



REPORT TITLE: Queen of Tarts

PREPARED FOR: Services Marketing

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1) SERVICES OFFERED BY QUEEN OF TARTS



Queen of Tarts is a small café that first opened its doors in 1998 in Dublin. It is a family business run by sisters Regina and Yvonne Fallon trained as pastry cooks in New York in the 1990s. They returned to Ireland to set up and run their own café. Queen of Tarts is a warm and welcoming space offering the best weekend breakfasts and brunches in Dublin with porridge

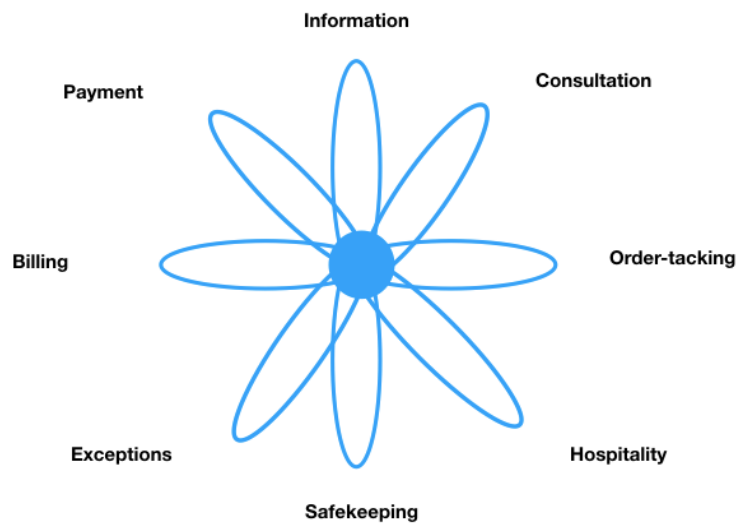
(5,5€), granola (6€) and mains (around 13€), lunches with soups (6€), soup and sandwiches (9,3€), and main (13€), various cakes like cookies (2,9€), brownies (4€) and cupcakes (3,4€). There is also sweet and savoury pies, for example individuals slices and tarts on site (around 6€). It is also possible to buy a entire pies and cakes for 10 slices (around 30€). There is a take-away option for slices and tarts (4,5€) and a Click and Collect option. The café also offers hot drinks such as coffee, espresso, cappuccino, coffee with milk, chai latte and hot chocolate with marshmallow (in average of 4/5€).

Queen of Tarts quickly built up a reputation and it is now one of the best place in Dublin. Queen Of Tarts appears on touristic and travel guide. It is a place that people has to try and see before leaving Dublin! And if you talk with people living in the city, they will recommend you this place to drink and eat something during your afternoon.

Products are fresh and everything is cooked and prepared on site.

In Dublin, the brand is present in two different locations, one being bigger than the other and offering more choice. Both promise a cocooning and cosy atmosphere.

2) FLOWER OF SERVICES



INFORMATION: The website of the café and the places where it is located. There are also the opening and closing times, the prices of the products that are displayed in front of the café and inside.

The conditions of service and sale: the fact that taking takeaway is cheaper than staying to eat on the spot.

We can also add a summary of the activity of the accounts that the managers have to make, as well as the receipts and tickets of each sale.

CONSULTATION: Personalized advice on the choice of menu, cakes or drinks.

ORDER-TACKING: Orders are taken directly on the spot and can also be taken by phone and picked up directly at the café. There are tables and chairs available for booking and check-in, where you can sit and wait for your order.

HOSPITALITY: Employees greeting at the entrance to the café with a smile, food and drinks on offer, toilets provided, a waiting line outside the café, security with cameras and fire alarms, free wi-fi and comfortable seats.

SAFEKEEPING: Taking care of the goods purchased by the customers with the packaging for example at the takeaway sale, cleaning the coffee with the household and washing up the cutlery and plates in which the pastries are presented, possible repairs and renovations and also a sheltered area.

EXCEPTIONS: Special request in advance or during the provision of the service like different dietary needs, possible medical or disability-related needs.

Handling of special communications with complaints, compliments, or suggestions from clients.

Problem solving with difficulties caused by accidents or malfunctions, assistance to clients who are victims of an accident or medical emergency.

