



Marketing plan: A Case study of Pizza King Restaurant

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<p>Abstract:</p> <p>It is widely recognized and acknowledged that marketing plan is an integral aspect of a business. This thesis was written to develop a practical marketing plan for Pizza King, a fast food restaurant. The aim of this study is to formulate a well-structured digital marketing plan for Pizza King Restaurant to expand its reach to global audience.</p> <p>The theoretical part of this research is based on the fundamental concepts of digital marketing. SOSTAC planning framework is the foundation of this study. To accomplish the research aim, Social Media Marketing, Search Engine Optimization, Influencer Marketing, SWOT analysis and competitor analysis are also used as the conceptual basis.</p> <p>This research opted for a case study approach. Qualitative research method was applied to collect and interpret data. The empirical part of this study consisted of a semi-structured interview with the owner of the case company and data obtained from the case company and its competitors' social media platforms. The collected data sets provided significant insights to formulate the marketing plan. The findings indicated that digital approach of marketing is the best way to enhance the success of the case company. It was also found that Facebook and Instagram are the most popular social media platforms to reach out to the target customers of Pizza King.</p> <p>As a result of theoretical framework in combination with empirical findings, a practical marketing plan that has incorporated all the substantial aspects of digital marketing relevant to the case company was generated. Although the study achieved a significant milestone, marketers at Pizza King must be vigilant of trending marketing techniques and act accordingly.</p>	
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CONTENTS

1	Introduction	6
1.1	Research Background.....	6
1.2	Company Background.....	7
1.3	Research Aim	8
1.4	Research Questions.....	9
1.5	Limitations	9
1.6	Structure of thesis	10
2	Theoretical framework.....	12
2.1	Marketing.....	12
2.2	Digital marketing.....	13
2.3	Social Media Marketing	14
2.3.1	<i>Facebook</i>	15
2.3.2	<i>Instagram</i>	16
2.3.3	<i>TripAdvisor</i>	16
2.3.4	<i>Social Media Optimization</i>	17
2.4	Influencer Marketing.....	18
2.5	Search Engine Optimization.....	19
2.6	SOSTAC planning model	19
2.6.1	<i>Situational analysis</i>	20
2.6.2	<i>Objectives</i>	21
2.6.3	<i>Strategy</i>	21
2.6.4	<i>Tactics</i>	23
2.6.5	<i>Action</i>	24
2.6.6	<i>Control</i>	24
3	Method.....	25
3.1	Methodology	25
3.2	Data collection.....	26
3.3	Ethical Considerations	27
4	Results and analysis.....	28
4.1	Data interpretation.....	28
4.2	Findings and analysis.....	28
4.2.1	<i>Situational Analysis</i>	29
4.2.2	<i>Objectives</i>	29
4.2.3	<i>Strategies</i>	30
4.2.4	<i>Tactics</i>	30

4.2.5	Action.....	30
4.2.6	Control.....	30
4.3	Marketing Plan for Pizza King.....	31
4.3.1	Situational analysis (Where are we now?).....	31
4.3.2	Objectives (Where do we want to go?).....	34
4.3.3	Strategy (How do we get there?).....	35
4.3.4	Tactics (How exactly do we get there?).....	37
4.3.5	Actions (What is our plan?).....	41
4.3.6	Control (Did we get there?).....	42
5	Discussion	43
6	Conclusion	45
	List of references.....	47
	Appendices	51

Figures

Figure 1: Pizza King’s Pictures (Pizza King Facebook, 2018)	8
Figure 2: Thesis Structure.....	11
Figure 3: Social Media Marketing Radar (Smart Insights, 2012)	14
Figure 4: Most popular social networks worldwide (Statista, 2018).....	18
Figure 5: Segmentation, Targeting and Positioning (Kotler & Armstrong, 2004).....	22
Figure 6: Bar graph representing Pizza King’s social media popularity	29
Figure 7: Market segmentation of Pizza King.	35
Figure 8: Targeting via Facebook.....	36
Figure 9: Google Analytics (Hey, 2016).	43

Tables

Table 1: SWOT analysis of Pizza King.....	32
Table 2: Social media integration of Pizza King and its competitors.	33
Table 3: Facebook Marketing tactics for Pizza King.	38
Table 4: Instagram Marketing tactics for Pizza King.....	39
Table 5: TripAdvisor Optimization tactics for Pizza king.	40
Table 6: Influencer Marketing tactics for Pizza King.	40
Table 7: Search Engine Optimization for Pizza King.	41

1 INTRODUCTION

1.1 Research Background

Marketing as a rational approach to business has been around since the early 1920s (Baines, Fill and Page, 2008). Despite the fact that abundant theories and ideas have been put forward in the field of marketing since many years, creating and implementing a successful marketing plan remains a challenge for every new company. Every company has its own set of rules and approaches to follow based on their target customers, financial position, competitors, stakeholders and so on.

This research's goal is to create a practical marketing plan for case company named Pizza King Restaurant in order to reach out to global audience. Pizza King Restaurant provides quality foods to its customers at a reasonable price. Since its establishment, the company has been marketing the customers traditionally. Even though fair amount of resources has been invested in conventional marketing, the company is failing to reach out to potential customers. The company is active on social media and has reasonable number of followers but there is always more that can be done to increase this number. It is about time to take advantage of social media and optimize these platforms in order to attract more customers. In order to increase the company's social media reach and extend the maximum potential of social media optimization, there is an immediate need for an actionable digital marketing plan. The inability of the company to reach out to possible customers lies in the fact that the company has not yet designed a well-functioning digital marketing plan that will increase the visibility of the business to a wide range of customers. This research is solely fixated on addressing the digital marketing issues of the case company. Throughout the research, the company's target market, various digital marketing channels and social media platforms will be examined thoroughly.

The theoretical part of the research provides overview of the main aspects that are crucial to designing a marketing plan. The empirical part, which gives further continuity to the

theoretical findings gets profound into details about the case company, its competitors' marketing policies and its consumers' feedbacks. Based on all the data gathered during the process, the case company will be recommended with an effective digital marketing plan for the successful operation of their business.

1.2 Company Background

Pizza King is a private company established in 2017 that serves pizzas and fast food to a wide range of customers from students to businessmen, from locals to foreigners, from young customers to elderly ones. It is located in Thamel, Kathmandu, Nepal and the owner of the company is Mr. Satyadeep KC. As the restaurant is located in the tourist hub of Kathmandu, it has a wide customer base including locals and tourists. So, the company must cater to the needs of customers from different countries, religions and ethnic backgrounds. The company has applied various traditional marketing strategies so far. Word-of-mouth marketing has been the most prominent technique so far. The company is also active on social media platforms like Facebook and Instagram with 655 followers on the former and 291 followers on the latter (Pizza King Facebook and Instagram, 2018).

Conventional marketing is a good way to target the locals but as far as tourists are concerned, going digital is the best approach. Upon realizing the fact that a thorough digital marketing approach is required in order to get the job done, the owner is willing to take a different approach to marketing and the author has been assigned the task of suggesting a functional marketing plan for the company.

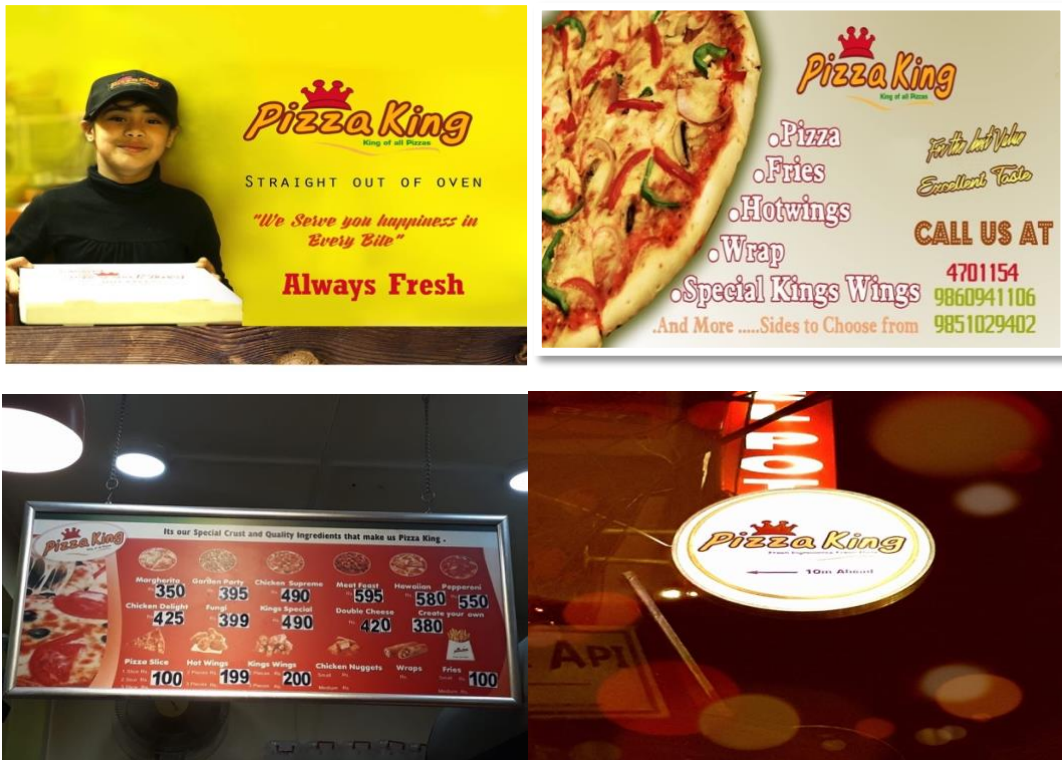


Figure 1: Pizza King's Pictures (Pizza King Facebook, 2018)

