



Operations Management in Hospitality

Assignment 3

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Service Marketing Analysis of Mmaah Korean BBQ, Berlin

Introduction

Mmaah Korean BBQ is a fast-casual restaurant chain in Berlin offering Korean street food in a quick, affordable format. Known for its bold flavors and efficient service, Mmaah appeals to students, commuters, and urban foodies. This report uses the 7Ps of service marketing to analyze how guests experience Mmaah's service and suggests improvements in promotion and people.

Product

Mmaah's menu is compact and focused. Guests choose from BBQ bowls, wraps, and sides like kimchi and rice. Popular options include Bulgogi beef and spicy chicken. The food is fresh, flavorful, and served fast, ideal for lunch breaks or casual dinners. Vegan and gluten-free choices make it inclusive.

Price

Meals range from €7 to €12, offering good value for quality ingredients. Students and young professionals find the pricing fair. Mmaah occasionally offers combo deals or lunch specials, which boost perceived value without compromising quality.

Place

Mmaah locations are in busy areas like Kreuzberg and Neukölln, often near U-Bahn stations. The setup is small, more like a kiosk than a full restaurant. Guests can grab food quickly or eat at simple outdoor tables. It's convenient, especially for takeaway.

Promotion

Mmaah promotes mostly through Instagram and its website. The brand shares colorful food photos, cultural stories, and occasional influencer posts. QR codes at the counter link to loyalty programs or job offers. However, offline promotion is limited many Berliners discover Mmaah by walking past it.

People

Staff are friendly and fast. Guests usually interact with one person who takes the order and prepares the food. Service is efficient but not very personal. There's little conversation or cultural storytelling, which could enhance the experience.

Process

Ordering is simple: guests choose at the counter or online, pay cashless, and get their food within minutes. The kitchen is open, so guests see their food being made. During busy hours, waiting times increase slightly, but the system is generally smooth.

Physical Evidence

Mmaah's branding is bold red signs, clean counters, and sizzling grills. Guests see fresh ingredients and hear cooking. Packaging is eco-friendly and branded. Seating is minimal, and the ambiance is more functional than cozy.

Suggested Improvements

Promotion

Mmaah could improve its offline presence. Hosting pop-up events, offering free tastings, or joining local food festivals would attract new guests. A stronger loyalty program with gamified rewards could also boost repeat visits. These ideas align with Kotler et al.'s (2022) emphasis on emotional engagement in service marketing.

People

Staff could be trained to share short stories about Korean food or greet guests in Korean. Small touches like "Ask me about Bulgogi!" badges or cultural trivia on the menu would make the experience more memorable. Lovelock and Wirtz (2016) highlight how staff behavior shapes authenticity in ethnic dining.

Conclusion

Mmaah Korean BBQ delivers fast, flavorful food with a strong brand identity. Its strengths lie in product quality, pricing, and process efficiency. By improving promotion and people especially through offline engagement and cultural storytelling Mmaah can deepen guest loyalty and stand out in Berlin's competitive food scene.

References

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