



**BLUE TUSCAN**  
ERBE E SAPORI

# Developing a Sales Strategy for Blue Tuscan Fine Dining Restaurant

The restaurant aims to increase revenue by 15% within the next six months, by leveraging both online and offline channels.

# Introduction

Blue Tuscan Fine Dining Restaurant is a popular restaurant located in Rome, Italy. Their signature ingredient is Rosemary, which is used to create unique and flavorful dishes. The restaurant has been successful so far, but there is always room for improvement.

The restaurant aims to increase its revenue by 15% within the next six months by leveraging both online and offline channels.

To achieve this goal, we need to develop a sales strategy that not only attracts new customers but also retains existing ones. In this presentation, we will explore different tactics that can be used to achieve this goal.





# Market Data on F&B in Rome

1. According to Statista, the restaurant industry in Italy has been growing steadily in recent years, with a yearly revenue of approximately €91 billion in 2019.
2. Italian cuisine is renowned worldwide, and restaurants in Rome have access to a wide range of local and fresh ingredients. This provides an opportunity to offer unique, high-quality culinary experiences that showcase the richness of Italian cuisine.
3. Trends in the global food industry, such as sustainable and locally-sourced ingredients, can also influence the F&B industry in Rome. Fine dining restaurants could leverage these trends to appeal to environmentally conscious customers who are looking for unique and authentic experiences.