1.3 Research Aim

Constructing marketing strategies that maximize profitability of the business and make the business shine amongst the competitors have always been a tough task for the marketers. This task is even more challenging for small restaurant owners who have financial limitations. The aim of this research is to create a practical and actionable marketing plan for Pizza King, a small take away restaurant.

Since the company has not formulated any digital marketing plan yet, the company will benefit immensely from this research that is solely aimed at providing a credible digital marketing solution for the company. The focus of this study is to choose the digital marketing method that is best suited for the company at this point of time. There are numerous techniques available, but the author's mission is to apply only those that lead

to favorable results. The author's focus is to propose a well-structured digital approach of marketing that can pave a pathway for the company's future marketing decisions.

1.4 Research Questions

Each research demands a certain set of questions that needs to be answered to extract relevant information. In the light of the above discussion, this work aims to contribute to the process of formulating a credible and realistic marketing plan for the company that takes into consideration the size, resources, existing marketing tactics, marketing channels and aim of the company. In order to do so, the following questions need to be answered.

- 1) What are the best marketing strategies for Pizza King Restaurant?
- 2) What are the best online platforms to reach the target audience of Pizza King?

1.5 Limitations

The scope of the research is to collect enough information through primary and secondary sources to diagnose suitable marketing plan for the restaurant. The collected data is focused entirely upon the case company. The research does not provide deeper insights on company's history and its financial aspect but the marketing plan. As the company has already applied some conventional marketing techniques such as handing out brochures, product tasting with the locals, word-of-mouth marketing and so on, this research is focused merely on formulating a digital marketing plan with the mission of reaching out to global audience. Hence, the theoretical and empirical findings are dedicated towards formulating a well-functioning marketing strategy for the company and any data that does not contribute in framing the marketing plan for the company is ignored.

Pizza King, being a relatively new restaurant does not have a long history of experimenting with marketing strategies. The data relevant to the research can be extracted from the year 2017 only as the company did not exist before that. Hence, the author does not have option of comparing the long-run strategies over the years and suggest a marketing plan based on the past performances and achievements. Likewise, there is no proof that a certain marketing plan would work in the future or has worked in the past. Nonetheless, the lack of past record is compensated by the willingness of the owner to provide appropriate and genuine information based on the current year.

This research's empirical part is based on owner's interview and TripAdvisor reviews. There are altogether 84 reviews of the company so far in TripAdvisor. Although the sample size is not so big yet, it is still sufficient for the author to establish a significant relationship from the data.

1.6 Structure of thesis

The thesis follows IMRaD structure. The thesis consists of 6 chapters. The first chapter is introduction. It starts with a brief introduction of the research background followed by that of case company. The chapter also provides a brief overview of the research method, its aim, research questions, limitations and the overall layout.

The second chapter comprises of the entire theoretical framework that act as a guidance in the research process. Highlighted in this chapter are the existing marketing theories that act as the conceptual guideline to come up with solution for the research problem. This chapter is sub-divided into 6 sub-chapters that shed light into the theory behind the research.

The third chapter gives an insight into the methodology employed. This chapter is categorized into 3 sub-chapters that explains the research methodology and ethical considerations in greater depth.

The fourth chapter comprises of details about data collection methods and analysis. The research findings and Marketing Plan for Pizza King based on SOSTAC planning framework are also found under this chapter.

The fifth chapter sheds light into the findings of the research. The final chapter brings into attention the overall conclusion based on the aforementioned theories and collected data. The author's suggestions and recommendations for further research are also integrated in this chapter. The structure of the thesis is shown in the figure below.

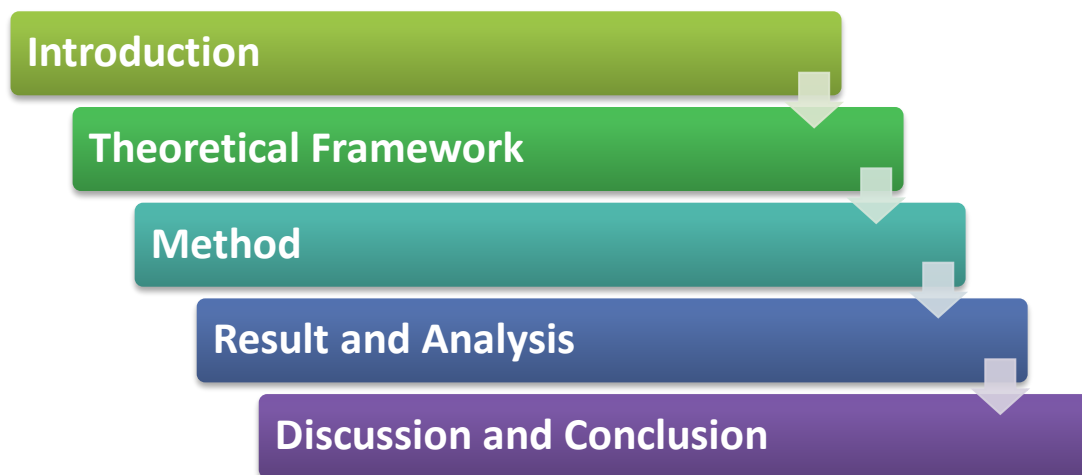


Figure 2: Thesis Structure

2 THEORETICAL FRAMEWORK

2.1 Marketing

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (American Marketing Association AMA, 2014)

“The central idea of marketing is to match the organization’s capabilities with the needs of customers in order to achieve the objectives of both parties.” (Frow, Payne and McDonald, 2011)

Marketing is one of the most important aspects in determining the success of a company. Different authors have defined marketing in various ways. However, one common thing about all the marketing definitions is that all of them highlight the customers. Marketing is all about addressing and satisfying the needs of the customers. In today’s vastly competitive market environment, it is fundamental to act smart and address all needs of the customers in order to acquire customer loyalty towards the business. A company always have the option to choose how and to whom the product or service should be marketed.

Marketing is a complex phenomenon that includes the act of selling and promoting products or services, advertising them to the correct audience in appropriate way and conducting proper market research in order to make sure that the marketing process is moving towards a proper direction. Marketing also involves identifying the correct distribution channel and applying marketing strategies well-suited to the company. Even though there are abundant theories and researches on developing effective marketing strategies, eventually it relies on the company to tailor its own marketing strategy based on its resources and capabilities.

In today's competitive age with the proliferation of multiple suppliers dedicated in offering every kind of products and services, a marketing plan is an imperative element in deciding whether the company will be profitable. As the role of marketing in determining the success of business is vital, entrepreneurs must always know the importance of an effective marketing plan. Unlike a business plan, a marketing plan prioritizes the customers and aims on speaking to the customers and making them happy. As stated by Duermyer (2017), a business document usually focuses on set time period that outlines your marketing strategies and tactics and comprises of a variety of marketing-oriented details like costs, goals and steps of action, and therefore, can be referred to as a marketing plan. A good marketing plan consists of all the necessary tools and techniques that are required to achieve the sales goals.

2.2 Digital marketing

As stated by Gargan in an interview for American Fitness "*Online, you get about 2 seconds-or 10 words-to make a first impression*" (American Fitness, 2018). As marketing in the digital world is highly competitive, a smart marketer should be able to enter the uncharted territory and explore the best approaches that can overcome all the challenges and transformations involved in managing digital marketing. In order to do so, new digital marketing opportunities should be constantly reviewed (Chaffey and Smith, 2013, p. 475-476).

