

# Marketing Analysis Toolkit: Pricing and Profitability Analysis

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Examples of students' restaurant descriptions:

→ Restaurant Unter den Linden in Berlin is situated just in the middle of the city. There is an exciting terrace to enjoy typical culinary delights and superior wines complemented by particular views of the Brandenburg Gate. Good food inspired by the varied influences and finest traditions of European cuisine will meet your highest expectations. Great atmosphere and efficient staff will change every meal into a fabulous dining experience.



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→ The Pigeon House, the oldest house in Wuppertal has been catering for guests since 1764. Situated in the heart of the city centre, just four minutes away from the largest railway station and shopping centers. We offer excellent food and extremely high quality wine in many local restaurants as possible. The comfortable informal interior and fantastic menu make great atmosphere. The ingredients sourced locally allow our chefs to create heavenly dishes. Our friendly and efficient personnel will make you feel very welcome. Give us a try and you won't be disappointed.



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To describe restaurant facilities use following:

Types of restaurants:  
 Fast food restaurant  
 Pub/ bar  
 Restaurant  
 Cocktail bar  
 Beer garden  
 Cafe  
 Take away



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→ Restaurant "Spinn": With the city at your feet, in our restaurant you can choose from a varied selection of culinary delights. On the menu there are delicious traditional French specialties. Have fun, get from breakfast with your drinks in the morning, have with your business associates, to dinner in the evening. Enjoy daily changing menu. You too have made in our country restaurant "Spinn" with our dishes. If you are looking for a special place for your party we would recommend the Berlin "Spinn" to you. With your party will certainly become an unforgettable experience.



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→ Breaking Bread restaurant is located in the health quarter - Kollwitz. If you find yourself wandering around the coffee market and looking for a nice meal in an informal and pleasant restaurant then our offer is for you. We serve daily international cuisine for reasonable price. The main advantages are very friendly service and lively atmosphere.



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→ Restaurant "Spinn" (continued text from the previous block, partially obscured).

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→ Restaurant Unter den Linden in Berlin is situated just in the middle of the city. There is an exciting terrace to enjoy typical culinary delights and superior wines complemented by particular views of the Brandenburg Gate. Good food inspired by the varied influences and finest traditions of European cuisine will meet your highest expectations. Great atmosphere and efficient staff will change every meal into a fabulous dining experience.



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Examples of student's restaurant description

→ The Pigeon House, the oldest house in Wetzlar has been catering for guests since 1584. Situated in the heart of the city centre, just four minutes away from the historical main shopping street and just four minutes away from the historical main shopping street, it is a perfect location for a restaurant. The comfortable interior and fantastic menu make great atmosphere. The ingredients sourced locally allow our chef to create healthy dishes. Our friendly and efficient personnel will make you feel very welcome. Give us a try and you won't be disappointed.



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To describe restaurant facilities use following:

Types of restaurants:

- Fast food restaurant
- Pub/ bar
- Restaurant
- Cocktail bar
- Beer garden
- Cafe
- Take away



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→ Restaurant "Spinn" With the city at your feet, in our restaurant you can choose from a varied selection of culinary delights. On the menu there are delicious traditional French specialties. Have fun, get from breakfast with your drinks in the morning, have lunch with your business associates, or dinner in the evening. Enjoy every moment of your time in the sun is setting. "Spinn" is the new choice. If you are looking for a special place for your party we would recommend the Berlin "Spinn" to you. With your party will certainly become an unforgettable experience.



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→ Breaking Bread restaurant is located in the health quarter - Kiez, if you find yourself wandering around the coffee market and looking for a nice meal in an informal and pleasant restaurant then our offer is for you. We serve daily international cuisine for reasonable price. The main advantages are very friendly service and lively atmosphere.



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→ Restaurant "Spinn" With the city at your feet, in our restaurant you can choose from a varied selection of culinary delights. On the menu there are delicious traditional French specialties. Have fun, get from breakfast with your drinks in the morning, have lunch with your business associates, or dinner in the evening. Enjoy every moment of your time in the sun is setting. "Spinn" is the new choice. If you are looking for a special place for your party we would recommend the Berlin "Spinn" to you. With your party will certainly become an unforgettable experience.

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To describe restaurant facilities use following:

Types of restaurants:

Fast food restaurant

Pub/ bar

Restaurant

Cocktail bar

Beer garden

Cafe

Take away

To describe dish use following:

international  
national  
delicious  
tasty  
unique  
wonderful  
homemade  
traditional  
original  
classic

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To describe dish use following:

international

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## Examples of student's restaurant description:

--> The Pilgrim House, the oldest house in Westphalia has been catering for guests since 1304. Situated in the heart of the city centre, just few minutes away from the bus and railway station and the popular shopping centers. We offer reasonably priced and extremely tasty dishes using as many local ingredients as possible.

The comfortable informal interior and fantastic menu make great atmosphere. The ingredients sourced locally allow our chefs to create healthy dishes. Our friendly and efficient personnel will make you feel very welcome.

Give us a try and you won't be disappointed!



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--> Restaurant "Sphere"

With the city at your feet, in our restaurant you can choose from a varied selection of culinary delights. On the menu there are delicious international dishes and selection of national, seasonal dishes including traditional Berlin specialities.

Our attentive and friendly staff are happy to serve you, and are always there for you: from breakfast with your friends in the morning, lunch with your business associates, to dinner in the evening, which has quite extraordinary charm as the sun is setting.

Enjoy daily starting from 7pm live piano music in our revolving restaurant "Sphere" 207m over Berlin.

If you are looking for a special place for your party we would recommend the Berlin TV tower to you.

Here your party will certainly become an unforgettable experience!



--> Restaurant Unter den Linden in Berlin is situated just in the middle of the city. There is an inviting terrace to enjoy exquisite culinary delights and superior wines complemented by spectacular views of the Brandenburg Gate. Good food inspired by the varied influences and finest traditions of European cuisine will meet your highest expectations. Casual atmosphere and efficient staff will change every meal into a fabulous dining experience.

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--> Cracking Cracow restaurant is located in the Jewish quarter - Kazimierz. If you find yourself wandering around the cattle market and looking for a nice meal in an informal well presented restaurant then our offer is for you. We serve tasty international cuisine for reasonable price. The main advantages are very friendly service and lovely atmosphere.

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