Restitution with, for example, refunds, compensation in kind for unsatisfactory goods or services

BILLING: Periodicity of account activity statements, invoices for individual transactions, automatic display of the amount due and invoices for each payment.

PAYMENT: Directly to the beneficiary (i.e. here Queen of Tarts), cash handling and return of change, processing control, processing of credit, debit and payment cards, reimbursement.

3) **MARKETING MIX**

For the Marketing Mix we chose to study the 7P's : Product, Price, Place, Promotion, People, Proofs and Process.

About **PRODUCT**, Queen of Tarts offers home-cooked meals on site, using fresh products. You can find breakfasts, brunches, lunches and snacks with food and drinks. It promises a warm atmosphere to have a good time. It adapts to special diets (vegan and vegetarian). But you can also come collect your order, thanks to the Call and Collect option.

About **PRICE**, you can have a full meal for less than 20€ and a snack for less than 6€. It is a little more expensive than the competitors but for the quality it is reasonable. The fact that they have two sites proves that their business works. The added value can be found in the quality and atmosphere of the café. But also in the constant renewal of the recipes.

About **PLACE**, there are two options: offline and online.

Offline, Queen of Tarts is in Dublin's buzzing Old City. There are two different locations : Dame Street and Cow's Lane (Dublin 2). Online, Queen of Tarts has a website, an Instagram and Facebook account and on TripAdvisor.

on web site	https://www.queenoftarts.ie/
on Instagram @queenoftartsdub	https://www.instagram.com/queenoftartsdub/
on Facebook	https://www.facebook.com/pages/category/Tea-Room/Queen-Of-Tarts-121096107961943/
on TripAdvisor	https://www.tripadvisor.ie/Restaurant_Review-g186605-d1393147-Reviews-Queen_of_Tarts-Dublin_County_Dublin.html

For the Call and Collect, it is not with an application, it is directly by phone call.

About **PROMOTION**, Queen of Tarts does not use advertising. The coffee works by word of mouth. It's one of the must-haves when you come to Dublin. A lot of people talk about it on travel blogs, tourist awards and it is mentioned in the Dublin guide. As the company has been around for 20 years, its reputation is based in Dublin.

Online, it's the same thing, there is no advertising or digital marketing strategy in place, but the family business still regularly posts photos on its social networks (Instagram, Facebook). So the company lives off its existing reputation.

About **PEOPLE**, there aren't many employees. They come from everywhere (we have heard French spoken). It's a family business at the beginning so it's a small structure. It gives a good atmosphere to have only a few people to help you, they are very attentive to the needs of the customers and know how to advise us quickly on the choice of pastries or drinks..

About **PROOFS**, It exist two different locations, a small one and a bigger one. At the entrance to the main café (the largest) there is a small room with sofas and chairs and when you go upstairs there is also another room. The decoration of the café is very vintage and allows the customers to immediately enter in a warm atmosphere as if they had finally come to have coffee "at their grandmother's". These café are located in the centre of Dublin, you can go easily by walk. There is also a Call and Collect option with a special menu. Queen of Tarts is present in people minds, but also in many books of tourism. It is a place very well-known.

And finally, about **PROCESS**, it is simple. You come in the café. You order what you want in the menu. The wait is not long and the waiter brings your food. You paid at the end, before leaving. It is a human process with real interaction. As it is small places, it is really fast. That is what customers like. It makes the experience warmer and truer. Or you can also order by phone and come pick up your order. The process by phone and in real life is quite the same.

4) **MARKETING CHALLENGES AND OPPORTUNITIES FACING QUEEN OF TARTS IN THE NEXT FIVE YEARS**

As the café is doing well, Queen of Tarts may consider opening other locations in other big cities in Ireland: Cork, Limerick, Galway, Waterford, etc. It can be interesting to set up in the most touristy cities as it is a very coveted café for tourists. In this case, we can think of Kilkenny, Killarney and Dingle.

Today, and because of our actual way of consumerism and way of life, the consumers' expectations are changing. Indeed, lot of people are becoming vegetarians, or even vegetalian, so Queen of Tarts has to adapt its offer. However, we've tried it and they are already very adapted to these diets : non-dairy milk, vegan cakes and vegetarian options are available. These special diets are a real challenge for a brand but also a real opportunity to attract new customers. People are seeking quality and are ready to pay for this !

