

Launching Pompei Station – A case of Entrepreneurial Marketing

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ABSTRACT

This case is based on the complexities and problems faced by entrepreneurs and managers of small fast food restaurants in Pakistan. It requires strong decision making insights and strategies to make sure that the new start-ups must survive in the fiercely competitive fast food industry.

Pompei Station, located at a strategic location is a high end restaurant catering to the elites of Karachi. With emphasis on high quality food supply chain, distribution channels, customization and superior customer service, Pompei Station has created a premium place in the industry. In order to expand its operations, increase the sales and customer base, Pompei decided to launch its delivery system with the name 'Pompei Station'. Even though Pompei has increased its market penetration with its home delivery service, it has also faced many new challenges that require Pompei to come up with innovative solutions to ensure the sustainability of its home delivery service.

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1. Introduction

Pompei, located in the Shapes Health Club compound, is a rustic and a high end restaurant catering to the elites of Karachi. With emphasis on high quality food supply chain, distribution channels, customization and superior customer service, Pompei Station has created a premium place in the industry. In order to expand its operations, increase the sales and customer base, Pompei decided to launch its delivery system with the name 'Pompei Station'. Even though Pompei has increased its market penetration with its home delivery service, it has also faced many new challenges that require Pompei to come up with innovative solutions to ensure the sustainability of its home delivery service.

2. Industry

The restaurant industry of Pakistan is moderately mature and highly competitive. The economic downturn has significantly impacted the industry as consumers are becoming more price-sensitive. However due to limited amount of entertainment available in Pakistan, consumers have consistently opt for dining out as a mean of entertainment, thus contributing towards a positive growth in this sector. The restaurant industry is an important component of our nation's economy, and employment opportunities in this sector should continue to grow in the future as a direct result of the demographic changes taking place. The number of restaurants in Karachi is rapidly increasing as a result of the changes in demographic and economic factors which have a significant impact on the restaurant industry in Pakistan. Increasing urbanization and rising disposable incomes are some of the factors that are contributing to this growth. In addition, higher disposable incomes among consumers particularly in the urbanized cities such as Karachi, Lahore and Islamabad the trend towards eating out are combining with growth in organized retailing to fuel growth in the foodservice sector. According to Dawn Newspaper, in the recent years Pakistanis have resumed their spending habits, as a result of increasing income and awareness levels. People are less concerned with economic difficulties and are willing to spend more on food and luxuries while having greater awareness about what they buy and how they entertain themselves.

The restaurant industry can be divided into 3 segments: (1) Full Service, (2) Fast Food or Quick Service, and (3) Managed Service. Full service is when the waiter service is provided, and the order is taken while the patron is seated. In a fast food or quick service, the patron generally orders at a cash register and pay before he/she eats. Managed service involves an on-site food service or a food contractor.

One of the greatest challenges facing the restaurant industry is creating differentiation and maintaining a distinct image in the minds of the consumers. There exist hundreds of restaurants in a single locality offering the same kind of food, ambience and entertainment at similar price points. Successful Customer themes are easy to imitate and therefore consumer demand is often short lived for such a service. In an attempt to successfully differentiate themselves, restaurants opt for unique themes, variations in the menu offering, or exploring new distribution channels or promotional activities.

3. Competition

A number of restaurants compete fiercely for market share and customer traffic. The industry is moderately concentrated. Leading restaurants such as Arizona Grill, Roasters, Pompei, Fuschia, and Okra, have captured significant market share with their superior quality of food, unique product offering and immaculate customer service.

The restaurant industry is highly competitive with respect to price, value and promotions, service, location, and food quality. There are a substantial number of restaurant operations that compete with one another for customer traffic. However, it is very difficult to assess the total number of restaurants in Pakistan as a large amount of unorganized setups also exist. Restaurant establishments in semi-urban and rural areas, which may also include road-side restaurants and dhabas on inter-city roads and highways, all compete for the same consumer traffic. Therefore, in order to be successful, it is important for a restaurant to constantly provide value for the amount of money that the consumers are spending in the restaurant. This is done by incorporating high quality products, superior customer service and satisfaction. Since consumers are highly focused on value and if the restaurants are unable to promote and deliver a higher degree of value, the customer traffic levels suffer, thus impacting revenues. There is a growing trend of road side cafes and dhabas. People enjoy long drives and drive to far off places such as sea view or high way to enjoy road side food. Another factor contributing to the road side dhabas is the economic value that they offer. The high end restaurant chains are facing stiff competition from this segment of market as well.