Digital marketing is a paradigm shift from conventional one. As the time changes, the needs and demands of customers change. Digital marketing is the platform that makes it all possible. In today's age of digitalization, marketing approaches have been too aggressive. People are constantly flooded with advertisements all over internet. Considering the fact that customers are seeking to be heard, marketers must consider the needs of customers to be able to market their product or service effectively. By listening

to the customers before talking, digital marketing can be less aggressive and more humane (Kerpen, 2015).

2.3 Social Media Marketing

“Social media are digital media which encourage audience participation, interaction and sharing.” (Chaffey and Smith, 2013, p. 214)

The rise of social media has revolutionized the field of modern marketing. Social media marketing facilitates marketers to expand a message through comments and sharing of social networks, word-of-mouth marketing or viral marketing (Chaffey and Smith, 2013, p. 37). The figure below shows the social media marketing radar.

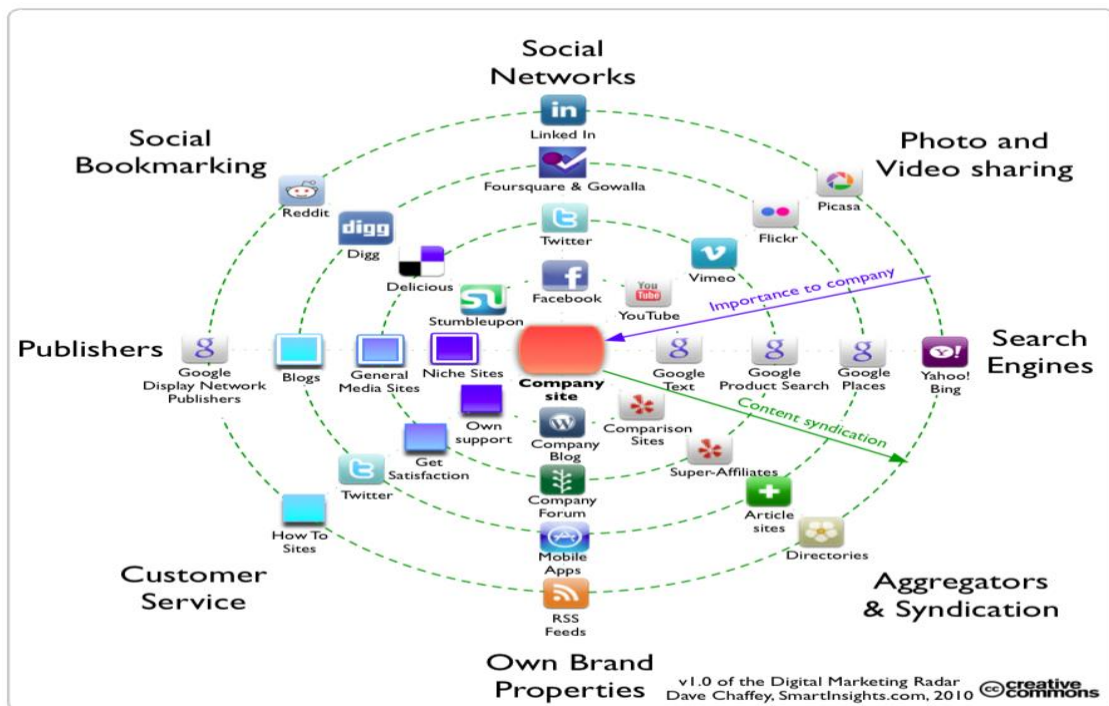


Figure 3: Social Media Marketing Radar (Smart Insights, 2012)

As presented by Chaffey and Smith (2013 p. 220), Social media marketing is based on how consumer-to-consumer (C2C) interactions can be useful in increasing awareness of the brand while minimizing negative statements. For businesses, the advantage of having

various social media platforms is that they can be more customer-centric. The authors believe that with the help of skillful leaders, defined vision and supporting resources, businesses can take full advantage of these platforms and become more customer-centric. In order to market successfully in social media platforms, the marketers need to know their audience and value their participation. Without audience participation, social media marketing is incomplete. Social media has made marketing feasible. The world is full of possibilities when you have access to social media. Social media is also an excellent podium to run viral marketing campaigns and gather customer feedbacks.

Social media is the perfect medium for people to share opinions about the products or services they like or dislike. As stated by Kerpen (2015), the beauty of social media is that people can see what their friends or relatives like and make purchases based on what their mutual friends buy. This action demonstrates the power of word-of-mouth marketing in social media. Online word-of-mouth marketing is highly prevalent in present context.

2.3.1 Facebook

Facebook is a social media network built to help people connect with each other and the things that matter to them. Facebook has 2.20 billion monthly active users (Facebook, 2018). Since its foundation in 4 February 2004, the face of social media marketing has changed completely. The service provided by Facebook is relative to its mission "*Give people the power to build community and bring the world closer together.*" (Facebook, 2018). Facebook is one of the most prominent social media marketing channels. Considering the sheer volume of customer profiles, Facebook has proven to be a boon to the marketers. The analogy of 'Facebook' and 'a cocktail party' made by Kerpen (2015, p. 6-7) reveals how Facebook is like a giant cocktail party where people can interact with each other and there is a mix of likeable and not so likeable people.

Facebook is a game changer for marketers as they can precisely know who, how and why they are marketing to. As Facebook allows marketers to keep track of online performances such as post reach, post engagements, new page likes, engagements per post and many more, it is an economical and convenient way of evaluating the company's marketing success. Moreover, marketers have the possibility to manage promotions on Facebook by boosting posts and promoting the page locally and globally.

2.3.2 Instagram

Instagram is an online photo/video sharing social networking service. "Capture and share the world's moments" is the slogan of Instagram (Instagram, 2018). Instagram is a perfect medium for marketers for visually storytelling their ideas to the customers. Instagram is a great medium to introduce new products and raise brand awareness. (HubSpot, 2018). Creating an Instagram profile is free and easy. Instagram is a valuable marketing tool as there are numerous possibilities of creating significant content in it. With the use of hashtag feature of Instagram, users can search photos and videos of their hobbies and interests.

2.3.3 TripAdvisor

TripAdvisor is the world's largest travel sites that provide travelers with the wisdom of the crowds to help them plan their trip. With the help of TripAdvisor, travelers can easily decide where to stay, how to fly, where to eat and what to do (TripAdvisor, 2018). TripAdvisor allows travelers to search for hotels, restaurants, accommodations and attractions, make comparisons, read reviews and choose freely whichever suits them best. The TripAdvisor Popularity Ranking is centered on the quality, quantity and recency of reviews that a company receives from its users.

An effective way to attract the customers with the help of TripAdvisor is by making the profile attractive and informative with the use of captivating photos and detailed information of the business. Another simple strategy that a company can use to gain customers' trust and loyalty through TripAdvisor is by acknowledging the comments posted by the customers. In case of negative feedback, marketers must respond promptly so as to make the customers happy. Negative feedback is not the end of the world. Those comments can be rectified immediately by apologizing and answering the customer's queries in polite manner. Ultimately, the consistency of those reviews over time determines the popularity ranking of a business (TripAdvisor, 2018).

2.3.4 Social Media Optimization

With the progression of time, people are not watching and listening to commercials anymore. This creates a challenge for marketers to deliver their message effectively. In the present competitive era, marketers need to move past commercials and find suitable ways to get the word out about their products.

'Thanks to Social Media, word can spread faster than ever before.' (Kerpen, 2015). Marketers actively use social media optimization as a tool to grow their company's online presence. SMO facilitates marketers to strengthen their brand, acquire maximum visibility online and connect with their target market. The figure below showcases the most popular social media networks worldwide.