Queen of Tarts must find a way to persist. It has to find a way to resist to the delivery systems (Just Eat, Uber Eat, Deliveroo) because people always choose the quickest and easiest option. Maybe it should switch from Call & Collect to Click & Collect and developing its own online ordering and delivery service. But, care must be taken to ensure that the authenticity of the homemade product and the warm image of the company are not compromised with this option.

In order to satisfy its consumers even more and always be faithful to them, Queen Of Tarts can set up a reservation system on its website (which it does not have at the moment), where it would be possible to reserve a table according to an hour, and to be able to choose your table thanks to a map of the café.

This would save customers from having to travel (especially those coming from a little further away), and from having to stand in an endless queue due to the coffee's overwhelming success!

Indeed, it is often crowded and it is sometimes difficult to find a place, some may get discouraged and perhaps not even return because of this.

In the next coming years, Queen of Tarts will have to choose what image it wants for the brand. And also if the brand can mix this image of warm, authenticity, kitsch with the delivery system.

5) **RECOMMANDATIONS**

The reputation of this café is already made. They have a loyal community and they attract everyday new customers : people living in Dublin and tourists. Most people know this brand, even just the name. That's proves the renown of Queen Of Tarts. Its services are quite complete and adapted to everyone: the diet, the disabled access, etc.

Waiter and waitress are very kind and are here to make you live a real experience. They can advise you on what to choose according to your tastes, they make sure that everything is fine during all your meal or moment. As an example of kindness, the café always offers lemon water at the beginning of the meal. It is a very human attention that makes the experience immediately more pleasant. The customer feels pampered.

For us, the big « black spot » is the fact that Queen of Tarts doesn't appear on any delivery application or even online ordering (Click & Collect). To order, it is necessary to call. And that is a real issue because the consumer can be very lazy and just order something to eat or drink and enjoy it at home. However we also know that what people enjoy in this brand is the inside atmosphere. So, if Queen of Tarts decide to use this delivery system they could lose some credibility and authenticity in the eyes of its customers. In our opinion, we will recommend to the brand to carry out itself deliveries. Queen of Tarts is a unique place, people come for the atmosphere and of course the food and drinks, but if the delivery is also home made, it will be better in the customer minds. Indeed, Queen of Tarts would be able to manage its own delivery prices and its delivery driver.

To keep the warm and typical café touch, Queen of Tarts can develop its own packaging. We can imagine the use of red and white gingham patterns, English tableware decorations on the cardboard boxes where the meals will be packed and napkins with the effigy of the interior decoration of the cafés. All of this obviously taking into account the eco-responsibility of materials, in other words, the packaging will be made from recycled and reclaimed materials. As everything will be done on site, unnecessary packaging will be avoided. Finally, for company orders or for group or family meals, real crockery and decoration can be provided with a system of loan against collateral

To further affirm this desire to be close to its customers and have a kind of strong loyalty with them, Queen Of Tarts could create a loyalty card that would work by points. For example, when buying a menu (lunch, savoury tarts or flat) the customer would earn 7 points, for a pastry 3 points, for a drink 2 points, etc..

After a certain number of points, for example 50 points (the number of points should not be too high so as not to discourage customers), the customer could be offered a pastry and a drink or a menu.

In the same logic, this points card could be replaced by a loyalty card in the form of a number of times the customer comes to the café. The card would then be stamped once on the first visit and so on until a certain number of visits (for example 10) and the customer could also win a free pastry with a free drink or lunch.

This would make customers want to come back even more often for this opportunity to get a free pastry and the customer may also unconsciously take this as a kind of "game", and absolutely want to have stamped his number of visits or reached his number of points. In any case this initiative can only be beneficial for Queen Of Tarts.

In terms of social networks, the brand has 4793 subscribers on Instagram and 12,446 followers on Facebook. It posts approximately every 2 days and includes photos of cakes, pastries, specials, etc.. The brand also posts news about opening hours.

As for the improvements to be made for social networks, photos of food and also why not highlight the waitresses and pastry chefs by introducing the team to give a kind of proximity with customers.