4. Specific Trends

Emerging trends in the restaurant industry include an increase in awareness levels, the popularity of healthy food, use of fresh and authentic ingredients, acceptance of new fusion concepts and use of marketing tools for promotion. The changing lifestyles of Pakistani consumers have also contributed to the robust growth in the restaurant industry. The

awareness level of consumers has increased due to the exposure to western culture and cuisine. Urban families consisting of working professionals with higher income levels and busy schedules prefer ready to eat and takeout food, thus resulting in a growing fast food sector in Pakistan. Along with that, an increase in number of working women, higher disposable incomes, shrinking household sizes, rising young working population and the need for convenience has resulted in a boost in the eating out culture thus increasing the demand for dine out restaurants. Other leading trends include the expansion of quick service restaurants, fusion concepts with a diverse range of cuisines, restaurants with a focus on entertainment, and ethnic and regional cuisine restaurants.

The increase in buying power of Pakistani consumers is driving the growth in the foodservice sector. Pakistan reported a 3.6% growth in the expenditure on food from 2007 to 2010. There is a growing trend of menu diversification as high-income Pakistani consumers are seeking variety in their choice of food. Urban consumers are aware of various international cuisines (Continental, Chinese, Mexican, Italian, Thai and Japanese) and an increasing number are willing to try new foods. The number of dual income households where both husband and wife work is also increasing. Over 13 percent of the population of Pakistani women work full-time and spend most of their time away from home; this has been an important factor influencing the trend towards more meals away from home. - The size of the Pakistani household has declined over the last few years (from 7.3 people per household in 2000 to 6.8 people in 2010), These households have higher disposable income per member and have a greater propensity to spend on food.

Moreover, there is limited amount of entertainment available for Pakistanis, majority of Pakistanis consider dining out as a form of only entertainment. Dining out on weekends compensate for the lack of entertainment options in the country. Pakistanis celebrate all occasions - including birthdays, anniversaries, graduation, religious festivals, etc by dining out. Therefore there exists tremendous opportunities for entrepreneurs in this industry. Pakistanis today consider dining out as a form of recreational activity. This gap represents an important market and growth opportunities for entrepreneurs. Restaurants are trying in every way to differentiate themselves and create a distinct position in the minds of the consumers. This is done by spending a large sum on the physical evidence, the food quality, and location, role of convenience and ambience of the restaurants. Restaurants are also incorporating Pakistani tastes in their dishes and adding more spicy items in their menus in order to woo the desi - palate.

5. Pompei Restaurant

Pompei, located in the Shapes Health Club compound, is a rustic and a high end restaurant catering to the elites of Karachi. Located in the historic railway club, Pompei Station offers a casual atmosphere with warmth and character. As one would expect, the dishes are prepared using the finest ingredients and the recipes have been created with the experience and discerning taste of one of the leading and much loved restaurants of Karachi. Pompei has already won the hearts of Karachiites. The place is small with a maximum capacity of 41 individuals at one time. One need to make a reservation before the visit as the place is quite famous amongst the Karachiites.

Pompei Station only the highest quality ingredients are used and meals are freshly prepared when ordered. No MSG (Chinese salt) or any flavor enhancers are used. The recipes are designed to be low sodium and heart healthy. And only naturally brewed soy sauce and non-synthetic imported vinegar are used in the recipes.

Cleanliness and proper hygiene practices are of utmost importance. Pompei follows the US health and safety code for restaurants, as well as basic hygiene and employee guidelines. The general manager at Pompei is extremely qualified and US trained with a great deal of hospitality experience. The kitchen staff has received their PITHM diploma and certificate for basic sanitation and food preparation. In addition, all employees are required to undergo a health screening before employment and are trained adequately on maintaining and caring for the restaurant.

