

Sales and Marketing

This first time we will only make a short text. Later, after going through the main part for Sales and Marketing in this course, you will revert and make an update.

We take the Cafeteria as an example. Note that what's done inside the Cafeteria is known as Sales here and efforts to bring in customers to the Cafeteria will be known as Marketing here.

Sales

This Cafeteria will have a Sales Policy that all people working in the Cafeteria must follow. This Policy will include good and friendly service as its main point. By following this policy Cafeteria Guests will be happy to order when there and come back later.

Marketing

The Cafeteria will have a web page (details in another part of the report). During the first month there will be lots of advertisements and special offers. Later the system that gives some free products (like a cup of coffee etc) by ordering something several times will play an important role. Special campaigns towards people that takes a brake during night works will be important.

But as said. This will be updated later. And the actual report should be a more detailed.