and Control*. 2nd Edition. Burlington: Elsevier Ltd.
- East Bay-Small Business Development Center. 2022. Introduction to customer analysis. Website of East bay sbdc. Available at: <https://www.eastbaysbdc.org/resource/customer-analysis/> . Accessed on 20th January 2022.
- Farkash, O. 2022. The Ultimate Guide to Marketing Strategy. Website of Mayple blog. Available at: <https://www.mayple.com/blog/marketing-strategy> . Accessed on 20th March 2022.

- Gürel, E. & Tat, M. 2017. Swot Analysis: A Theoretical Review. *The journal of International Social Research*. 10(51), 995-1006. Available at: <https://www.sosyalarastirmalar.com/articles/stadium-similarities-parallelisms-and-projections.pdf> . Accessed on 22nd January 2022.
- Hague, P., Harrison, M., Cupman, J. & Truman, O. 2016. Market Research In Practice. 3rd edition. Kogan Page Limited. Available at: <https://pdfroom.com/books/market-research-in-practice-an-introduction-to-gaining-greater-market-insight/bG5wQlzmqq4> . Accessed on 23th Feb 2022.
- Haaff, B. 2019. The marketing strategy vs. the marketing plan. Website of Aha! Blog. Available at: <https://www.aha.io/blog/the-marketing-strategy-vs-the-marketing-plan> . Accessed on 7th Feb 2022
- Hayes, A. 2021. Social Media Marketing (SMM). Webpage of Investopedia. Available at: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp> . Accessed on 9th Feb 2022.
- Hiebing, R., Cooper, S. & Wehrenberg, S. 2011. The successful marketing plan: How to create Dynamic, Results-Oriented Marketing. 4th edition. McGraw Hill.
- Hootsuite. 2022. Manage your Facebook and Instagram ad campaigns. Available at: <https://help.hootsuite.com/hc/en-us/articles/4409095480859-Manage-your-Facebook-and-Instagram-ad-campaigns#view-a-list-of-your-facebook-ad-campaigns-0-0> . Accessed on 6th April 2022.
- Işoraitè, M. 2016. Marketing Mix Theoretical Aspects. *International Journal of Research Granthaalayah*, 4(6), 25-37. Available at: http://granthaalayah.com/Articles/Vol4Iss6/04_IJRG16_C06_07.pdf . Accessed on 20th March 2022.
- Kayapinar, P.Y. 2021. Managing Customer Experiences in an Omnichannel World. Emerald Publishing Limited.
- Kabir, S. 2016. Basic Guidelines for Research: An Introductory for All Disciplines. 1st edition. Chittagong: Book Zone Publication. Available at: https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTION . Accessed on 24th Feb 2022.
- Katwal, S. 2022. Newari food: 12 dishes you must try in Kathmandu. Website of Stunning Nepal. Available at: <https://www.stunningnepal.com/newari-food/> . Accessed on 25th March 2022.
- Katmando Bar and Kitchen. Instagram update 8th April 2022. Available at: <https://www.instagram.com/katmando.fi/?hl=en> . Accessed on 20th May 2022.
- Katmando Bar and Kitchen. Facebook update 8th April 2022. Available at: <https://www.facebook.com/katmando.fi/> . Accessed on 20th May 2022.
- Kotler, P., Wong, V., Saunders, J. & Armstrong, G. 2005. *Principles of Marketing*. 4th Edition. Edinburgh gate, Harlow: Pearson Education Limited. Available at: <http://library.wbi.ac.id/repository/212.pdf>. Accessed on 8th Feb 2022.
- Lagat, C., Frankwick, G. & Sulol, T. 2015. Effect of market positioning on market orientation, innovation types and firm performance linkage. *European Journal of Business and Management*. 7(23), 193-204. Available at: <https://www.researchgate.net/publication/316059583> . Accessed on 3rd December 2021.

Marketing School. 2020. Product marketing: Explore the strategy of product marketing. Available at: <https://www.marketing-schools.org/types-of-marketing/product-marketing/#section-0> . Accessed on 25th November 2021.

McLeod, S. 2019. Qualitative vs Quantitative Research. Simply Psychology. Available at: <https://www.simplypsychology.org/qualitative-quantitative.html>. Accessed on 24th Feb 2022.

Merriam-Webster. 2022. Definition of Novelty. Available at: <https://www.merriam-webster.com/dictionary/novelty> . Accessed on 1st September 2021.

Nycyk, M. 2020. Facebook: Exploring the Social Network and its Challenges. Brisbane: Creative Commons Attribution. Available at: [https://www.academia.edu/43676571/Facebook Exploring the Social Network and its Challenges](https://www.academia.edu/43676571/Facebook_Exploring_the_Social_Network_and_its_Challenges) . Accessed on 5th April 2022.

Ranchhod, A. & Gurâu, C. 2007. Marketing Strategies A Contemporary Approach. 2nd Edition. England: Pearson Education Limited.

Stanton, W. J. 1984. Fundamentals of Marketing. 7th Edition. McGraw-Hill

Turner, E. 2021. Traditional Nepali Dishes You Need to Try at Least Once. Website of Culture trip. Available at: <https://theculturetrip.com/asia/nepal/articles/10-traditional-nepali-dishes-need-try-least/> . Accessed on 28th March 2022.

University of Newcastle Library Guides, 2022. Research Methods: What are research methods? Available at: <https://libguides.newcastle.edu.au/researchmethods> .Accessed on 24th Feb 2022.

White, C. 2021. What's a Competitive Analysis & How Do You Conduct One?. Website of hubspot blog. Available at: <https://blog.hubspot.com/marketing/competitive-analysis-kit> . Accessed on 12th Feb 2022.

Yalçın, N. & Köse, U. 2010. What is search engine optimization: SEO? *Procedia- Social and behavioral Sciences*. 9, 487-493. Available at: <https://doi.org/10.1016/j.sbspro.2010.12.185> . Accessed on 9th Feb 2022.