

Key State Blue Cross and Blue Shield Plan: A Strategy for Winning in the Market through Customer-Focused Service

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Marketing

Sunset Grill's slogan is: Fresh is Tastiest

The target market is toward families and people in their 40's



Product and Quality

The products sunset grill sells are breakfast foods like bacon, sausages, eggs, pancakes, waffles and French toast. The quality of the food is very good because all of the cooks are trained well. Also every ingredient is fresh.



Price and Competitors

The prices at sunset grill are very good especially compared to their competitors. Their competitors are: Egg smart, McDonalds, A&W, and Taco Bell



What are some employability skills you need for this position?

Some of the employability skills you need for this job are time management, teamwork, and verbal communication
 Time management: you need to know how long you can talk to customers for while you bring food to other tables
 Teamwork: you need to help your coworkers do things like cleaning tables or taking unwanted dishes to the back
 Verbal communication: you need to know when your dishes are going to be ready, so you have to talk to the cooks and use their help to get the food faster on the screen you have to let the cooks know you need to talk to the host to see if they set any one at your table



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Why am I interested in working for this company?

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 I'm interested in working at sunset grill as a server because I think it is a fun job. It is a fun job because I can socialize with people while working, making the job less intense.



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Job Description

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Server – Servers with Sunset Grill provide fast and friendly customer care. Main responsibilities include taking food and drink orders, refilling drinks, serving food, and processing payments. Servers must frequently check on patrons and cater to all requests to ensure total satisfaction. A server needs a friendly personality along with the ability to work on foot for an entire shift.



Place

sunset grill restaurants are put in desirable locations, With good views of the outside



Promotion

There are no promotions for sunset grill

Personal Reflection

The marketing mix is not effective, the product price and place are all good but there is no promotion at all. If there was one television commercial I think every sunset grill would have lots more customers which means lots of profits.

Why does this position appeal to me?

Corporate Social Responsibilities

This position appeals to me because waitresses make a lot of money in tips. I know this from experience, the bad part about working as a server is you only make \$5 an hour, so I would rely on tips but I would still make more money than some others.



Every January on the third week on a Tuesday, sunset grill has a "pancake Tuesday" where they take \$1 from every pancake purchase and donate it to the Canadian cancer society.





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