



WORK INTRODUCTION

**Eating enough to cover "two meals"
-Exploring the marketing strategy of "two meals" and customers' ideas**

The purpose of this study is to investigate consumers' perceptions of two restaurants and the marketing strategies of two restaurants by first exploring the characteristics of Korean cuisine, the history and business philosophy of two restaurants through literature, and then making specific recommendations through STP and 4P analysis. Then, through questionnaire survey and analysis, we will understand the main customer groups of two restaurants and give suggestions.



Based on the marketing analysis, questionnaire and action research, the team makes the following recommendations:

- 1. Launching various kinds of activities**
- 2. the new online platform, providing more seats**
- 3. Each region offers a wide variety of local products**