We also thought about including Queen of Tarts in the trends. Today, we are all ultra-connected and social networks are at the heart of all businesses. This has led to the emergence of what we call Influence Marketing. Influence marketing is, in the now most common use of the term, the set of practices that aim to use the recommendation potential of influencers, most often understood in the sense of digital influencer. Thus, we think that Queen of Tarts, because of its very human side, could, once a month, invite a local influencer in its café and make him participate in the creation of a taste of cake or cookie. In this way, he would rely on the networks the conviviality of the place and his community could come especially to taste this pastry created with his favourite influencer. The opinions of influencers can then be relayed through social networks and the Queen of Tarts website and they can develop their own social networks.

For the website, this one is quite outdated and does not really follow web design trends anymore. It is not really modern and unfortunately it is not very attractive. It would be judicious to change a large part of the website. The landing page needs to be rethought and the design needs to match current trends. The social networking block is far too overloaded. We need to clean up the site and better organize the textual content. It is necessary to think about the implementation of carousels, parallax and animations in order to purify the content of the website.

It is also important to adapt the site to an e-commerce use as online orders will be possible. It is necessary to set up a database system to enter customer files. In terms of ergonomics, we must add the possibility of connection and a clear and easy view of the customer's basket. Placing an order online

will be the most frequent use of the website. The order button must be easy to access (Call to Action button from the landing page).

It is also necessary to think of an interface for online orders. We are thinking of the following composition:

Fill in your address to see if delivery is possible (if the address does not correspond to the delivery zone, customers will be brought back to a Click & Collect option)

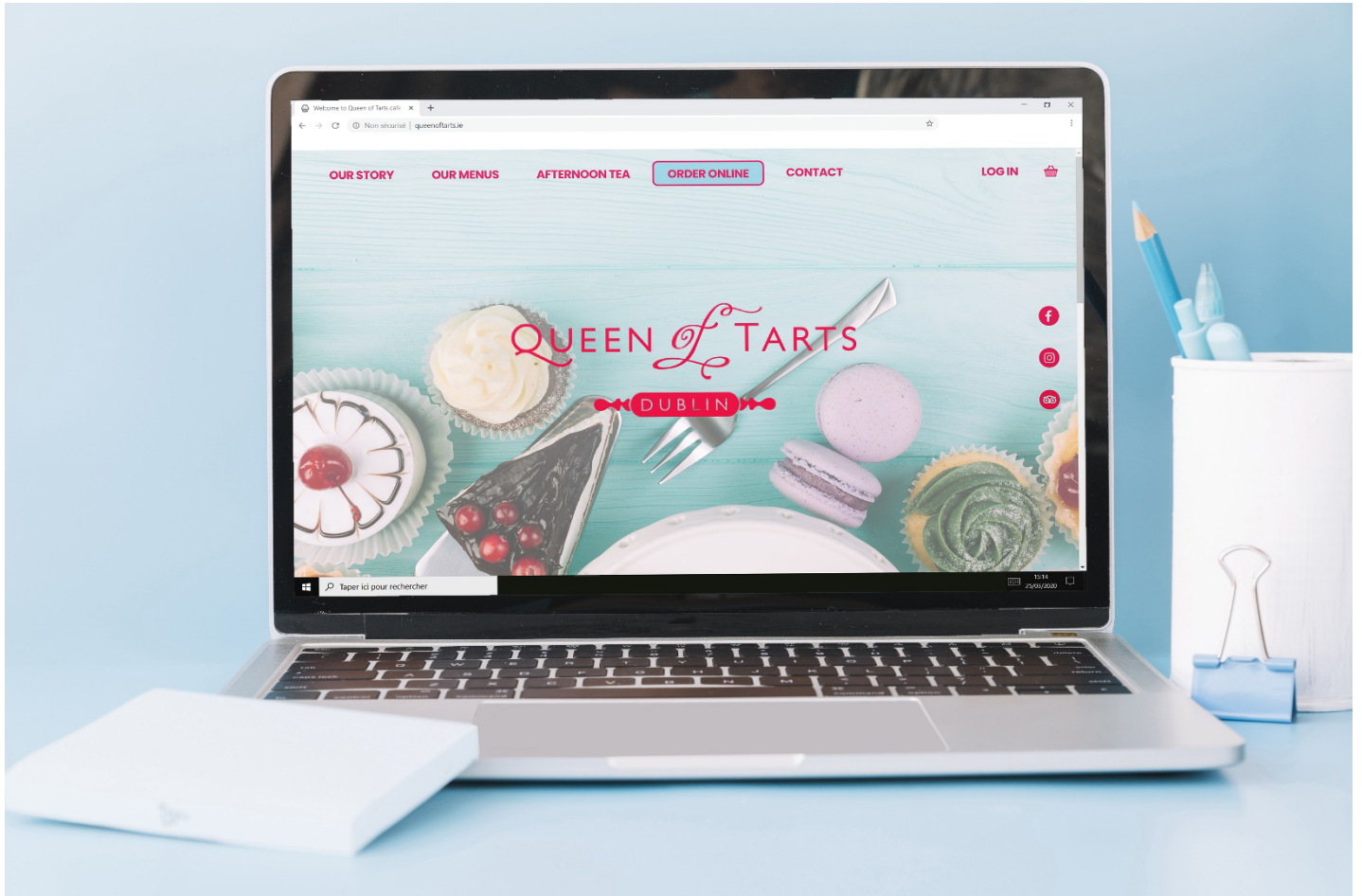
Choose the products, categorized in 3 options: breakfast, lunch or cakes. The total price will always be mentioned under the basket icon in the top right corner.

