**Introduction**

Extra Healthy Foods (EHF) is a fast food outlet that aims at providing healthy food products to its consumers. Given the increasing cases of lifestyle-based diseases, many people have become victims of the unhealthy foods offered by ordinary hotels and restaurants, as they mostly focus on maximizing their profits at the expense of their consumers' health conditions. EHF wants to close the gap of health challenges and avoid the increasing costs associated with addressing the illnesses that are caused by poor eating habits, for example, diabetes, hypertension, and obesity(Ogden, Carroll, and Flegal, 2012). EHF's target market includes young school-going children, college students, individuals in white-collar jobs, and older people. For EHF to succeed in the current market situation, hotels and restaurants are recommended to minimize the number of customers visiting their premises and emphasize take-away. It will adopt an appropriate marketing mix that will entail product improvement, effective pricing strategies, adequate promotion, and effective distribution of its products.

**Product portfolio**

EHF considers the current health challenges faced by consumers regardless of age, primarily due to the Covid 19 that has significantly impacted people's social, economic, and social lives. Based on the developments of contemporary times, people's life and work are becoming busier. Consumers do no longer want to go out in their free time since this can jeopardize their health situations, but at the same time, they want to eat delicious food. The current dilemma is what the consumers should do.

EHF will provide on-site cooking service to make delicious food on-site that will consider the needs of its customers and the prevailing health regulations that aim to protect consumers from contracting Covid 19. The business food will provide milk products, including yogurt and cheese. Also, EHF will sell chicken that will be offered using different prices. The ingredients used in producing yogurt will be fresh, and maximum health precautions will be considered to ensure no virus will appear in the product that the consumers will take home or consume within our premises. While EHF will provide maximum health for its customers, the consumers' responsibility will also play a significant role. During this time that the entire world is dealing with Covid 19 epidemic, people need to wear masks and observe social distancing and wear any other protective gear when they go out. EHF will provide free nose masks at the entrance and ensure that all customers have their temperatures checked and their hands synthesized before being served. These services will allow more people to increase their consumption of the delicious foods that EHF will offer.

As part of its marketing research, EHF will use the feedback that will be provided by the customers to ensure the products directly meet the specific needs of its customers. For example, since old consumers require beverages with low sugar content, the business will liaise with well-established companies, including Coca-Cola and Pepsis, who will, in return, will be significant suppliers of bottled water. EHF will also outsource some of the services with the objective of lowering the production costs and maximize the annual profits.

**Price**

EHF aims at attracting new customers. In this regard, the business will adopt a penetrative pricing strategy that will entail setting the initial prices at a low level to attract customers who are loyal to the fast food outlets who are not considering the safety of their customers in terms of their health. The business will also adopt a psychological pricing strategy after one-year operations. Under this technique, EHF will set its prices just below a round dollar figure, for example, $2.99, since customers tend to round down when considering the prices of the products they want to purchase. The pricing strategy that the business will adopt will aim to make the products affordable, but it will enhance the perceived values used by consumers while making their purchasing decisions (Senauer and Seltzer, 2010). It is worth noting that consumers view brands that are highly-priced as having high quality. Nonetheless, premium pricing will be adopted when EHF will offset its initial costs, to avoid losing new customers who will be more interested in the variety of brands instead of the prices.

As more businesses engage in fast-food activities, EHF will regularly research the prices offered by its competitors. This strategy is essential for the business will adopt a competitive pricing technique, ultimately facing off its rivals within the industry. While setting the prices, EHF will also consider the market forces, including demand and supply of fast foods, since the Corona Virus epidemic has significantly impacted them.

**Promotion**

EHF will promote its services and products using various strategies that will be applied in order to achieve the required results. The business will first create beautiful vouchers that the consumers will use to purchase their products each time they visit the restaurant. The amount of the voucher will be small or large based on customer's consumption on the day. Since the customers will have various options to choose, the vouchers, which will be produced every month, will provide an excellent opportunity for customers to scrape prizes and select their preferred prize. Once the customers scape the prizes that are not favorable for them, they will still have an opportunity to share prices and use the same voucher to make future purchases. The chance to scrape prices is an excellent service for EHF since it will attract more customers.

EHF will invest in social media marketing, especially middle-aged consumers, who are a crucial part of its market segment. Given the increasing use of Facebook and Twitter, the business will create pages whereby customers will freely join and become members. In this way, EHF will use the platforms to communicate with its customers regarding new products and safety precautions that will be adopted as the business continues with its activities. Social media marketing ultimately triggers word-of-mouth marketing, especially as the business embarks on diversifying its product portfolio (Kerr, Patti, and Ichul, 2008). Holiday promotion is another strategy that EHF will adopt to improve brand awareness. The products that the business will provide are healthy, and it aims at improving the health conditions of its customers. EHF will employ a promotion technique known as Buy One Get One (BOGO) free. This means that once a customer purchases a single product during the December Christmas holidays and at the time of their birthday anniversaries, he or she will get an extra product for free.

EHF will use referral activities to win more customers. In the process of serving customers, and the customers have paid, the sales executives will tell the customers to recommend their family members and friends to the restaurant for dinner or purchase next time. Also, customers will be issued a card and be given an opportunity to write the recommended customer's name. Once the new customer accepts the invitation to purchase from EHF, he or she will make the recommending customer to be discounted during the future purchasing (Kerr, Patti, and Ichul, 2008). Additionally, recommending customers can choose to replenish money or recommend other people to obtain membership after spending. Apart from becoming a member and getting discounts, recommend and recommend that customers have some holidays and birthday gifts. EHF will also provide personal protective equipment to healthcare service providers as part of its corporate social responsibility. This promotional strategy will make the business and other financial institutions act as a responsible citizen in the current health challenges facing the world.

**Place**

EHF will not only rely on the physical location that it will be located in Madison Square, New York City, but it will also utilize the marketing opportunity that is provided by social media platforms. While the business will ensure adequate measures are adopted to avoid the spread of the virus, it will use social media to inquire about its orders and locate its customers' location using GPS technology. In this way, EHF will reduce unnecessary physical contact with its customers, thus not compromising our customers' health status. Since efforts are being made to contain the Covid 19 virus, EHF will, in the future, establish additional outlets in the emerging markets where the demand for fast foods is on the rise. For the business to succeed in these markets, it will develop a reliable supply chain consisting of wholesalers and retailers to ensure easier accessibility of its products.

**Conclusion**

EHF takes into consideration the health challenges that are currently faced by customers globally. Since the products that the business offers are health-sensitive, the target will comprise all consumers regardless of age. EHF will succeed in the market since it will focus on meeting each segment's specific needs. The on-site cooking service that the business will offer aims at providing delicious food that will make it attain a competitive edge in the fast-food industry. Given the stiff competition that EHF faces, the restaurant will adopt three major pricing strategies: penetration pricing, psychological pricing, and premium pricing. To ensure the discriminative pricing policy, EHF will use the feedback provided by its current and potential customers to set prices. As part of enhancing a positive brand-customer relationship, EHF will create vouchers that will allow the customers to scrape prices and be left with the prices that they will afford. Other promotional strategies that the business will employ are BOGO, social media platforms, Facebook and Twitter, and referral activities to win more customers. EHF will provide personal protective equipment that is currently demanded by providers of health care to ensure they are safeguarded against the Corona Virus. In reference to place, EHF will sell its products from its main outlet in Madison Square besides social media avenues.

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