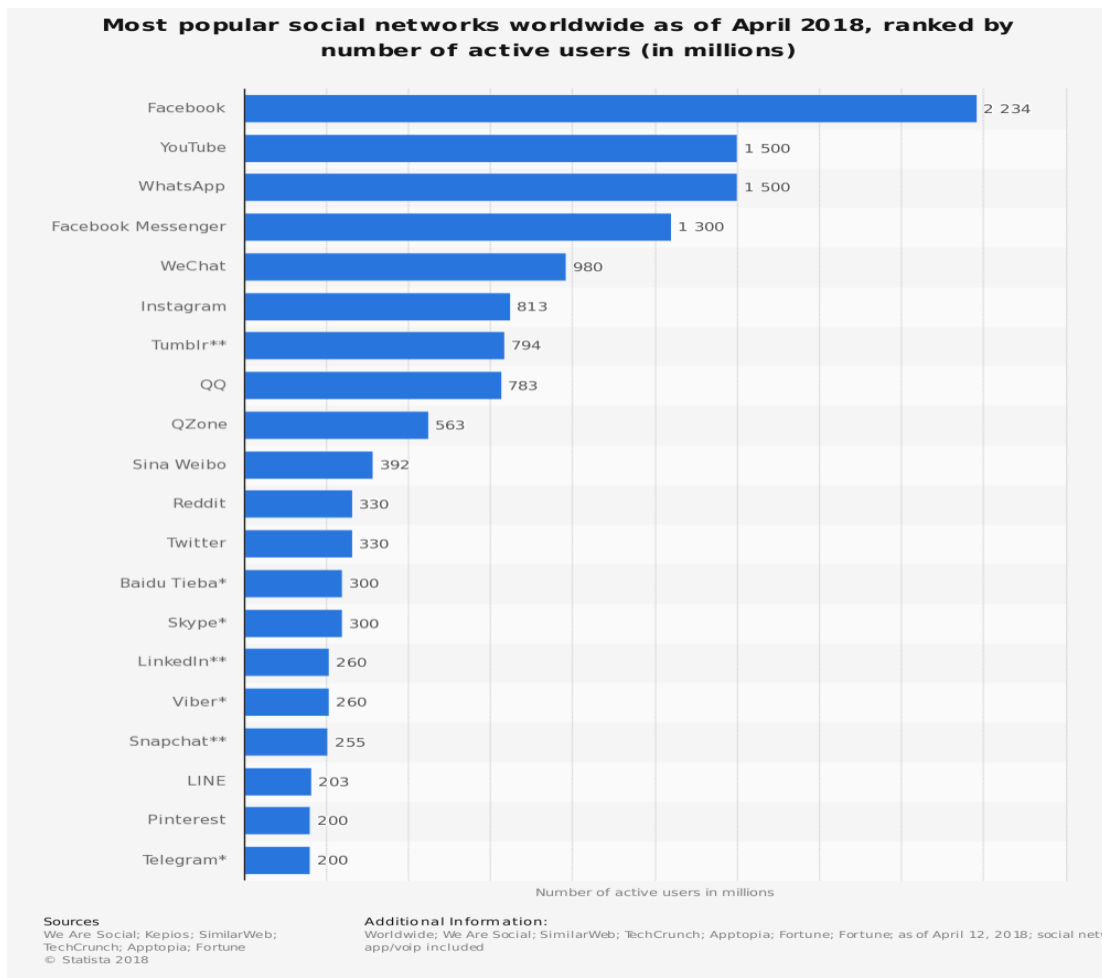


Figure 4: Most popular social networks worldwide (Statista, 2018).

2.4 Influencer Marketing

The purpose of influencer marketing is promotion. Influencer marketing must be authentic and truthful. The use of influencer marketing can strengthen a company's social status immensely. Some pros of influencer marketing are mentioned below:

- 1) It helps build relationships and trust with the customers.
- 2) It improves brand awareness.
- 3) It is an effective way to reach the target audience.
- 4) It provides an easy access to millennials.
- 5) It is versatile and shareable across the most prevalent social platforms.

- 6) It helps to pass on authentic messages and endorsements.
- 7) It creates effective marketing campaign.

While influencer marketing has many pros, there are some cons too. It can be a costly method but marketers with limited financial capabilities can always choose influencers who do not charge a lot. Some of the influencers like food bloggers might even pass on a company's message free of charge.

2.5 Search Engine Optimization

Jones (2013) defines Search-engine optimization (SEO) as the practice of setting up a website in such a way that it is ranked well for certain keywords within the organic search results of major search engines such as Google, Bing and Yahoo. The author emphasizes that SEO is a lengthy process that requires a combination of skills and patience. Hence, Jones suggest that marketers should consider SEO as a long-term process that is crucial in maintaining and optimizing their profits in the organic search results. Ledford (2008) highlights the complexity of SEO by expressing that achieving good SEO is a difficult task and creating great SEO may seem fairly impossible at times. Both authors consider SEO as a significant tool for achieving online marketing success.

2.6 SOSTAC planning model

SOSTAC is one of the leading planning models used by several companies as their marketing planning guide. SOSTAC acronym stands for Situation, Objectives, Tactics, Action and Control (Chaffey and Smith, 2013).

S Situation Analysis - Where are we now?

O Objectives - Where do we want to go?

S Strategy - How do we get there?

T Tactics - How exactly do we get there?

A Actions - What is our plan?

C Control - Did we get there?

2.6.1 Situational analysis

Situational analysis is the first stage of the aforesaid digital marketing planning framework. At this stage, the marketers should paint an overall picture of the company. The situational analysis provides marketers an insight of the company i.e. who you are, what you do and how you interact in the online context. SWOT analysis is one of the most popular way to evaluate the current position of the company.

Marketing planning can never be successful without a working SWOT analysis. SWOT facilitates marketers to ascertain what makes the business stand out and to capitalize on these findings. The use of SWOT analysis in fashioning a practical marketing policy is a common trend. The purpose of SWOT analysis is to create an awareness of the forces that create an impact in the business in the foreseeable future. With a better understanding of these forces, a company can enhance its strategic decisions (Andersen, 2007 p. 19). These four forces are explained in detail by Wood (2014, p. 31) as:

Strengths are internal capabilities that can be helpful in achieving the goals and objectives of a company.

Weaknesses are the internal factors which can prevent the company to achieve the goals and objectives set to be acquired.

Opportunities refer to external circumstances that can be useful as a tool to enhance performance.

Threats are external circumstances which are not precisely under the company's control and may cause harm to a company's performance now or in the future.

Situational analysis can also be done using other ways such as investigating market trends, undertaking PEST analysis, conducting competitor analysis, using key performance indicators (KPIs) and acquiring customer insights (Chaffey and Smith, 2013, p. 541). Regardless of the method chosen, the focus of the initial step of SOSTAC planning is to ascertain the situation of the company in present context so that future strategies can be built accordingly.

2.6.2 Objectives

The second stage of SOSTAC planning is to set out realistic objectives. Chaffey and Smith (2013) state that objectives must be SMART. According to Swan (2018), SMART stands for:

Specific – Are you focusing enough on a specific issue or challenge within the company?

Measurable – How do you plan to assess the performance? Will it be supervised through quantitative or qualitative analysis?

Actionable – Will it assist in improving performance if achieved?

Relevant – Is the issue to be addressed within the domain of the digital marketing team?

Time-related – Have you set a specific time period?

2.6.3 Strategy

Strategy is the third stage of SOSTAC planning method. Strategy refers to the way of planning in order to fulfill the objectives set. The strategy part should also recognize which segments of the market you aim to target in accord to your plan.

Companies are aware of the fact that it is not possible to appeal to all the buyers in the market. There are numerous consumers in the marketplace who possess different needs, values and buying behavior. It is in the best interest of the company to be choosy about the customers, recognize the suitable part of the market and build relationship with the market that the company can serve in the best way possible. As stated by Kotler and Armstrong (2004), there are three steps in building right relationship with right customers. Figure 6 shows the three major steps in marketing the target customers.

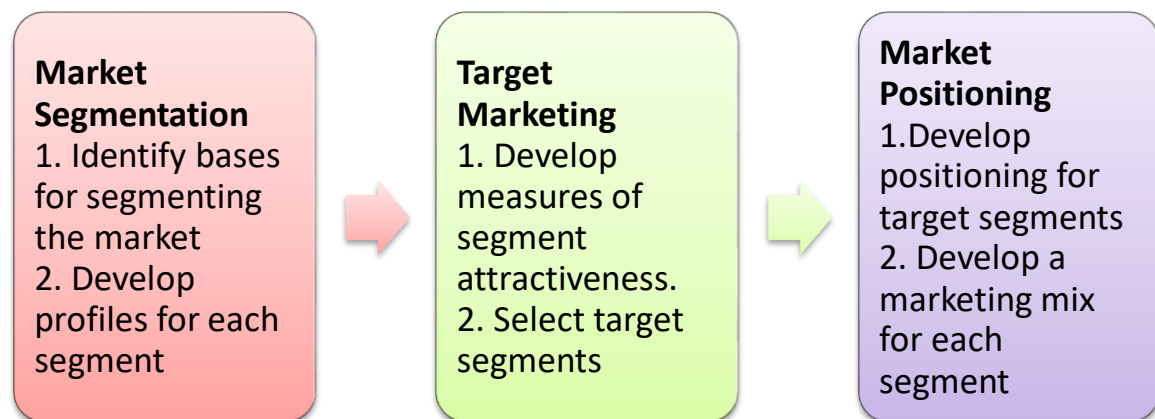


Figure 5: Segmentation, Targeting and Positioning (Kotler & Armstrong, 2004).

2.6.3.1 Market Segmentation

Market segmentation is a process where all potential and existing customers are examined clearly. Market segmentation can directly help the company to identify the profits gathered from each segment. As a result, the company can concentrate on the particular segment that provides the highest profit to the company and that segment can thus be identified as target segment. Market segmentation is a complex process as it can be based on opinion or experience.