Pompei has a casual ambiance for a enjoyable meal any time of the day. Whether you're in the neighborhood after a workout at Shapes, need some tasty food delivered to your home or just want to dine in a unique place where the parking is plenty and the vibe is relaxed, Pompei has just what you need. We look forward to serving you at Pompei.

In 2003 when Pompei first opened, it was decided that Pompei would focus on Italian cuisine. In staying true to the concept over the years, there were often many dishes and recipes which could not be added to the menu. Over the years, many customers had requested continental and Asian inspired cuisine, which brought the idea of establishing another outlet closer to reality. It was decided that it would have many different types of cuisine but all done right way, using the best ingredients and authentic recipes. When a space became available in the historic colonial era building of the Shapes Health Club, the concept finally became a reality. As homage to the Old Railways Club that once flourished on these premises, it was

decided to name the restaurant Pompei Station. You can expect the high standards, superior quality food and immaculate customer service from Pompei. Simple, authentic recipes made with only the finest ingredients and delivered in unique take-away containers. Anticipate great tasting food, innovative menu items, and prompt delivery combined with real value for money. The dishes may be simple, but there is actually a wide range of choices, whatever you are in the mood for.

6. Pompei Station: The Target Market

With emphasis on high quality food supply chain, distribution channels, customization and superior customer service, Pompei has created a specific mark in the industry. It caters to the top elite of the society, however due to its pricing Pompei's customer base is pretty limited. In order to expand its operations, increase the sales and revenue, Pompei decided to launch its delivery system. Pompei is confident that the delivery channel would increase its sales. Pompei has been focusing on delivering value to the customers at the same time maintaining its premium image. The delivery system was launched by taking into consideration the growing trend of take away meals, the boom in the fast food industry and the possibility of catering to the huge customer base of Karachi. The objective was primarily to increase Pompei's customer base along with providing convenience to its customers. The changing lifestyle of consumers is demanding restaurants to come up with innovative and convenient ways of serving the consumers. Pompei Station's home delivery system is a step towards this innovation and an attempt by Pompei to increase its customer base by bringing Italian cuisine to the customer's doorstep. However, Pompei Station's home delivery service has been recently inaugurated and is already facing a plethora of challenges that is increasing costs for the restaurant and is eroding its profit margin. With customers demanding fresh hot food at their homes or offices, restaurants are striving hard to sustain their delivery promises. Due to these factors, Pompei delivery system has not received the expected response and is showing a fickle reaction on part of the customers.

Keeping in mind the above trends, there exist a tremendous business opportunity in the restaurant industry of Pakistan. There is a great future for regional Pakistani cuisine restaurants. It is, however, important to note that the Pakistani consumer wants a mix of international and desi food incorporating a certain level of spices. Pompei should modify its dishes and add more flavor and seasonings to its dishes while ensuring that the original flavors dish remains intact. So in order to be successful in the market, Pompei must take into account this factor before designing their menu and product offering. An increasing trend of

international cuisine restaurants serving Italian, Mediterranean, Thai, Spanish, Korean, and other exotic cuisines also exist.

7. Pompei Station: Marketing Mix

Product: Pompei is an Italian restaurant that attempts to bring the Italian cuisine to the Pakistani food enthusiasts. The dishes on the menu are mostly Italian however; the menu has been modified to give the Italian food a local touch so that it can have a broader appeal in terms of the number of people who prefer to dine out. Pompei early entry into the high end restaurant segment has enabled it to establish itself as the premier Italian restaurant in Karachi. This early entry into the high end restaurant segment has also enabled Pompei to develop strong brand name recognition in the industry. The menu has exotic Italian dishes and the menu contains brief descriptions of each food that help customers make a better decision when ordering. The menu has a wide range of offerings, from soups such as the Caprese to the traditional stuffed mushrooms. Pastas, Zeppoli and Bruschetta are also traditional Italian dishes that are preferred by most visitors. Hence, Pompei has positioned itself as a restaurant that brings a flavor of Italy to Karachi.