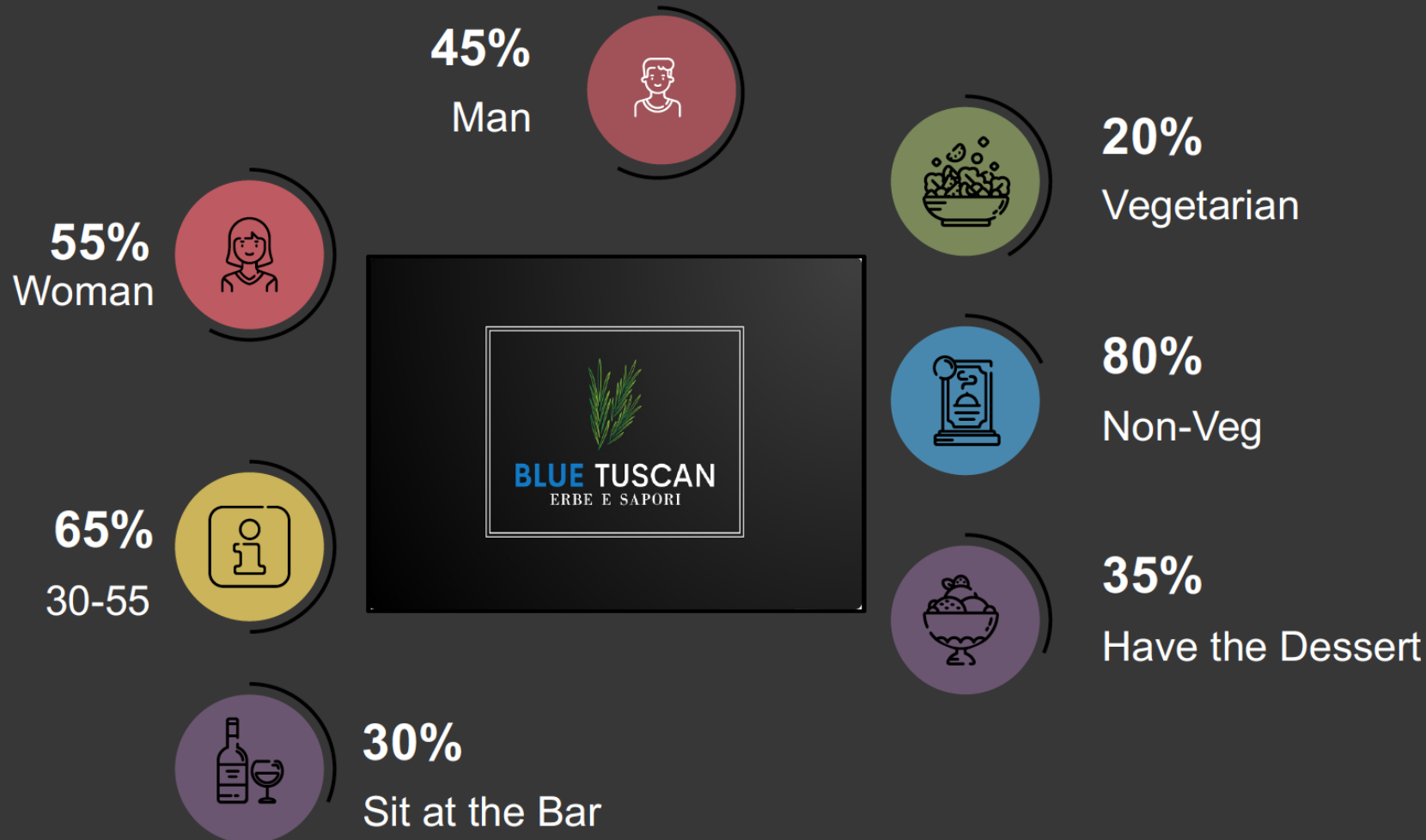
# Target Audience and Buyer Persona

Before we dive into the sales strategy, it's essential to identify our target audience and create a buyer persona. Blue Tuscan's ideal customer is someone who appreciates fine dining and is willing to pay a premium for an exceptional culinary experience. Our buyer persona is a high-income individual or couple who are visiting Rome for leisure or business purposes.

We need to tailor our sales strategy to attract this specific group of people. For example, we can offer exclusive packages for couples or groups, promote the restaurant's private dining rooms for business meetings, and highlight the restaurant's unique selling proposition (USP) of using rosemary in its dishes.



# Target Customers



**Fine Dinning Restaurant –**  
Targeting people who are looking for:

- Reason to celebrate
- Excellent Food
- Memorable Experiences
- Bragging Rights

# Strengths

- Unique selling proposition: The use of rosemary as the main ingredient in all its dishes gives the restaurant a unique selling proposition that can attract customers who are looking for a distinct dining experience.
- High-quality ingredients: Tuscany is known for its high-quality ingredients, and the restaurant can leverage this to build trust with customers and create a perception of the restaurant as a high-end, quality dining destination.
- Unique ambiance: A unique ambiance that complements the use of rosemary in its dishes can enhance the overall dining experience and create a lasting impression on customers.

# Weakness

- Limited target audience: The use of rosemary as the main ingredient in all its dishes may limit the target audience of the restaurant. Customers who do not like the taste of rosemary or have allergies to the herb may be hesitant to dine at the restaurant.
- Limited menu options: The restaurant's focus on using rosemary as the main ingredient in all its dishes may limit the menu options available to customers, which may lead to a lack of variety and repeat customers.
- Seasonal availability: Rosemary is a seasonal herb, and its availability may be limited during certain times of the year. This may affect the restaurant's ability to offer consistent menu options to customers year-round.
- Potential overuse of rosemary: The overuse of rosemary in all its dishes may lead to a lack of diversity in flavor and may not appeal to all customers. It is important for the restaurant to balance the use of rosemary with other complementary flavors to create a well-rounded menu.



# Menu Innovation

Innovation is key to success in the restaurant industry. Blue Tuscan will offer an innovative menu that showcases the versatility of rosemary in different dishes.