2.6.3.2 Target Marketing

Target marketing is the process of evaluating the attractiveness of each segment of the market and choosing one or more segments to enter (Kotler and Armstrong, 2004, p. 239). A company must always be able to identify the target market so that it can market its product or service in such a way that all the needs and wants of the target market is fulfilled. After successful completion of market segmentation process, a company can easily ascertain whether a particular segment is beneficial for the company. A target market is a set of individuals who share similar needs or traits which the company is committed to serve. It is always a good idea for a company to know for whom they are dedicating their marketing resources. A business may fail if it has no idea whom they are going to talk to about their product or service.

The significance of creating a successful marketing campaign that sends out a message that resonates with the target market is accentuated in an online article by Thangavelu (2015) which highlights how Patagonia, a manufacturer of upscale outdoor clothing excelled at creating marketing strategies dedicated towards their target market. There are several strategies to be noticeable in a target market, some of which are undifferentiated marketing, differentiated marketing, niche marketing and micro marketing. Social media platform such as Facebook, Instagram, LinkedIn and Twitter have eased out the possibilities of targeting users based on segments of market. Facebook is one of the most effective social media to execute target marketing. Pinpointing a company's key audience with precision is one of the characteristics of Facebook.

2.6.4 Tactics

Tactics cover certain tools of the digital marketing mix that you plan to utilize to comprehend the objectives of your digital marketing plan. In simple words, detailed strategies are called tactics (Chaffey and Smith, 2013, p. 559). The authors also explain

that tactics are short term and reasonable whereas strategy is more engaging and long term. 7Ps of Marketing Mix is one of the most useful methods in managing tactics.

2.6.5 Action

Action is the fifth step of this planning framework. Actions are the implementation of strategies and tactics. Action brings life to a company's plan making it realistic and practical. Action also entails a sense of what can go wrong while you are executing it. In this phase of planning, strong leadership and planning skills are needed. It is crucial to allocate time, resources and manpower strategically in order to meet the required goal. Tasks need to be properly assigned taking into consideration the expertise and skills of the manpower available.

2.6.6 Control

The final step of the method is control. Without control mechanisms, digital marketing is pointless. The control process validates the success of all the aforesaid steps. Control also includes monitoring competitor's activities. Sales, leads, ROI, awareness, and attitude are the most usual metrics to control the business (Chaffey and Smith, 2013, p. 570).

Google analytics is one of the most popular methods used for the purpose of turning insights into actions. It provides tactical insights to the companies in such a way that they can keep track of their actions. Google analytics offer marketing analytics for companies of all sizes. It is easy to use, and users can sign it up for free without paying monthly charge unless the users want more advanced features. There is a recurring fee if companies use their advance features. By integrating Google analytics into website and social media platforms, marketers can easily gather valuable insights of their ongoing progress. The use of Google Analytics facilitates marketers to keep track of various

categories of online performance such as audience, acquisition, behaviour and conversion (Hey, 2016). It provides tactical insights so that the marketer can keep track of online performances, return on investment (ROI), sales and website traffic.

3 METHOD

3.1 Methodology

According to Adcock, Halborg and Ross (2001), data consists of the facts and other collected facts from which deduction of things can be done. Qualitative method was used in this research to collect data. Primary data was collected via semi-structured interview with the owner of the company. The data acquired from the interview is the foundation for the empirical part of this research. As the objective of the study is create a suitable marketing plan for the case company, it is important to have as much data as possible related to the company. Hence, the data collected from the interview was not enough. To explore other marketing potentials of the business, the author also collected data from the company and its competitors' social media platforms. Therefore, the empirical part is based on the responses from the interview as well as Facebook, Instagram and TripAdvisor ratings and reviews.

Qualitative research is comparable to quantitative research in the process of following clear fundamental principles of logic generally and scientific reasoning specifically (Lee and Hubona, 2009). This research opted for a case study approach. A case study approach is based on one or more cases that are selected from a broader sample. In this research, the author chose a particular restaurant as a sample and the research is designed around the context. As a researcher, the goal was to minimize bias in the research process. The use of qualitative approach in this case study assisted the author to explore the marketing possibilities of the case company in greater depth.

Secondary data was gathered from various books and electronic sources to develop the theoretical part. Pre-existing marketing theories extracted from different sources were analyzed and used as a theoretical basis.

3.2 Data collection

Data collection is the process by which the researcher gathers the information required to address the research problem. In collecting the data, the researcher must carefully decide which data to collect, how the collection is done, who will collect the data and when will it be collected. The selection of data collection method is based on the research problem and the research design. Data collection can be either primary or secondary.

There are various types of research instruments available for the researchers such as checklist, questionnaire, interview, observation, records, surveys, experimental approach and many more. In this research, the author used interview as data collection tool. One of the main advantage of conducting a semi-structured interview is that the author has the freedom to experiment with structure and flexibility. The aforementioned interview consisted of a questionnaire with 15 open-ended questions. The interview with the owner of the restaurant provided crucial perceptions about personal opinions, product and service quality, target customers, existing marketing strategies, overview of actions and tactics to execute the strategies.

As emphasized by Ellram and Tate (2016), secondary data has some limitations such as bias in collection, struggle to pinpoint and retrieve applicable sources of secondary data and difficulty in coping with its primarily unstructured nature. Hence, secondary data collection was conducted carefully so that the retrieved data facilitated the author to make primary data more specific. Validity and reliability of the research is also crucial in the process of data collection.

For this research, purposive sampling method was used. Purposive sampling is the process of selecting most productive sample to answer the research question. Hence, the author chose to interview the most prominent individual who runs and controls the company and has answers to required questions. The choice of using this sampling method enabled the author to gain deeper understanding of the company and acquire different insights shared by the owner in a clear and honest way.

3.3 Ethical Considerations

Bryman and Bell (2007) have emphasized the utmost importance of ethical considerations by outlining the most important principles concerning ethical considerations on a dissertation. In order to address ethical considerations of the study effectively, careful measures have been adopted. Full consent was obtained from the interviewee prior to the study. It was clearly stated to the interviewee that the research is being conducted as a part of bachelor's degree thesis. The participation of respondent was voluntary and sufficient information regarding the research project was provided prior to the interview. The participant was full aware of the purpose of the research and permission was granted to use the findings from the interview for the research project.

As a researcher, the author is morally obliged to conduct the study using approaches that minimize potential harm to participants of the study (Bloomberg and Volpe, 2008). While formulating the interview questionnaire, extra considerations were made to avoid the use of offensive or discriminatory language. The research design and methodology are in compliance with the principles of qualitative research ethics. The study is independent as the author has not received any funding from the case company or any financial sources. Therefore, the study has met the criteria of ethical consent.

4 RESULTS AND ANALYSIS

4.1 Data interpretation

The empirical findings in combination with the theoretical was the basis for data interpretation. As the main study object of this research is the case company, the two research questions provided a significant analytical framework for studying the collected data for Pizza King. The data interpretation for the study entailed exploring and analyzing the implications of interview material. The data gathered from interview was thoroughly examined and taken into consideration before proposing a conclusion. The interview was formulated in such a way that the interviewee could provide honest and credible answers.

4.2 Findings and analysis

Based on literature review, the author found out that SOSTAC planning model is suitable and convenient way to fashion marketing plan for the case company. After carefully investigating the company's background and Facebook and Instagram pages, the need for a digital marketing plan was established.

It was also established that Facebook and Instagram were the most popular social media platforms of Pizza King Restaurant. A total of 84 reviews were found in TripAdvisor and the rating was found to be a perfect 5. It was also found that Pizza King's Facebook and Instagram accounts have 655 and 291 followers respectively. The figure below demonstrates the popularity of Pizza King on social media platforms.

