


## EXPANSION STRATEGY OF THE SHADDAY RESTAURANT TO GENERATE NEW POSITIONING IN BAHIA DE CARAQUEZ

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Bryan Bolívar Gonzabay Galdea<sup>1</sup> and Lilia Moncerrate Villacis Zambrano<sup>2</sup>

### ABSTRACT

The research aimed to expand its presence in the gastronomic market in Bahía de Caráquez, managing to emphasize the importance of using effective marketing strategies to stand out and attract customers, as well as the importance of maintaining the quality of food and service during expansion. The methodology used was quantitative and qualitative, based on descriptive research. The technique used in the survey process, the data collected were tabulated through the spss25 software. The research had a preponderant element, highlighting that Bahía de Caráquez is a growing tourist destination. Therefore, the expansion of Shadday restaurant is of vital importance at this time, taking advantage of the need and the opportunity to offer an attractive gastronomic proposal for tourists and for the economic development of the place by providing. to local and national-international tourists a full satisfaction in the tourist journey undertaken.

**Keywords:** Strategies. Expansion. Positioning. Economic development.

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<sup>1</sup> E-mail: e24000726234@live.ulead.edu.ec  
ORCID: <https://orcid.org/0009-0008-4255-5930>

<sup>2</sup> E-mail: Lilia.villacis@uleam.edu.ec  
ORCID: <https://orcid.org/0000-0002-2888-6363>



## INTRODUCTION

The Shadday Restaurant located in Santa Elena provides its customers with a gastronomic service, for which it has seen the need to expand to other provinces, but that requires a good implementation and a market study to verify if it finds a target audience that provides a good service to the community.

Therefore, it is necessary to create new positions in another province based on an experience lived in the Shadday restaurant to grow and increase the presence in the national market. By expanding into new locations or market segments, the restaurant can attract more customers and increasing its revenue can increase its brand visibility and generate greater recognition among consumers. This can help attract new customers and build loyalty among existing ones.

Therefore, it is necessary to achieve the following objective: research effective marketing strategies to stand out and attract customers to the restaurant. Introducing new products or product lines to reach different market segments or address additional customer needs, managing to expand the restaurant's presence in new geographic markets, either nationally to reach new customers and take advantage of growth opportunities. Therefore, it is necessary to establish clear expansion objectives and measure the results of the analysis to know where the company is heading and what new markets it is going to attack. And delve into the restaurant's current market to achieve maximum growth within it before starting the expansion.

According to (Argentaria et al, 2024.p.7) Expansion is a form of business development that is based on intensifying the effort in the current activity of the company. Depending on whether or not the current market is maintained and the improvement of the products offered

Expansions are very important for the development of a venture because they allow you to have more profit margin and cover is directed towards the development of a product or service in the company's traditional markets. It is based on the expansion or exploitation of the company's current business, so it is closely related to its current activity.

According to (vespucci et al 2024.p.9) The first step to expansion and growth is strategic planning. This involves evaluating your current business model and identifying areas that need improvement. Start by taking a closer look at your products or services, your marketing strategies, your customer base, and your competition. Look for opportunities to optimize these areas and create a new plan and strategy that will help your business grow. This strategic planning process should be an ongoing and regular part of running your online business.



Several key aspects of this process are mentioned, such as evaluating the current business model, identifying areas that need improvement, examining products or services, marketing strategies, customer base, and competition, and looking for opportunities to optimize these areas and create a new plan. and strategy for business growth.

According to (Villacis et al., 2022.p.14)The objective must be achieved through training, educational, technological strategies and actions to seek a better approach to customers and interact with them such as: Knowing what trends the new knowledge society handles, understanding the main characteristics that consumers are looking for when having a consumer experience, and thus provide consumers with positive emotions when purchasing products.

Some specific actions are mentioned, such as knowing the trends of the new knowledge society, understanding the main characteristics that consumers are looking for when having a consumer experience and providing positive emotions to consumers.

According to (carmedata et al 2022.p.8) Geographic expansion is a fundamental business strategy that drives a company's growth and presence in new territories. By expanding through the opening of new locations, whether in local, regional, national, or international markets, companies are looking to take advantage of new opportunities, reach a wider audience, and increase their market influence.

This expansion strategy is not only focused on growing the physical presence, but also on adapting to the needs and preferences of different cultures and markets.

According to (Acosta et al, 1989.p.19), positioning is essential for the success of a marketing campaign and the search for it should be a concern of the executive from the launch of the product. If a company has taken a position in the right direction, it will be able to navigate the currents of market change gracefully, taking advantage of the opportunities that come its way.