Price: Pricing is an important strategic issue for any restaurant because price determines the type of customers a restaurant wants to attract. Pricing also determines the positioning of the restaurant and has a major impact on the cost structure of the restaurant. For a consumer, price is the monetary expression of the value to be enjoyed or benefits of consuming a service, as compared with other available choices. Pompei, being a high end restaurant, has positioned itself accordingly and therefore charges high prices for its food. The average price for every food item is above Rs. 600 to Rs. 700, which is considerably expensive as compared to other restaurants in the area. Most cafés and restaurants in Zamzama have a price range of Rs. 350 to Rs. 450, but Pompei has chosen to target the higher income customers. Therefore prices of Pompei are perceived to be higher compared to other restaurants and hence only people with high disposable income usually visit this restaurant.

Place: Pompei is located in Shapes Health Club compound and Old Railway Club in Cantt, Karachi. It is located in a slightly secluded and old Karachi area which adds to the mystic vibe of the restaurant. The historic railway club compliments the ambiance and décor of the restaurant and makes the dining experience more pleasurable. Even though the restaurant is located in popular dining destinations such as Zamazama, boat Basin or Tariq Road, it's somewhat secluded location adds to its appeal of being exclusive and upscale. People who

are not residents of Karachi may find it difficult to locate the restaurant, since they are not familiar with old railway club in Cantt area. The secluded location of Pompei is viewed as a favorable characteristic by its diners since the location provides the privacy as well as the tranquility that one experience, when one is away from the noise of road traffic and the hustle bustle of the streets. Thus diners can enjoy their meal in peace and the location of Pompei compliments the cozy and comfortable atmosphere that the restaurant endeavors to deliver.

Promotion: Pompei is a high end restaurant and thus it endeavors to promote itself as a fine dining experience through the use of traditional as well as new media. When Pompei was initially launched, it invited local celebrities and television personalities along with news channels to cover the event and televise the launch. Celebrities such as Pakistani models actors, television hosts and music personalities were present at the launch. Reporters from local magazines and newspapers were also present to cover the event. Pompei also placed its billboard advertisements in Defence, Zamzama, Clifton and Tariq Road to promote its restaurants. Initially there were ads in the life style section of Dawn Newspaper where Pompei was advertised as the premier Italian restaurant in Karachi. The print ad was also run in local magazines and in other English newspapers such as the Express Tribune. Pompei also made its presence known on the internet by being on karachisnob.com, a popular local website, as well as having its own facebook page, where users could write reviews or even suggest new Italian dishes. But perhaps the best form of promotion for Pompei has been its positive word of mouth advertising by people who have visited Pompei.

The captivating ambiance and décor, well-mannered staff, seating arrangement and most of all the food, act as a forceful promotional tool for Pompei. According to most customers, the most impressive aspect of the restaurant after its menu is the ambiance of the restaurant. With its mud-plastered walls, it is a cool sight for tired eyes, especially in the heat of summer. Two palm trees compliment the exterior backed with more greenery as the restaurant has seating arrangement both inside and outside. Most visitors at night prefer to dine outside where the patio opens up to a huge, lush green lawn. Low lightings and slightly secluded booths offer privacy to diners and help create a very romantic atmosphere. With minimal decoration, including a few lighted candles set on a single shelf slowly giving the walls a darkish brown hue, the restaurant spells simplicity, romance and privacy. Light wooden chairs, set along with a few cream sea-green colored comfy sofas, make for a hearty welcome.

People: It is vital for restaurateurs to have a good understanding on what exactly the customers want. Identifying the specific expectations of customers, the dimensions of the service quality, and their relative importance for customers for each specific segment of the restaurant helps the restaurant in the challenge of improving the service quality. Therefore it is not surprising to note that Pompei places high importance on the quality of service that it provides to its customers. Pompei has a training program for its entire staff including the waiters, busboys managers and chefs. The waiters and managers are trained in important areas such as dining room service preparation, awareness, understanding, communication, food and beverage knowledge, customer service and sales technique plate handling, computer systems run-through, food service sanitary and safety guidelines plus an overall review of restaurant customer service understanding. The chefs are trained to season specific Italian dishes that are not prepared in other Italian restaurants and how to maintain hygiene and safety standards in the kitchen. The managers are also trained in how to deal with difficult customers and handle and problems that may compromise the dining experience of the customer.