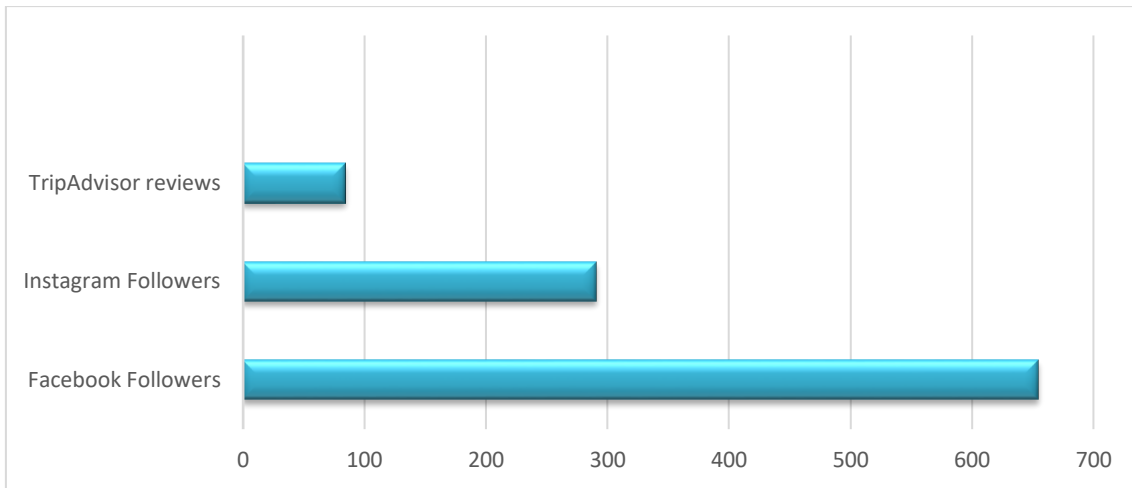


Figure 6: Bar graph representing Pizza King's social media popularity.

Mr. KC 's responses to the interview questions provided useful insights for the study. As the questionnaire was formulated in line with SOSTAC planning framework, the interview result is summarized into following topics.

4.2.1 Situational Analysis

Mr. KC's responses to the interview questions has facilitated the author to know about strengths and weaknesses of the company. It has been established that there is a fierce competition in this market and the fact that the competitors have higher investments in marketing brings challenges to the company. Nonetheless, Mr. KC has been trying various methods to overcome these challenges.

4.2.2 Objectives

Mr. KC expressed that the company's objectives are to build a powerful brand in the field of Fast Food Industry. He also stated that the company has the objective of creating Pizza outlets all over Nepal.

4.2.3 Strategies

Based on the interview and TripAdvisor reviews, it was found that the target market of Pizza King is locals and foreigners, teenage and young adults, both male and female. It was also derived that Mr. KC is open to innovative marketing ideas and looking forward to integrating new marketing ideas into his business. His opinion was that social media is the best way to market their products to the target audience.

4.2.4 Tactics

At the moment, the company has been active on Facebook and Instagram. Mr. KC states that they do live pizza making to attract more customers. According to Mr. KC, traditional marketing approaches are the current marketing tactics of Pizza King.

4.2.5 Action

Online performances have not been monitored regularly due to the lack of staffs. Mr. KC is keen to try marketing methods such as influencer marketing, use of hashtags, creation of online campaigns and so on.

4.2.6 Control

Currently, there is no control method for measuring performances. Mr. KC has expressed that the reason for not having the control measure is the lack of staff as he has to do most of the work and there is not enough time for him to keep track of online performances.

4.3 Marketing Plan for Pizza King

The logical step in the process of designing marketing strategy for Pizza King is to focus on digital marketing aspects. The Marketing plan is formulated on the basis of SOSTAC planning framework. The final marketing plan investigates the six aspects of SOSTAC planning suitable for case company.

4.3.1 Situational analysis (Where are we now?)

There are various ways to investigate the current situation of case company. As the company is in its first phase of marketing planning, the most logical way to do the situational analysis is SWOT. Another approach that will immensely influence the company's existing position is to do the competitor analysis.

With the help of these two analyses, a clear picture of the company's strengths and shortcomings can be obtained which is crucial in formulating the required marketing plan.

4.3.1.1 SWOT Analysis

Firstly, a SWOT analysis is done to pinpoint the strengths (internal, positive attributes), weaknesses (internal, negative factors), opportunities (external, positive attributes) and threats (external, negative factors) of the company. This is one of the most recognized technique in evaluating a company's competitive position. The SWOT analysis of Pizza King is demonstrated in the figure below.

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Reasonable price. 2. Quick service. 3. Consistent quality 4. Loyal customer. 5. Good customer satisfaction. 6. Relationship selling. 7. Personalized care. 	<ol style="list-style-type: none"> 1. Lack of Marketing expertise. 2. Lack of brand power. 3. Financial limitations. 4. New to the market.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. High scope of expansion due to the demand of fast food chain. 2. Acquisition of market share. 3. Innovation and technology development. 4. Launch of marketing campaigns. 5. Hiring of marketing expertise to the team. 	<ol style="list-style-type: none"> 1. High competition. 2. New competitor entry. 3. High fluctuation in prices of supply. 4. Change in technology. 5. Seasonality

Table 1: SWOT analysis of Pizza King.

4.3.1.2 Competitor Analysis

Secondly, competitor analysis is done to ascertain the present position of Pizza King. A competitor analysis based on social media integration is done to investigate the current situation of Pizza King's competitors in digital marketing context. The table below demonstrates the social media integration of the company's competitors as compared to Pizza King. The comparison is done based on the number of followers on Facebook and Instagram and Facebook rating scale.

	Pizza King	Fire and Ice Pizzeria	Road House Cafe	Alchemy Pizzeria	Black Water Bestro and Bar
Number of FB followers	655	17,953	4,161	264	7,982
Number of Instagram followers	291	255	-	-	115
Facebook Rating	5.0	4.1	4.3	4.6	4.6
TripAdvisor Reviews	84	2,133	1,301	100	129
TripAdvisor Rating	5.0	4.0	4.0	4.5	5.0

Table 2: Social media integration of Pizza King and its competitors.

Comparison based on Facebook followers and rating

Fire and Ice Pizzeria, Road House Café and Black water Bestro and bar have more followers than Pizza King. However, Pizza King tops the chart in terms of Facebook rating scale with a perfect score of 5. This proves that even though the competitors have higher number of followers, Pizza King still holds a strong lead in terms of gaining good ratings from the followers.

Comparison based on Instagram followers

Pizza King has the highest number of followers on Instagram as compared to its competitors. This is the social media where Pizza King has the greatest potential to acquire the desired market share.

Comparison based on TripAdvisor reviews and ratings

Pizza King has the least number of reviews on TripAdvisor which might be because of the fact that the company is new compared to other companies. Fire and Ice Pizzeria are way ahead in terms of quantity of TripAdvisor reviews. Nevertheless, Pizza King has the best rating with a score of perfect 5. Black Water Bestro and Bar is also on the leading position with a rating of 5.

With the help of competitor analysis, it has been ascertained that Pizza King has an immediate need to increase the number of followers on Facebook. However, the excellent rating scales imply that customers are fond of Pizza King's service. It is a good position to be at considering that the company is the youngest in the market.

4.3.2 Objectives (Where do we want to go?)

The objectives of Pizza King are listed below.

- To reach both locals and tourists using various social media platforms.
- To build powerful brand online by raising brand awareness.
- To improve social media performance.
- To Build Instagram and Facebook community.
- To increase the number of Facebook and Instagram followers.

- To create quality contents on social media.
- To increase the quality and quantity of TripAdvisor reviews.
- To build a website and increase traffic to the website.
- To be visible on search engines.
- To stand out from the competitors.
- To enhance customers' experience and increase customer loyalty.
- Ultimately to open more Pizza King's outlets in Nepal and increase sales.

4.3.3 Strategy (How do we get there?)

4.3.3.1 Market Segmentation

The first step in designing strategy for Pizza King is segmentation of market. The figure below illustrates the company's market segment.

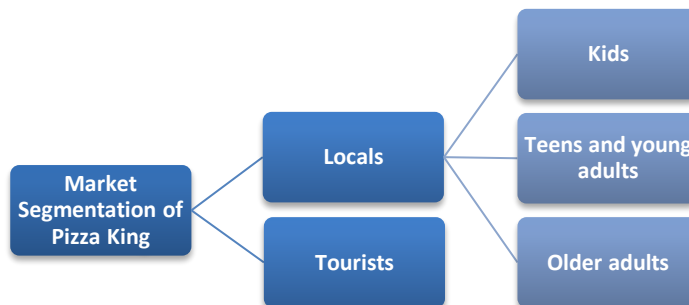


Figure 7: Market segmentation of Pizza King.

4.3.3.2 Target Marketing

After the segmentation, the next step to be applied is targeting. The target audience of Pizza King consists of locals and tourists, mostly teens and young adults. After the target market is identified, social media platform such as Facebook and Instagram can be used

for reaching out to the target market. Facebook is designed in such a way that it is convenient to target based on various characteristics. Targeting via Facebook can be done by following few simple steps. The figure below recommends few simple ways of targeting with the help of Facebook.

