

Syed Rahman

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MAR 100

Week D Assignment

Being in an active city like Salt Lake, it has you running around like a goose. Now with a productive day you need something to eat to keep you driven and satisfied throughout the day.

Now once a craving hits you want that specific craving for a while. I'm picky about where I get my food from. Now with Italian food on the list, I got to go big. Now my first deciding factor is money. I am still cheap at the end of the day because unless there is a special occasion I will not go overboard in price wise for myself. With ordering takeout I always go to apps like GrubHub/seamless as some restaurants have deals for ordering with them for the first time like 15% off or 10 dollars off, so when I see that it catches my attention.

First step is to check google on which is a close location with good ratings and reviews so there is not a long wait time for food to be delivered. My search bar contained of "Italian restaurants Salt Lake City." How off the bat the first one on the list "Valter's Osteria has the three-dollar sign meaning it is pricey. Now the next name caught my attention "Osteria Amore." It has 4.6 stars with 600 reviews. Now with customer reviews it just straight rammed with amazing photos and a perfectly written description of their whole experience. The main thing that was also repeated was the atmosphere of the restaurant. One person stated The atmosphere was lovely. The right side of the room was more lively (like other reviewers mentioned) so if you want a quieter experience ask to be seated on the left. Food overall was tasty and felt fresh. Our waiter was great and kept our drinks full. Ordered the gnocchi which was tasty, but it came in a "pizza bowl." Made it hard to eat. Should have just ordered pizza at that point. Still tasty, I just wish I ordered something different. Then I came to realization that they didn't do takeout, so I had to restart my consumer-decision making process.

Having to restart my search now I am getting anxious, so I find this restaurant called "Buca di Beppo Italian Restaurant" has a higher star review and was a bit on the pricier side. However what led me to that purchase is they have a 20% off the total for grubhub perk members and with the total being a good price it led me to that final checkout button on my phone.

When you market yourself in the restaurant industry the first-timers are the themost important ones. Now taking that risk and having 20% off for their first-time ordering online and they enjoy the experience, it can lead to them ordering more with full prices and recommending to everyone they know.