# MENÙ

## ANTIPASTI

BOCCONCINI BITES €12.00

*Di Mozzarella Al Rosmarino*

CAMEMBER AL FORNO €16.00

*Con Fichi E Aceto Balsamico*

ANANAS, SPIEDINI DI €14.00

PROSCIUTTO  
*con bocconcini e rosmarino*



## PRIMI PIATTI

PASTA AL BURRO AL MIELE DI €18.00

ROSMARINO

*con funghi croccanti e parmigiano*

PASTA CREMOSA DI CECI AL €14.00

ROSMARINO

*con semi di finocchio tostati e pepe rosa*

PENNE PASTA CON CREMA AL €16.00

LIMONE E ROSMARINO

*con formaggio di capra*



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# MENÙ

## SECONDI PIATTI

COSTINE DI MAIALE ARROSTO □□□€22.00

CON SPEZIE

*e salsa alle erbe verdi al rosmarino all'aglio*

BISTECCA CON L'OSSO €26.00

*Con Aglio Schiacciato E Burro Al Rosmarino*

INVOLTINI DI POLLO €22.00

*con cheddar, noci e rosmarino*

PESCE IN CROSTA DI €24.00

PARMIGIANO E ROSMARINO



## DOLCI

TORTA DI FORMAGGIO €9.00

*con capra al limone e caramello al rosmarino*

MOUSSE DI PERE €9.00

*Con Salsa Di Cioccolato Al Rosmarino*

CROSTATE DI MOUSSE €10.00

*fichi e mascarpone*



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## MIXES

<b>GIN RICKEY</b> Dry gin, lime juice, club soda and Rosemary	€ 12.00
<b>OLD FASHIONED</b> Bourbon, Rosemary, sugar cube, club soda	€ 14.00
<b>SIDECAR</b> Cognac, orange liqueur, lemon juice	€ 12.00
<b>HIGHBALL</b> Whiskey, club soda	€ 12.50
<b>SOUTHSIDE FIZZ</b> Gin, lime juice, simple syrup, Rosemary	€ 10.00
<b>THE BEE'S KNEES</b> Gin, honey, fresh lemon juice	€ 11.00

## WHITE WINE

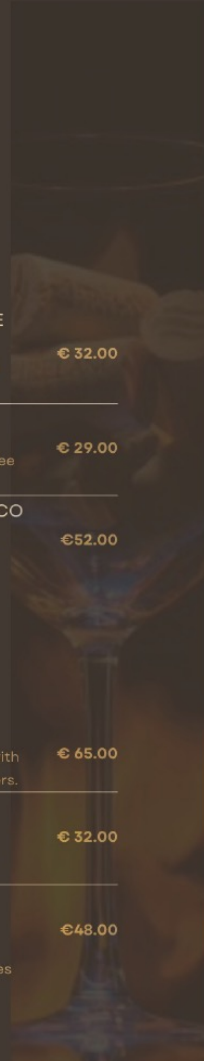
<b>BRAMITO UMBRIA CASTELLO DELLA SALA 2015</b> Notes of citrus, gooseberry, mint	€ 32.00
<b>2PINOT GRIGIO BARONE FINI ITALY</b> Hints of cassis, cherries, vanilla, coffee	€ 29.00
<b>CHATEAU GABARON 2013 FRANCE</b> Aroma of strawberries and blueberries	€ 29.00

## RED WINE

<b>RUBIZZO ROCCA DELLE MACIE 2014</b> Notes of intense bouquet of ripe red fruits	€ 32.00
<b>PINOT NERO ASTORIA 2014</b> Hints of cassis, cherries, vanilla, coffee	€ 29.00
<b>CASTELLARE CHIANTI CLASSICO 2014</b> Notes of Dried strawberries, red and black plums	€ 52.00

## SPARKLING

<b>CHAMPAGNE MOET</b> Distinguished by a bright fruitiness with notes of green apple and white flowers.	€ 65.00
<b>RIALTO PROSECCO</b> lightly floral aromas and attractive fruit flavours	€ 32.00
<b>LOUIS ROEDERER BRUT COLLECTION - CHAMPAGNE. FRANCE</b> Aroma of strawberries and blueberries	€ 48.00





# Customer Experience

A great customer experience is essential for repeat business and positive word-of-mouth marketing. Blue Tuscan will provide an exceptional dining experience by offering personalized service, unique ambiance, and food presentation. The restaurant will also use customer feedback to continuously improve its service and menu offerings.





## Online Channels - Website

In today's digital age, having a strong online presence is crucial for any business. Blue Tuscan Fine Dining Restaurant should focus on improving their website and social media accounts to attract more customers.

Firstly, the website should be updated with high-quality photos of the restaurant's interior and dishes. It should also include an online menu and reservation system to make it easier for customers to book a table.