Once the order finished simply complete the order by going to your basket to proceed with payment.

The whole site is to be changed, being more modern and more functional.

Below, graphic models representing the website as we imagine it to be :

A) THE LANDING PAGE ON A MOCK-UP :



B) THE ENTIRE LANDING PAGE (HEADER, BLOCKS and FOOTER)

OUR STORY OUR MENUS AFTERNOON TEA **ORDER ONLINE** CONTACT LOGIN

QUEEN OF TARTS

DUBLIN

How do you like your Guinness other than as an Ice Cold Pint?? At QoT we add it to our cakes topped with the lightest and fluffiest buttercream frosting.
#supportsmallbusiness
#support #supportlocal #guinness
#covid_19 #wevillgetthroughthis
#staysafe #socialdistancing
#homebaking #chocolate
#chocolatecake #bake #baking
#instafood #love #dublin #ireland

WE'VE STEPPED OUT FOR A SPELL
THANK YOU ALL & SEE YOU SOON
STAY SAFE & BE KIND
QUEEN OF TARTS

“Beautiful cake selection”
I stopped here for a quick cup of tea and had the baked cheesecake which was delicious. The service was attentive and there was a great cake selection.

OUR DUBLIN LOCATIONS:
Cows Lane, Dame Street, Dublin 2, Ireland
Tel:+353(01) 633 4681
Cork Hill, Dame Street, Dublin 2, Ireland
Tel:+353(01) 670 7499

WE'RE OPEN FOR BUSINESS 7 DAYS A WEEK:
Monday - Friday 8am-7pm
Saturday 9am - 7pm
Sunday 9am - 7pm
* Closed Bank Holidays

C) THE ENTIRE ONLINE ORDER PAGE

OUR STORY **OUR MENUS** **AFTERNOON TEA** **ORDER ONLINE** **CONTACT** **MY ACCOUNT**

Your favourite meal in one click

Enter your address to find out if you are in the delivery zone.

[Log in](#) for your recent addresses

BREAKFAST

- FRESH FRUIT SALAD WITH YOGHURT**
- HOMEMADE SCONES: RAISIN, BLUEBERRY, RASPBERRY, CHOCOLATE OR BUTTER**

LUNCH

- GRANOLA HOMEMADE OVEN-TOASTED CEREAL WITH FRESH FRUIT & YOGHURT**
- TODAY'S MUFFINS**

CAKES

- HOT OATMEAL WITH SEASONAL COMPOTE & MAPLE SYRUP**
- CINNAMON CARDAMOM SWIRLS**

TOTAL: €0

OUR DUBLIN LOCATIONS:
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Cork Hill, Dame Street, Dublin 2, Ireland
Tel:+353(01) 670 7499

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6) POSTER

On the next page you will find our poster containing our recommendations for the Queen of Tarts coffee.

our recommendations

Develop its own **delivery service**



Offer a **loyalty card**



Highlighting **servers and pastry chefs** on social networks



Setting up the **Influencer of the Month cake**



Adapting the **website** to webdesign trends and online ordering