Processes: In order to assure best food quality Pompei wanted to develop a strong supply chain and distribution network. The restaurant has selected local suppliers to supply them with quality ingredients. Some ingredients such as exotic herbs are imported from Dubai since they are not available in Pakistan. The suppliers have been trained by the Pompei management and have to follow strict quality standards that are practiced by the restaurant. In order to ensure that the supplies reach the restaurant on time, Pompei has developed a strong distribution system in collaboration with its distributor, who manages the supply chain process for Pompei. Superior quality meat and other perishable ingredients are obtained by the suppliers and delivered promptly to the restaurants or are stored in the cold rooms for future use. The supplier is also responsible for quality control, inventory management, deliveries to restaurant, data collection, and recording and reporting. The cold chain also helps the restaurant to reduce waste as meat and other perishable items can be easily stored in cold rooms for future use. The restaurant also has a cold van that is used to transport meat and vegetables so as to maintain its freshness and taste. Furthermore, the use of refrigerated vans and cold room has helped the restaurant lower its food wastage as well as maintain the freshness and quality of ingredients. Pompei also has an efficient billing system and accepts cash as well as credit cards from their customers.

Physical Evidence: A fusion of rustic and contemporary elegance and complimenting it with unparalleled service is what makes Pompei truly unique from its competitors. The atmosphere and décor are relaxed, focusing on comfort while maintain a sense of elegance and sophistication. The dining booths are located on the west side of the restaurant, and are perfect for people seeking a more private dining experience. Long tables are located at the centre of the restaurant to accommodate large parties and small tables are located to the east of the main room for small families. Visitors can also choose to eat outside on the patio, which opens up to a vast lush green lawn of the old railway club. The restaurant is infused with soft lighting and Italian music is played in the background, which is loud enough to create a pleasant atmosphere. The walls are splayed with modern as well as traditional art and tables are decorated with candle lights and flowers. The beautiful ambience of Pompei enhances the dining experience of the customers.

8. The Way Forward

After being hugely successful among its target audience, Pompei Station has decided to start its home delivery service to cater to customers who want Italian food but are unable to go to the restaurant itself. But with customers demanding fresh hot food at their homes or offices, restaurants are striving hard to sustain their delivery promises. The objective behind introducing Pompei delivery service was to provide quick service and convenience to customers, at the same time expanding Pompei customer base. There are large numbers of people who find it difficult to travel so home delivery allows Pompei to serve these customers along with increasing its market penetration. To place an order the customers have to dialing (92-21) 3-200-2104, 3-206-8642 from any phone and the order will be directly received by the restaurant personnel at the restaurant. The restaurant has trained and allocated separate staff to take these calls and these calls are recorded and the agent records the order on a computer. The order is then forwarded to the kitchen where the meals are then prepared. Pompei does not charge extra for its home delivery as free delivery is made out to be an extra benefit of ordering from Pompei. The delivery timings are from 12 noon till 11 pm in the evenings with no minimum order amount. The delivery areas are Clifton, Defence, I.I. Chundrigar and Shahrah-e-Faisal and the customer is asked to wait 45 minutes from the time of the placement of the order to receive it.

The changing lifestyle of consumers is demanding restaurants to come up with innovative and convenient ways of serving the consumers. Pompei Station's home delivery system is a step towards this innovation and an attempt by Pompei to increase its customer base by

bringing Italian cuisine to the customer's doorstep. However, Pompei Station's home delivery service has been recently inaugurated and is already facing a plethora of challenges that is increasing costs for the restaurant and is eroding its profit margin. One of the challenges is that with increasing urban population and deteriorating law and order situation, the traffic jams in the city have increased which in turn cause a delay in the time it takes to deliver the order. Delay in order translates into poor customer service and the cumulative effect of delayed orders can cost Pompei its valued reputation. Another challenge facing Pompei is their lack of promotion after the initial successful launch. Pompei has not invested in advertising activities and relies mostly on word of mouth advertising and expects its satisfied customers to promote Pompei Station. While positive word of mouth reviews are very effective in convincing others to visit Pompei Station, the ability of word of mouth to reach a vast customer base is less. Therefore Pompei Station needs to advertise using billboards and give print ads in newspapers and magazines so that more people can be targeted and greater brand awareness can be generated. The third challenge for Pompei Station involves tailoring its menu to meet local flavors and tastes. Critics of Pompei Station have complained of its food being too bland and spice less. Therefore Pompei Station needs to develop a serious strategy to meet the challenges facing its brand.