The paragraph mentions that positioning is essential for the success of a market campaign and that the search for it should be a concern from the launch of the product. In addition, it is highlighted that if a company has taken a position in the right direction, it will be able to take advantage of the opportunities presented to it and go through the currents of market change.

According to (Ries, et al 2019.p.13) Positioning begins with a product, a service, a company, an institution or even a person. It is a process of penetrating the mind of the potential customer. It is not correct to call "product positioning", since nothing is done to the product itself. It is true that these go through certain changes to be positioned in the mind of the potential customer, but they are mere changes in their presentation, price, name and



distribution. That is, they are "cosmetic changes", so to speak, in order for the objective to be achieved.

Positioning is a process that seeks to penetrate the mind of the potential customer and occupy a prominent place in it. It is not about making changes to the product itself, but about making modifications to its presentation, price, name and distribution to ensure that the potential customer perceives it favorably.

According to (Otamendi et al 2020.p.3) Companies consider that the market is made up of small groups or segments, which are more homogeneous than the total market. The positioning strategy is developed with a specific segment in mind, since it is not possible to be successful with a strategy that tries to appeal to the entire market.

Segmentation is especially important for small businesses and freelancers, as it allows them to specialize in a market segment and offer additional value that larger companies cannot provide.

According to (sterman et al 2013.p.7) Positioning is an essential part of brand identity. It is the central and general concept, from which messages and active communication to consumers will start. It expresses the competitive advantage over competing brands. It includes a very clear communication purpose and a specific target audience

Brand positioning allows companies to differentiate themselves from the competition. By identifying and highlighting unique selling points, companies can carve out a distinct space for themselves in the marketplace. It also helps define the brand's personality, values, and messaging, which are essential to building a coherent and cohesive brand image

## **MATERIAL AND METHODS**

The methodology to be used will be the quantitative method, the research will be descriptive, the technique that would be visualized is the survey, the same that will be done from the visit to the territory, the SPS27 software will be used to analyze the diagnosis, in the population of Bahía de Caraquez taking a sample of 90 people randomly using the finite formula which will help verify the need for expansion of the Shaday restaurant market.

In addition, the variables from the theoretical construct will be investigated, which will serve as a platform to support the application of the instrument, such as strategies and positioning. According to Villacis et al., (2020) It is important not to miss opportunities for establishments that adopt the application of promotional strategies through content marketing.



Regarding positioning, researchers Lemoine et al., (2020) Image is one of the most important variables in an institution, the same one that allows a greater prominence in the environment. Bearing in mind that we are currently living in a stage where perceptions are what influence the target audience, it is for this reason that positioning begins internally, so that in turn it can have an external impact and thus be able to enjoy the recognition that is forged in the minds of the audience of interest to customers.

To verify the elements of expansion, tourists and local people were asked about the experience of the contributions that the restaurants of the locality had given, it was done through the instrument of the questionnaire, asking the satisfaction of the tourist and the residents of Bahía de Caraquez

When asking tourists about the expansion of the Shadday restaurant, it was evident that it would be convenient to have a new restaurant with another gastronomic variety, which would help diversify the products to attract new audience, with this they would feel satisfactory local and national tourists. Therefore, it is strategic that the expansion is at the level of the coast, because it will help the coastal strip to have typical dishes of the place.

Another of the aspects that were analyzed with the responses of the tourists is the quality of service, offered by the Shaday restaurant, because the importance given to the welcome, service and quality of the product was seen that are managed based on the demands of the general public, this makes it position itself in the market optimally. In addition, the restaurant has been very generous to take into account the economy in this situation of the country, so at an adequate price according to the reality of the visitor

## RESULTS

Reliability Statistics	
Cronbach's alpha	N of elements
,965	5

As evidenced by analyzing the reliability of the instrument through the Alpha....

The survey was found to be reliable, resulting in a reliability of 0.96

Table 1. Does the community need a new peninsular gastronomy restaurant?

		F	%	%V	%A
Valid	Disagree	4	4,4	4,4	4,4
	Neutral	2	2,2	2,2	6,7
	I agree	47	52,2	52,2	58,9
	Totally agree	37	41,1	41,1	100,0
	Total	90	100,0	100,0	



When analyzing the results of the research, it was evident that the best scored people with 52.2% equal to 47, totally agree with 41.10% equivalent to 37 individuals and disagree 4.4% corresponding to 4 people, evidencing that a peninsular food restaurant is needed.

The majority of those surveyed (52.2%) agree with the need for a new peninsular gastronomy restaurant in the community. We could explore the reasons behind this agreement, such as the lack of options for this type of cuisine in the area, a growing interest in peninsular gastronomy, or the belief that a new restaurant could benefit the community in terms of gastronomic offer and employment

A significant percentage of respondents (41.1%) strongly agree with the need for the new restaurant. We could delve into the reasons behind this strong agreement, such as the passion for peninsular gastronomy, previous positive experiences in this type of restaurant, or the perception that a new restaurant could improve the quality of life in the community.