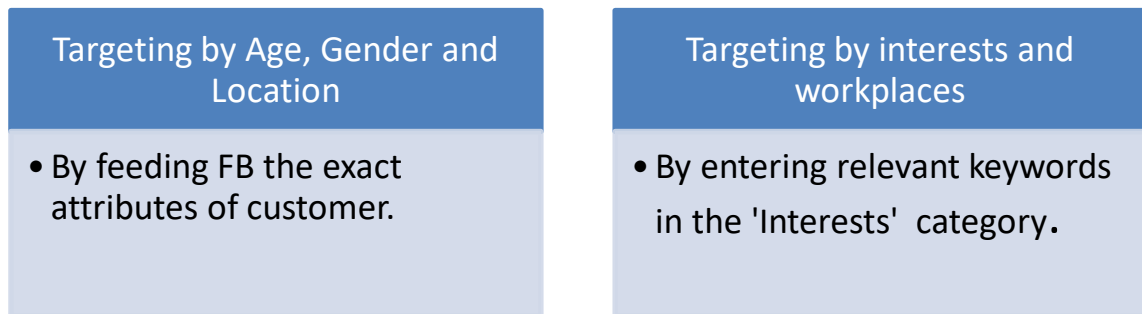


Figure 8: Targeting via Facebook.

4.3.3.3 Social Media Strategies

It has been established that the key to Pizza King's marketing success lies in optimization of social media. Some of the strategies that Pizza King can apply in order to reach their goal are listed below.

- Interact with followers and remain active on social media.
- Post quality content frequently and consistently.
- Implement hashtag strategy for Facebook and Instagram.
- Use Facebook's local advertisements.
- Increase Facebook page reviews and ratings.
- Increase TripAdvisor review and ratings.

4.3.3.4 Influencer Marketing

Pizza King can make promotions successful with the help of influencer marketing. Influencer marketing is one of the most efficient ways to reach out to the Nepalese customers. The local customers of Pizza King have the tendency to listen to influencers such as bloggers and food critics. Influencer marketing has been proven successful in the past for Nepalese customers. Nepalese customers are easily persuaded by messages conveyed by influencers. So, it is efficient medium to speak to locals. This method of marketing is a perfect way to deliver authentic and honest messages. Hence, it is also vital in reaching out to customers globally. With influencer marketing approach, Pizza King has the potential to be highly profitable while creating a brand identity.

4.3.3.5 Search Engine Optimization

Pizza King does not have a website yet, but it will be ready soon. As soon as the website will be ready, the next step would be to optimize it and the best way to do so is by creating an SEO strategy. SEO is not a one-time event and it is a long process. It requires training and patience. As this is the first marketing plan for Pizza King, setting basic strategies for SEO is a rational step. Some of the basic strategies at this point in time are finding appropriate keywords that can generate traffic to the company's website and making Pizza King's website friendly to search engines.

4.3.4 Tactics (How exactly do we get there?)

Tactics phase is where the strategies come to life. With the help of Facebook, Instagram and TripAdvisor, Pizza King can carry out their marketing strategies in effective way. Integrating influencer marketing to the social media marketing can be beneficial in reaching out to potential customers. The use of SEO can bring traffic to the website and

social media platforms and facilitate Pizza king to create brand awareness and ultimately generate more sales. Marketing tactics for Pizza King are described in detail below.

4.3.4.1 Facebook Marketing

	TACTICS
FACEBOOK	<ol style="list-style-type: none"> 1) Run promotional campaigns targeting potential customers. 2) Reply to post comments on a regular basis to make the customers feel valued. 3) Encourage online word-of-mouth marketing with the help of likes, comments, shares and surveys. 4) Create fun contents such as quiz and games and enhance audience participation. 5) Encourage the use of hashtags on Facebook. Some possible hashtags could be #PizzaKing, #Livepizzamaking, #Customiseyourpizza. 6) Enhance customer loyalty by starting loyalty schemes and discount codes. 7) Share discounts and offers with people who have liked the page by creating offer ad. 8) Take advantage of Facebook promotions by promoting the FB page, promoting the business locally, boosting post and setting up ongoing promotion. 9) Keep track of performances such as new page likes, post engagements and post reach.

Table 3: Facebook Marketing tactics for Pizza King.

4.3.4.2 Instagram Marketing

	TACTICS
INSTAGRAM	<ol style="list-style-type: none"> 1) Optimize Instagram Bio (150 characters maximum) by using direct and concise message and by featuring clickable website and Facebook URLs. 2) Post a variety of photos depicting the culture of Pizza King’s brand. 3) Upload behind the scenes posts and videos and influencer posts. 4) Share educational posts and videos. For instance: Live video demonstrating how pizza is made at Pizza King. 5) Include call-to-action in caption and encourage audience to like, comment and share photos. 6) Make the account public and use hashtags to connect to more audience. 7) Build consistent brand on Instagram because random contents might confuse the audience. For instance, Upload posts related to the brand, use colour palette that matches the brand. 8) Be customer-centric and create posts that attract the target audience.

Table 4: Instagram Marketing tactics for Pizza King.

4.3.4.3 TripAdvisor Optimization

	TACTICS
TRIPADVISOR	<ol style="list-style-type: none"> 1) Respond to TripAdvisor reviews frequently. 2) Acknowledge negative reviews by addressing at right time in right way. 3) Thank the reviewers personally and encourage them to tell others and bring friends and family on their next visit. 4) Use ‘Review’ tab in the menu to manage, measure and respond to new reviews.

Table 5: TripAdvisor Optimization tactics for Pizza king.

4.3.4.4 Influencer Marketing

	TACTICS
INFLUENCER MARKETING	<ol style="list-style-type: none"> 1) Integrate influencer marketing on social media platforms by inviting popular food bloggers to the restaurant. 2) Research social media influencers and reach out to the ones who can create positive impact on target customers. 3) Encourage influencers to write blog posts depicting pictures of delicious menu offered by Pizza King. 4) Measure Influencer Marketing return on investment (ROI). 5) Instead of advertising directly, create quality content to invoke some level emotions from the audience.

Table 6: Influencer Marketing tactics for Pizza King.

4.3.4.5 Search Engine Optimization

	TACTICS
SEO	<ol style="list-style-type: none">1) Use SEO to generate traffic to the website.2) Use catchy keywords for SEO.3) Display physical address on the website so that customers can track the location.4) Register on Restaurant Directories such as Yelp, Foursquare.5) Integrate influencer marketing in SEO. This will bring traffic to the website while creating brand awareness and customer loyalty.6) Produce quality content to create positive user experiences.

Table 7: Search Engine Optimization for Pizza King.

4.3.5 Actions (What is our plan?)

In terms of executing action, the problem seems to be the lack of manpower and expertise in the field of marketing. As the owner is solely responsible to take care of the entire business while accomplishing the role as Head Chef, there is not enough time for him to handle the marketing aspect of the business. An addition of a marketing expert in the company's team can be the first logical step to achieve the company's marketing objectives. By doing so, the owner can invest his skills in what he is good at.

At this point of time, the marketing plan proposed by the author as a result of this research process may be used as the actual marketing plan of the company. This will ascertain that the company has a proper marketing plan that can be implemented and monitored. As time progresses, the marketing plan might need updates. In order to ensure that the

marketing plan is up-to-date, marketing staff is needed for the company and the addition of the new manpower may seem costly but eventually, this action will bring more sales to the company. All the necessary resources required to achieve the marketing goal should be managed carefully. Manpower, expertise, financial resources and technical resources need to be utilized properly. Time management is also crucial in this stage. It is recommended that Pizza King create a time-based action plan keeping in consideration their available manpower, financial resources and other capabilities. Gantt's chart can be an easy tool to manage a project or a task. It is recommended that Pizza King use this tool to execute their action.

4.3.6 Control (Did we get there?)

Google analytics is the recommended tool for Pizza King to ensure that the tactics are under control. Google analytics is easy to integrate in social media platforms as well as website. As depicted in the figure below, the online performance can be measured on Google Analytics using different categories such as audience, acquisition, behavior, and conversion (Hey, 2018). Pizza King can take keep track of their progress under each category with the help Google Analytics tool.