In order to make the home delivery service more efficient, Pompei Station must narrow down the areas where it can deliver food. For instance Pompei Station should only deliver food in parts of Shahrah-e-Faisal that will be relatively closer to the restaurant. Also special hot units (boxes placed on the motorcycle carrying food) should be used to deliver food to ensure the food remains hot when it is delivered to the customer. To promote its restaurant and increase brand awareness, Pompei Station should to advertise using billboards and give print ads in newspapers and magazines so that more people can be targeted and greater brand awareness can be generated. And finally, Pompei should modify its dishes and add more flavor and seasonings to its dishes while ensuring that the original flavors dish remains intact. Pakistanis are used to spicy food and do not like bland food, therefore Pompei Station needs to add more seasonings and flavors to its dishes but at the same time Pompei Station must ensure that the integrity of the dish is maintained and people get a true Italian experience, every time they walk into Pompei Station.

Exhibit: Pompei Station Delivery Menu**Soup - Salad - Starters**

<i>Tomato Cream Soup</i>	200
<i>Chicken Potato Soup</i>	250
<i>Tom Kha Gai</i>)) <i>(Chicken coconut soup)</i>	250
<i>Laksa</i>)) <i>(Thai soup with noodles)</i>	250
<i>Hot and Sour Soup</i>))	250
<i>Chicken and Vegetable Clear Soup</i>	250
<i>Cream of Chicken Soup</i>	250
<i>Chicken Corn Soup</i>	250
<i>Chicken Caesar Salad</i>	275
<i>Caesar Salad</i>	200
<i>Grilled Chicken Salad</i> <i>Iceberg lettuce, tomatoes and boiled egg tossed in light italian dressing</i>	250
<i>Greek Salad</i> <i>Iceberg lettuce, black & green olives, tomatoes, cucumber and feta cheese tossed in citrus vinaigrette dressing</i>	200
<i>French Fries</i>	100
<i>Cheese Fries</i> <i>Imported premium quality, cheese sauce</i>	125
<i>Chicken Nuggets With Fries</i>	200
<i>Spring Roll (4 Pcs)</i>	200

Burgers & Sandwiches

<i>Chicken Salad Sandwich</i> <i>Brown bread, mayo, celery and pickles</i>	225
<i>Classic Cheese Burger</i> <i>½ lb pure beef on toasted sesame bun</i>	275
<i>Chicken Burger</i> <i>½ lb pure chicken on toasted sesame bun</i>	275
<i>Philly Cheese Steak Sandwich</i> <i>Beef tenderloin, mushrooms, onions, & cheese sauce</i>	275
<i>Tuna Salad Sandwich</i> <i>Tuna, mayo, celery & capers on toasted brown bread.</i>	250
<i>Station Club Sandwich</i> <i>Chicken breast, roast beef, cheddar cheese & egg</i>	275
<i>Chicken Tikka Sandwich</i> <i>Chicken breast, cheddar cheese on brown bread</i>	275
<i>Chicken or Beef Hot Dog With Fries</i>	150
<i>Chicken Burrito</i> <i>Roast chicken, iceberg, cheese, salsa & sour cream</i>	250