Table 2. You think diversifying your food and beverage offerings would help attract a new audience.

		F	%	%v	%A
Valid	Disagree	2	2,2	2,2	2,2
	Neutral	4	4,4	4,4	6,7
	I agree	54	60,0	60,0	66,7
	Totally agree	30	33,3	33,3	100,0
	Total	90	100,0	100,0	

The results that are reflected in the survey applied to residents of the city, where the most representative answers were directed to these according to the best scored, among the best scored, is its people with 60% equal to 54, totally in agreement with 33.33% equivalent to 30 individuals and in neutral 4.4% corresponding to 4 people, evidencing that diversification is essential to attract new audiences.

The majority of respondents (60.0%) agree with the statement that diversifying the food and beverage offering would help attract a new audience. This suggests that there is widespread recognition of the importance of adapting to changing consumer preferences and attracting different market segments.

A significant percentage of respondents (33.3%) strongly agree with the statement. These respondents may strongly believe in the benefits of diversification and be willing to support significant changes to the restaurant's food and beverage offerings.



Table 3. He believes that identifying strategic locations is critical to the success of the expansion.

		F	%	%V	%A
Valid	Disagree	3	3,3	3,3	3,3
	Neutral	3	3,3	3,3	6,7
	I agree	43	47,8	47,8	54,4
	Totally agree	41	45,6	45,6	100,0
	Total	90	100,0	100,0	

It is reflected in the survey applied to residents of the city, where the most representative responses were directed to these according to the best scored, among the best scored is its people with 47.8% equal to 43, totally in agreement with 45.6% equivalent to 41 individuals and in neutral 47.8% corresponding to 3 people, evidencing that diversification is essential to attract new audience.

A majority of respondents (47.8%) agree with the statement. This suggests that there is widespread recognition of the importance of selecting strategic locations to ensure the success of a business's expansion. Respondents in this category might believe that the right location can increase the visibility, accessibility, and attractiveness of the business.

A significant percentage of respondents (45.6%) strongly agree with the statement. These respondents may strongly believe in the critical importance of identifying strategic locations and may consider it as a determining factor for the success of a business's expansion.

Table 4. The promotion, attention, quality, adequate is crucial to attract new customers of the proposal that Shaday Restaurant would make.

		F	%	%v	%A
Valid	Strongly disagree	2	2,2	2,3	2,3
	Neutral	1	1,1	1,1	3,4
	I agree	51	56,7	58,6	62,1
	Totally agree	33	36,7	37,9	100,0
	Total	87	96,7	100,0	
Lost	System	3	3,3		
Total		90	100,0		

It is evident in the survey applied to residents of the city, where the most representative answers were directed to these according to agreement among the best scored is its people with 56.7% equal to 51, totally agree with 36.7% equivalent to 33 individuals and in total disagreement 2.2% corresponding to 2 people, evidencing that if promotions and quality and attention are essential to attract new customers.

The majority of respondents (56.7%) agree with the statement. This suggests that there is widespread recognition of the importance of proper promotion, care, and quality in attracting new customers to Shaday Restaurant. Respondents in this category may believe





that these strategies are critical to attracting and retaining customers in a competitive market.

A significant percentage of respondents (36.7%) strongly agree with the statement. These respondents may strongly believe in the critical importance of promotion, care, and quality in attracting new customers and may consider them as the pillars of Shaday Restaurant's success.

Table 5. You believe that maintaining consistency in food quality and service is essential during expansion.

		F	%	%V	%A
Valid	Neutral	2	2,2	2,2	2,2
	I agree	65	72,2	72,2	74,4
	Totally agree	23	25,6	25,6	100,0
	Total	90	100,0	100,0	

It was evidenced in the survey applied to residents of the city, where the most representative responses were directed to these according to the best scored, among the best scored is its people with 72.2% equal to 65, totally in agreement with 25.6% equivalent to 23 individuals and in neutral 2.2% corresponding to 2 people, evidencing that the quality of food is essential to be maintained during expansion.

The majority of respondents (72.2%) agree with the statement. This suggests that there is widespread recognition of the importance of maintaining consistency in food quality and service during expansion. Respondents in this category might believe that consistency contributes to building a strong brand reputation and customer satisfaction.

A significant percentage of respondents (25.6%) strongly agree with the statement. These respondents may consider consistency in food quality and service to be absolutely essential during expansion, as it can make the difference between success and failure in a competitive market.