Additionally, we can set up an online reservation system on the restaurant's website to make it easy for customers to book a table.





## Online Sales Channels - Social Media and OTAs

Blue Tuscan needs to leverage various online sales channels to reach its target audience effectively. One effective way is to partner with online travel agencies (OTAs) such as Expedia or Booking.com. These platforms allow users to book flights, hotels, and restaurants all in one place, making it convenient for travelers.

Another online sales channel is social media such as Facebook and Instagram, where we can showcase the daily specials, promotions, events, restaurant's ambiance, menu, and unique selling proposition. By creating engaging content and running targeted ads, we can attract potential customers and increase brand awareness. This will also help to engage with customers and keep them coming back.





# Offline Sales Channels

While online sales channels are essential, we cannot ignore the power of offline sales channels. Blue Tuscan can leverage its location in Rome, a popular tourist destination, to attract customers through offline channels. One way is to partner with local hotels and tour operators to offer exclusive packages that include a meal at the restaurant. This strategy not only attracts tourists but also encourages them to spend more money at the restaurant.

Another offline sales channel is print advertising, where we can place ads in local newspapers or magazines targeting high-income individuals. We can also distribute flyers and brochures in strategic locations such as tourist information centers, airports, and train stations. Finally, we can host events such as wine tastings or cooking classes to attract customers and promote the restaurant's brand.





## Promotions and Discounts

Promotions and discounts are effective ways to attract new customers and retain existing ones. Blue Tuscan Fine Dining Restaurant should consider offering promotions and discounts to increase revenue.

For example, the restaurant can offer a discount for customers who leave a positive review on TripAdvisor or Yelp. This will not only encourage customers to come back but also improve the restaurant's online reputation. Additionally, the restaurant can offer a loyalty program where customers earn points for every visit and redeem them for free meals or drinks.





## Collaborations and Partnerships

Collaborating with other businesses and organizations can help to expand Blue Tuscan Fine Dining Restaurant's customer base and increase revenue.

For instance, the restaurant can partner with local wineries to offer wine-pairing dinners. This will attract wine enthusiasts who are looking for unique dining experiences. Additionally, the restaurant can collaborate with food bloggers and influencers to promote their dishes and specials on social media. This will help to reach out to a wider audience and generate buzz around the restaurant.

