# Business Model

## Venture Concept

The Bomber Asian Catering Services aims to bring Asian taste in the United States to let the people know new tastes and enjoy dishes, which they haven't eat before. The arrangement of Royal Asian dishes will give people the pleasure of trying something new and unique. Also, it will attract the Asian community of the United States, and they will be able to enjoy their traditional dishes on their special occasions.

## Position Statement

The Company aims to facilitate the people through high-quality services and let them joy with new tastes and unique menu. Bomber Asian Catering Services' mission is ‘*to offer high-quality handmade catering services in traditional pan-Asian flavours while keeping the high-quality services and preference of the customer on priority.’*

## Strategic Development

Strategic development enables the company to perform well amongst the competitors and to gain a prominent position in the respective industry. Bomber Catering Services is going to appear in the market with a unique and new concept, for which it may face great difficulties to attract the customers. However, with effective marketing strategies, the company will be able to enjoy great services and spread Asia's taste in the United States. For this purpose, the company will follow the following strategies;

### Hiring Staff

The very important thing to achieve success in the market is hiring the right staff members and building a strong team. For this purpose, the company will hire amazing, skilled, and professional cook and waiter from Asian regions. The cook and waiters will present a typical Asian vision while serving the food. Also, the Asian cook will be able to develop real Asian taste in the food, when serving to the customers. Also, the company will hire staff from the United States, to bring diversity in the employments and know the desires of US customers more efficiently.

### Healthy Working Environment

The key to success is using employees' strengths. Thus, the company aims to hire the proficient staff and train them even better for the assurance of high-quality services to the customers. The company will also provide better motivational bonus and promotions to the employees to keep them motivated, active, and honest with the company. This will also help the company to build loyal employees' as well as customers' team. The loyalty will bring great benefits to the company in future.

### Marketing Strategies

The company will use different marketing strategies to attract customers, including social media marketing, advertisement, banner marketing, paper marketing, and billboard marketing strategies. For this purpose, the very first step is to analyse the target audience of the company. As everyone, belonging to every age, loves food so the target audience of the company is men, women, young, children, mid-age, old-age, students, workers, house-wives, politician, actors, and business person. Thus, the company will develop an attractive advertisement and will let people know how they are going to serve their customers attractively and impressively. Also, the attractive and better advertisement of the company let people know about the amazing services and feel better for being part of advertised dining.

### Discount strategies

The best way to let people know about the services is attracting them via deals. The company will announce different discount deals, including weekend deals, marriage deals, first birthday discount, 50% discount to first 20 customers, membership discounts, and others. This will attract more customers.

References

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