)) Spicy

Main Courses

<i>Pan Seared Snapper</i> <i>Seared snapper served with baked potato</i>	275
<i>Fish & Chips</i> <i>Homemade tartar sauce</i>	275
<i>High Protein Platter</i> <i>Grilled chicken, boiled egg, fresh tomato slice, fresh cucumber, cheese & baked potato & brown bread</i>	275
<i>Beef with Broccoli</i> <i>Stir fried beef tenderloin with onions, carrot and broccoli</i>	400
<i>Beef with Spring Onions</i>)) <i>Stir fried beef tenderloin with green chilli and spring onions</i>	400
<i>Thai Beef Curry (Red)</i>)) <i>Coconut based curry with basil, lemongrass night shades and baby corn.</i>	375
<i>Thai Chicken Curry (Red)</i>)) <i>Coconut based curry with basil, lemongrass & red curry paste</i>	325
<i>Thai Chicken Curry (Green)</i>)) <i>Coconut based curry with basil, lemongrass & green chillies</i>	325
<i>Stir fried beef noodles</i> <i>Rice noodles and oyster sauce</i>	325
<i>Thai Beef with Basil</i> <i>Stir fried tenderloin with garlic & chillies</i>	350
<i>Thai Chicken Basil</i> <i>Stir fried chicken with garlic & chillies</i>	350
<i>Fish with Tamarind Sauce</i> <i>Crispy red snapper in thai tamarind sauce</i>	450
<i>Beef Mushroom with Oyster Sauce</i> <i>Beef tenderloin, mushrooms, onions & carrots</i>	400
<i>Chicken With Vegetables</i> <i>Chicken with carrots, peppers & onion</i>	350
<i>Sweet & Sour Chicken</i> <i>Tangy sauce with fresh vegetables</i>	325
<i>Chicken Chow Mein</i> <i>Noodles, chicken & vegetables</i>	300
<i>Sesame Chicken</i> <i>Crispy chicken in sweet & spicy sauce</i>	325
<i>Orange Chicken</i> <i>Crispy chicken in zesty orange sauce</i>	350
<i>Beijing Beef</i> <i>Crispy beef, green onion and special sauce</i>	350
<i>Kung Pao Chicken</i>)) <i>Chicken with roasted peanut & vegetables</i>	350

)) Spicy

Sweet & Sour Prawn <i>Tangy sauce with french vegetable</i>	550
Chicken Karahi)) <i>Served with 2 nans</i>	375
Chicken Tikka Masala)) <i>Chicken in creamy tomato served with 2 nans</i>	375
Chicken Fried Rice	375
Prawn Fried Rice	375
Vegetable Fried Rice	275
Steamed Rice	175

Pastas

Farfalle with Mushroom <i>Alferdo sauce with mushrooms & Spinach</i>	350
Pene Bolognese <i>Minced Beef with Marinara sauce</i>	300

Pompei Station Lunch Box Offer

1. Chinese Lunch Box 250
Includes vegetable fried rice + chicken spring roll + soft drink + your choice of any one item

Items

- Chicken with Vegetables
- Sesame chicken
- Sweet & sour chicken
- Kung Pao Chicken
- Orange Chicken
- Beijing Beef

2. Thai Lunch Box 250
Includes steam rice + chicken spring roll + soft drink + your choice of any one item

Items

- Thai beef with basil
- Thai Chicken with basil
- Thai Chicken Coconut Curry (Red)
- Thai Chicken Coconut Curry (Green)

)) Spicy

Wood Oven Pizza

	Regular 9"	Large 11"
Margherita <i>Tomato sauce, fresh basil and cheese</i>	350	500
Italian Sausage <i>Homemade beef sausage, fresh mushrooms and black olives with tomato sauce and cheese</i>	450	600
Grilled Chicken <i>Chicken cubes, marinated peppers and onions with tomato sauce and cheese</i>	425	575
Pepperoni <i>Imported beef pepperoni with tomato sauce and cheese</i>	500	650
Extra Topping <i>Cheese, mushrooms, jalapeno peppers, olives green peppers, onions</i>	50each	

Buffalo Style Chicken Wings

Regular	10 pcs	20 pcs	30 pcs	50 pcs (Party Pack)
Hot))	} 200	} 375	} 525	} 800
Hot B.B.Q))				

Beverages + Deserts

Coke, Sprite, Fanta, Diet Coke, Diet Sprite	40
Nestle Mineral Water	Small/Large 30/80
Chocolate Fudge Brownie	150

Please inquire for any additional menu

All Prices are exclusive of 17% G.S.T. / 1% SED

Launching Pompei Station – A case of Entrepreneurial Marketing

A. TEACHING NOTE

B. Target Audience

This case is written for undergraduate students taking course(s) in any one of the subject area namely Marketing Management, Services Marketing, Entrepreneurship.