Table 6. It is important that the restaurant shaday. Consider the economic aspect to build customer loyalty

		F	%	% v	%A
Valid	no	3	3,3	3,3	3,3
	Yes	87	96,7	96,7	100,0
	Total	90	100,0	100,0	

It is evident in the survey applied to residents of the city, where the most representative responses were directed to these according to the best scored is its people with 96.7% equal to 87, totally in agreement with 3.3% equivalent to 3 individuals evidencing that it is important to take into account the economic to build customer loyalty,

The vast majority of respondents (96.7%) expressed that they do consider it important for the Shaday restaurant to take into account the economic aspect to build





customer loyalty. This indicates that the majority of respondents believe that accessibility in terms of price and the offer of promotions or discounts can significantly influence customer loyalty.

A small percentage of respondents (3.3%) indicated that they do not consider it important for Shaday Restaurant to take into account the economic aspect to build customer loyalty. This could suggest that these respondents value other aspects of the restaurant, such as the quality of the food or service, over economic considerations.

## DISCUSSION

After analyzing several works similar to the research carried out verified in the authors (Villacis.et.al 2023.p.311) in the work entitled optimization of processes in purchasing to improve strategies in restaurants. He says that restaurants, whether they are small local establishments or renowned international chains, face a series of challenges in their purchasing process. These challenges can manifest themselves in a variety of ways, from fluctuations in food prices and irregular product availability to lack of control over ingredient quality and inefficient inventory management. These issues can erode profit margins, negatively affect customer satisfaction, and ultimately jeopardize the viability of the business. It is highlighted that these challenges can have a direct impact on profit margins, customer satisfaction, and the overall viability of the business. Several strategies are suggested to overcome these challenges, including negotiating contracts with suppliers to ensure stable prices and favorable terms, diversifying supply sources to reduce dependence on a single supplier, adopting inventory management technology to improve efficiency and reduce waste, and maintaining strict quality control standards to ensure consistency and customer satisfaction. These strategies are presented as practical and viable solutions to address the aforementioned challenges and protect the financial and operational health of restaurants.

According to (Juan Pérez .et. al 2018.p.7) in the work entitled, proposal of marketing strategies to improve customer loyalty in the tourist restaurant El Rincón del Pato in the city of Lambayeque, they state that the objective of a strategic marketing plan is to identify needs, problems and opportunities that can influence its financial base. You save money by becoming more efficient in your marketing activities, and you make more money by revealing new possibilities in your product line or in your share of the market. It is suggested that, by implementing a strategic marketing plan, the company can achieve two main goals: save money by making its marketing activities more efficient and generate more revenue by discovering new possibilities in its product line or market segment.



According to (Mariana Fernanda et al 2020.p.6) in the work entitled, sensory marketing and positioning in the restaurant sector state that currently, different companies around the world care about their customers remembering them and therefore apply different marketing strategies, however, most do not take into account sensory marketing, which is very important to achieve the positioning of a company, because they generate a sensory connection between the customer and the brand. It refers to the creation of sensory experiences that generate an emotional connection between the customer and the brand, using elements such as sound, smell, touch, taste and sight. By integrating these sensory experiences into their marketing strategies, businesses can create a deeper, more memorable connection with their customers

According to (Del Castillo Ventura et al 2021.p.1) in the work entitled, digital marketing and brand positioning of the cocotorete restaurant, Trujillo, 2021 currently state that in the era we live in, social networks have become a tool of a corporate nature that are used for commerce and to position a brand, as it constitutes a channel for the massive transmission of information due to the great reach they have. That is why they are very useful today for companies and individuals as they allow interactive and dynamic communication. It is highlighted that social networks act as mass communication channels, which means that they are capable of transmitting information to a large number of people in a short time. This is especially beneficial for businesses, as it allows them to reach their target audience effectively and increase their online visibility.

## CONCLUSIONS

Bahía de Caráquez is a growing tourist destination. The expansion of Shaday restaurant takes advantage of this opportunity by offering an attractive gastronomic proposal for tourists and for the economic development of the place, which will allow capitalizing on the constant flow of visitors and generating greater income for the business.

The results have shown that in Bahia the market and understanding of local preferences are crucial for the success of the expansion. Shaday has the capacity to adapt to the Bahía de Caráquez market by offering a menu that is in accordance with the population and the tourists who visit it, in addition to having a gastronomic experience that is in accordance with the preferences of the place and visitors.

The Shadaay restaurant has a commitment to sustainability and social responsibility, which is what every population that works with the care of the ecosystem of the community of Bahía de Caráquez needs. This not only improves the perception of the restaurant, but



also strengthens its ties with the community and contributes to local development that will give sustainability to the population.



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