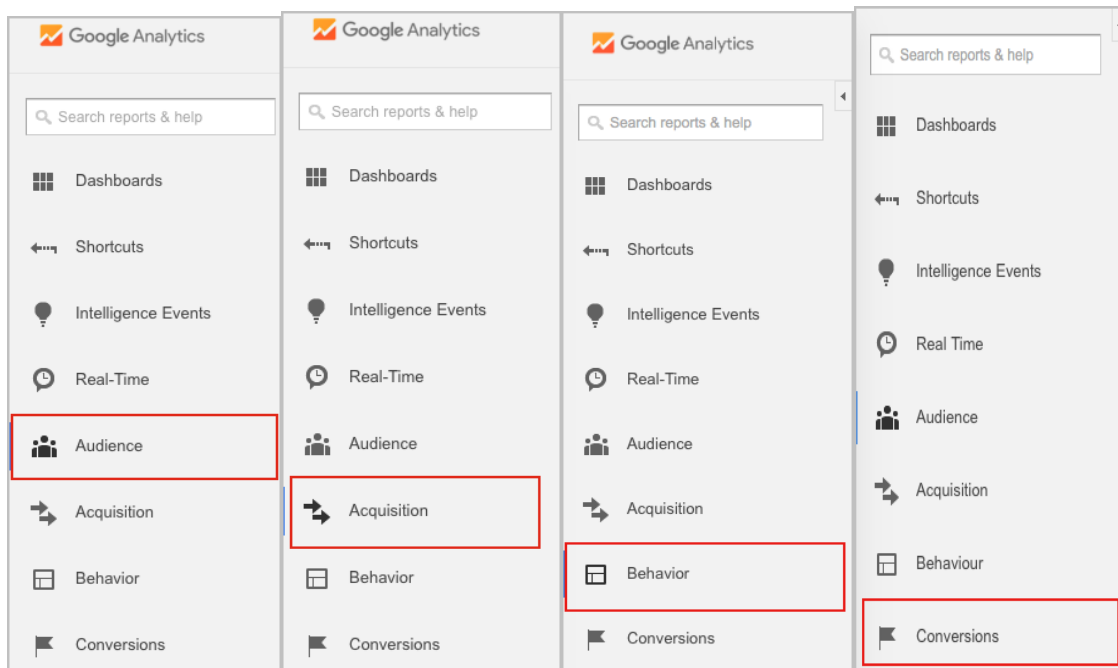


Figure 9: Google Analytics (Hey, 2016).

5 DISCUSSION

Despite the fact that a great deal of research has been conducted to formulate the fundamental techniques of marketing and various marketing strategies are available for businesses to choose from, the rise of digital era places new challenges to the marketers. It is not a logical step for company to generate a conventional marketing plan that ignores the digital aspects of marketing. The digital age demands innovative and practical marketing solutions so that the business can reach out to its potential customers and remain competitive. To cope with ever-growing marketing challenges, it is a rational move for a company to articulate digital marketing plan that is best-suited for their target market.

This research was initiated with the aim of finding suitable marketing plan for Pizza King Restaurant. After carefully investigating various models to create marketing plans, a practical and convenient marketing model was chosen. The chosen model was well-

renowned SOSTAC model. The fundamental concepts of digital marketing were the basics of this research. To accomplish the research aim, Social media marketing, Social Media Optimization, Search Engine Optimization, Influencer Marketing and SOSTAC marketing planning method were used as the conceptual framework in designing a digital marketing plan for the chosen company. SWOT analysis, competitor analysis, market segmentation, target marketing and google analytics were also discussed to get deeper understanding of the study.

After carefully selecting the SOSTAC model, all the phases were formulated in detail. The situational analysis of Pizza King was conducted using SWOT analysis and competitor analysis. The external and internal environments of the company studied with the help of SWOT analysis provided a clear picture of the current position of the company. The competitor analysis based on social media presence offered significant insights which was a radical understanding in the process of formulating the marketing plan. The objectives of the case company were clearly defined in the second step of SOSTAC planning followed by third step which shed light into recommended strategies. The formulation of strategies was primarily based on market segmentation and targeting. Appropriate tactics for Pizza King were suggested in the fourth phase of the aforesaid planning. An action plan centered on utilizing the available manpower and financial resources was generated on the fifth step. The final phase suggested appropriate control measure for Pizza King. In this step, the use of Google Analytics tool to keep track of the company's performance was proposed.

The empirical part consisted of a semi-structured interview with the owner of Pizza King. The response obtained from the interview provided answers to customer needs, competition in the market, current marketing strategies and market trends. During the interview, interesting facts and personal opinions of the owner were also received which were integrated in the process of framing the marketing plan. Data obtained from the company and its social media platforms were also analyzed to support the study.

With the help of theoretical framework and qualitative research method, the goal of the research was achieved. The research questions were answered, and significant findings were obtained. At the end of the research, an effective marketing plan that has incorporated all the necessary aspects of digital marketing relevant to the case company was generated.

6 CONCLUSION

After careful analysis of the study, it was found that the case company is in need of a digital marketing plan that helps to increase its visibility to its potential customers. It was found that Facebook and Instagram are the most popular social media platforms. As a result of this finding, the need for optimization of social media was established. The company's Facebook page has the highest number of followers as compared to other media. Hence, it was found that marketing with the help of Facebook is suitable strategy for Pizza King. Pizza King also has followers on Instagram and 84 reviews on TripAdvisor so far. Based on the stated finding, the need for Instagram marketing and TripAdvisor optimization was also recognized.

The findings also depicted that control measures have not been applied by the company to keep track of online performances. Thus, monitoring online performances using Google Analytics tool is proposed to the company. Considering the tough competition of Pizza King in the market, social media marketing does not seem enough to reach out to potential customers. Hence, the use of influential marketing and SEO to generate traffic and raise brand awareness was recommended.

Even though the research process provided detailed insights of the marketing strategies required for the case company, continual updates need to be made in the field of digital marketing. The horizon of digital world is expanding every day and so must the marketing

techniques. To keep up the demand of the market, marketers at Pizza King must think outside the box and keep applying innovative techniques.

Although the study achieved a significant milestone, future studies need to use a bigger sample base. Over time, the company will get more reviews on TripAdvisor which should be monitored carefully and analyzed effectively by the company. As the business expands, it might be profitable if the business tries other digital marketing strategies. As the competition in the market is tough, it is recommended that marketers keep track of competitor's marketing approaches and also anticipate the entry of new competitors in the market. To sum up, the company needs to be vigilant of the trending marketing techniques and act accordingly.

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APPENDICES

Appendix 1: Pizza King's CEO Interview Transcription.

Anu: Can you please state your position and responsibilities in the company?

Mr. KC: Yes, Anu. I am the Head Chef and owner of Pizza King.

Anu: What are the mission, vision and core values of your company?

Mr. KC: My Mission is to build a powerful brand for the Pizza King making it a winner in Fast food industry here, by meeting with all the expectations of our customers.

My vision is to dominate the fast food industry making our Pizza “a Favorite Pizza” in Nepal and to establish Pizza Kings outlet all over Nepal.

My core values are maintaining high standards, being innovative and creative, connecting with customers by sharing happiness with our products and team work.

Anu: Who are Pizza King's main competitors?

Mr. KC: Pizza king's main competitors are Fire and Ice, Road house, Alchemy and Black Water Pizza.

Anu: What differentiates your company from your competitors?

Mr. KC: We do our live pizza making, people can see how their food is being prepared that creates fun for them and our pizza price is very reasonable comparing with our competitors.

Anu: In what areas do your competitors have an edge?

Mr. KC: Most of my competitors are old existing business and they have made a huge investment in marketing while we have not made huge investments in marketing.

Anu: Can you please describe your current target market? (age, gender, nationality etc.)

Mr. KC: My current target market is locals and foreigners, teenage both male and female.

Anu: In your opinion, what are the best ways to reach out to your company's target market?

Mr. KC: Best ways to reach out to the company's target market is to do the social media marketing.

Anu: What are your current marketing strategies?

Mr. KC: Currently I am using the traditional approach distributing flyers in the streets and sticking them in the notice boards in hotels and supermarket and word to mouth advertisement.

Anu: What kind of challenges have you faced in executing your current marketing strategies?

Mr. KC: Difficulty in reaching out to all the people who would like our service.

Anu: Which social media platforms do you find most useful for digital marketing? (Facebook, Instagram, Twitter, LinkedIn, Pinterest etc.)

Mr. KC: Facebook, Instagram and Trip advisor are the most useful social media marketing platforms.

Anu: How do you keep track of your company's online performance?

Mr. KC: I haven't got enough time myself to track the online of our company and I haven't yet actively used the social media platform till now.

Anu: Have you run any online marketing campaigns? If yes, can you please explain in few sentences.

Mr. KC: I haven't yet run any online marketing campaigns till now, but I am definitely looking forward to it in future.

Anu: Does your company have a unique hashtag? If yes, in which social media platform is it used the most?

Mr. KC: My company doesn't have any unique hashtag till now.

Anu: What do you think of influencer marketing?

Mr. KC: Influencer Marketing is great way to divert costumers to the business and it is getting so popular all around the world these days. I am aware of it and certainly I am looking forward to taking the benefit of it in near future.

Anu: What tactics would you recommend considering when creating a digital marketing plan for Pizza King?

Mr. KC: To create a digital marketing, I would like to pay for the Facebook, Instagram and Trip advisor and create story boards and short videos to let us reach more people in Nepal as possible.