C. Teaching Objectives

1. To understand the seven Ps of services marketing
2. To understand the process of differentiation and its importance in higher end resultants.
3. To understand the segmentation and targeting for restaurants in Karachi.
4. To appreciate the importance of word of mouth as compared to expensive advertising media.
5. To analyze the need for changing life style and the speed of change

D. Case Methodology

Case based teaching is one of the areas he practiced for over a decade. All facts and figures used in this case have been taken from the secondary sources and all sources are mentioned and appropriately acknowledged. This case is a teaching case and written solely for class room discussion and academic purposes only. It doesn't intent to illustrate either effective or ineffective handling of managerial situation. Materials or statistics provided cannot be used by third party as evidence. This strategy has been proved fruitful in describing fundamental concepts through case study design in many other cases (Anjam & Siddiqui, 2013; Fahim & Siddiqui, 2013; Husain & Siddiqui, 2013; Mangi & Siddiqui, 2013; Salman & Siddiqui, 2013; Siddiqui & Anjam 2013a; Siddiqui & Anjam 2013b; Siddiqui & Anjam 2013c; Siddiqui & Fahim 2013). More recently the marketing concepts in Pakistan have been illustrated through a single case study design in services sector (Siddiqui & Fahim 2014; Sibghatullah, Siddiqui & Siddiqui, 2016, Latif, Sibghatullah, & Siddiqui, 2016).

E. Opportunity for student analysis (Board Plan)

Difference between Entrepreneurial Marketing & Intrapreneurial Marketing

Marketing Management Practice

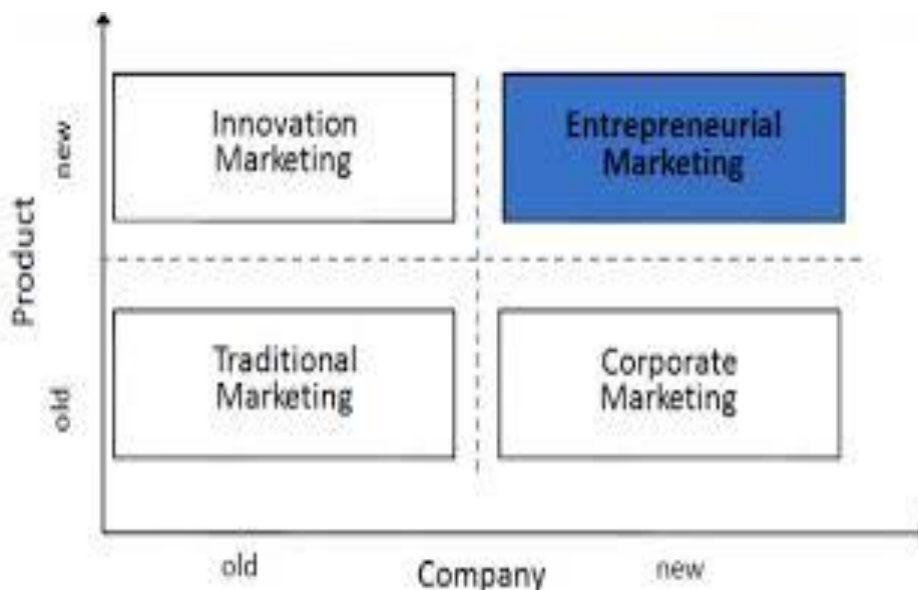
- **Entrepreneurial marketing:**
 - Businesses started by individuals
 - Creativity, drive, and perseverance are keys to success
 - The origins of "guerrilla" marketing
- **Formulated marketing:**
 - Professional, disciplined approach
 - Achieving a market orientation
- **Intrapreneurial marketing:**
 - Encouraging initiative at the local level
 - Putting creativity and passion back into the marketing effort

Major Themes in Entrepreneurial Marketing

Entrepreneurial Marketing: Major Themes



Entrepreneurial Marketing as strategic tool



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