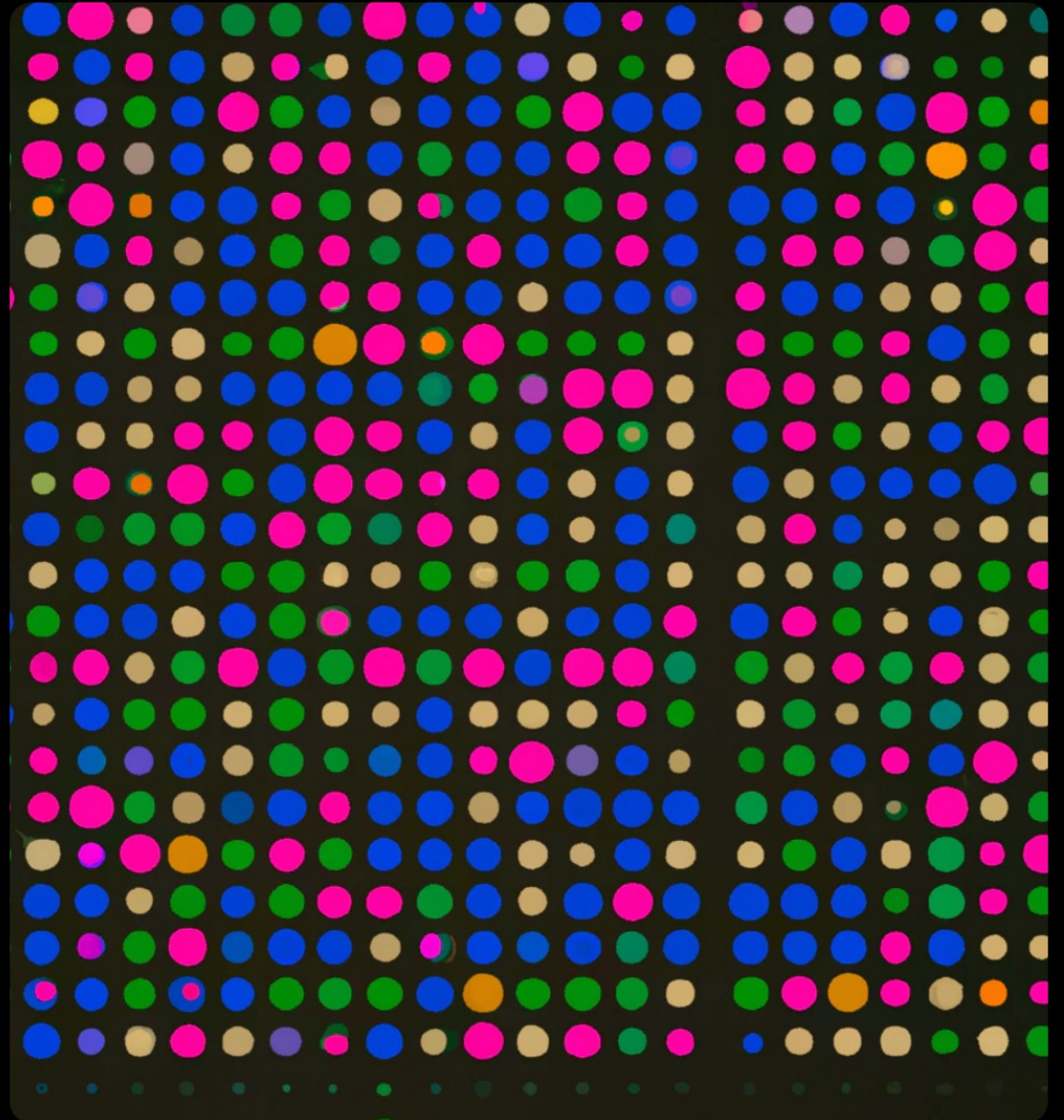




## KPIs and Timeline

To track the success of our sales strategy, we need to define key performance indicators (KPIs). Some KPIs for Blue Tuscan could include the number of reservations made online, the average spend per customer, and the percentage of repeat customers. By tracking these metrics, we can measure the effectiveness of our sales strategy and make adjustments if necessary.

Finally, we need to create a timeline and budget for our sales strategy. We recommend implementing the strategy over a six-month period, with a budget of €50,000. The budget should be allocated towards online advertising, print advertising, event hosting, and partnership fees. By sticking to our timeline and budget, we can ensure the success of our sales strategy and help Blue Tuscan achieve its revenue target.





# KPIs in Detail

- Growth in revenue from online channels compared to the previous six months
- Percentage of total revenue from online channels.
- Conversion rate of website customers to new customers
- Number of positive online reviews from new customers.
- Increase customer loyalty and repeat business from offline channels within the next six months.
- Average frequency of visits by repeat customers
- Total number of likes and comments on social media posts
- Engagement Rate on SM posts, reach, impressions, shares and mentions.
- Number of followers gained through social media campaigns
- Amount of website traffic from social media accounts
- Conversation rate (the percentage of social media users who end up making a reservation).

By tracking these KPIs, the fine dining restaurant can gain insights into the effectiveness of their social media campaigns and make adjustments to achieve their goals.

# Data Analysis

- Track sales data - Collect data on sales, revenue, and customer behavior to identify trends and opportunities.
- Analyze customer demographics - Understand the target customer's demographics and adjust the sales strategy accordingly.
- Adjust sales strategy accordingly - Use data insights to optimize the sales strategy and improve performance.





# Conclusion

In conclusion, developing a comprehensive sales strategy for Blue Tuscan requires a deep understanding of the target audience, leveraging both online and offline sales channels, defining KPIs, and creating a timeline and budget. By following these steps, we can help Blue Tuscan achieve its revenue target of 15% within the next six months.

With a strong online presence, strategic partnerships, and engaging events, Blue Tuscan can attract new customers and retain existing ones, ultimately leading to increased revenue and long-term success.

