**COMPANY NAME: DIETHNES**

**SUBJECT CODE: MKT101A - MARKETING FUNDAMENTALS**

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# Company Background

Diethness is a long-standing basement restaurant that specialises in authentic Greek food. The restaurant was established in the year 1952. The restaurant has the good reputation in Sydney for offering unique food with perfection (Diethnes, 2018). The restaurant has recently planned for the introduction of some traditional Greek dessert items for which the brand needs to develop a marketing plan. The new dessert items that would be launched are Bougatsa, Diples and Halva.

# SWOT Analysis

|  |  |
| --- | --- |
| **Strength** | **Weakness** |
| * The restaurant has a well-known reputation in Sydney * The authenticity of Greek food has increased the popularity of the restaurant. * Diethnes has the strong customer base and high level of profitability. | * Selection of the suitable staffs for the restaurant often issue. * The restaurant offers only Greek food, and hence it can target a specific group of customers at a time. * The restaurant is quite expensive, and hence the upper middle class and the high standard people are the only targets of the restaurant |
| **Opportunities** | **Threats** |
| * Diethnes has the huge scope of geographical expansion in future. * Diethnes also has the opportunity to add more items to the menu as per the demands of the customers. * The online platform would help the restaurant to increase its accessibility to varied customers through online order. | * The existence of a large number of the thematic restaurant has increased the competition in the market. * The bad performance of staffs can result in the negative goodwill of Diethnes. * The rise of the price of the ingredients can lead to the further increase in the price. |

**Table 1: SWOT analysis of Diethnes**

(Source: Siethnes, 2018)

# PEST Analysis

|  |  |
| --- | --- |
| **Political** | * The stable political environment in Australia would encourage the smooth growth of **Diethnes.** * The suitable economic policy of the country and the free market economy has encouraged the growth of the business of **Diethnes** (Heritage, 2018) |
| **Economic** | * The business freedom and trade freedom of Australia are 89.1 and 86.2, and this creates a positive opportunity for **Diethnes** to carry out its business (Heritage, 2018). * Australia is the 5th largest economy with a score of 80.9, and this has offered the favourable opportunity to the business to enhance their stability and create a presence in the market (Heritage, 2018). |
| **Social** | * Australian population are more concerned towards the healthy diet, and this can negatively affect **Diethnes** as the restaurant does not focus on serving healthy dishes to the customers (Prajogo, 2016). * The rise of the ageing population in Australia is also a negative factor for **Diethnes** as it creates issues for selecting the best employees for the organisation (Prajogo, 2016). |
| **Technological** | * The Internet has increased the scope for **Diethnes** to increase its reach out to the customers as the customer can order online which increases the sales of the company (Ho, 2014). * Focus on innovation can help to improve the experience of the customers through different technological development. |
| **Legal** | * The Food Act 2006 in Australia can create issues for **Diethnes** in case it fails to abide by the contents of the regulation. The resident needs to ensure food safety while offering it food to customers (Larder, Lyons & Woolcock, 2014). * As per the Waste Management Policy, **Diethnes** need to manage its waste properly so that it does not enter in any legal complications. |

**Table 2: PEST Analysis of Diethnes**

(Source: Larder, Lyons & Woolcock, 2014; Heritage, 2018; Prajogo, 2016; Ho, 2014)

# Competitive Analysis

Liu& Tyagi (2017) commented that competitive analysis helps in the evaluation of the competitors and its impact on the performance of the business. **Diethnes** is planning to launch some dessert items that would help to create a competitive advantage in the market. There are several competitors in the market, but the two significant competitive products are discussed in this section.

**Chocolate Crackle** in Automata restaurant is one of the important competitors of **Diethnes**. This is one of the important dishes in Australia that is well known for its taste. Furthermore, the service of this restaurant attracts customers from different part of the city. This competitor is superior to the new dishes as the new dishes are less famous in Australia. Since Chocolate Crackle is an Australian desert, and hence it is quite well-known to the customers(Griffiths, 2018). This is a one of the advantages of the competitor's product as **Diethnes’s** new items need to be launched and need to be preferred by the customers.

Another important competitor of **Diethnes** is the Pavlova Bennelong. This is desert which is in the shape of a cake but is meringue which is topped with cream and fresh fruits. This is the well-known food item that is again preferred by the Australian customers (Griffiths, 2018). This product would create significant competition in the market as it is superior as compared to the new product in the market.