Abstract—In this paper an attempt is made to carry out the study of ways to increase business for the company i.e. area mapping and initiating contact with target customers. The sole purpose of this research was to increase the customer database for a particular industry. The Industry which was selected for the purpose of research was hotel/Restaurant Industry located in Mumbai. A total 91 Hotels/Restaurants were visited for the purpose of research. The data collected from primary and secondary sources. Primary Sources includes direct interview with Restaurant, Restro-Bar and bakeries owners or managers & secondary sources includes the social networking websites, Chef 2012 booklet etc.

Index Terms — customer mapping, customer profiling, marketing approach, Hotel industries etc.

I. INTRODUCTION

In today’s world Importance given to health and hygiene is increasing day by day, Hence it goes without saying that a company is as good as its people / employees are, or as good as they perform. Ensuring a Safe, Healthy & Hygienic work environment is the first step towards Employee Wellness, This is where Equinox labs comes into picture. This Lab is specifically used for food, water and air testing. It is useful in identifying target customers. The target market of equinox Labs as a whole is:

- Corporate Client
- Food & Beverage Manufacturers
- Hotels & Restaurants
- Educational Institutes
- Hospitals & Healthcare
- Construction & Real Estate
- Households & Societies
- Pharmaceutical Companies
- Government Bodies
- Consultants
- Malls and Food Courts

Thus the target market of Equinox labs is diversified and it has huge potential to expand its services. With increase in awareness about health and hygiene the demand for the services provided by equinox labs will also increase and thus equinox labs has a great future potential.

In business we get bulk order so it needs combination of efforts to market our service. In some cases we had to educate the clients about testing services. How this service is important for them, what benefit they can get out of that package, by which process they can use services and many more. Thus the main objective of this research is:

- To effectively map the respective area and locate each customer on Google Map.
- Collect detail of each customer and make an excel sheet of the same.
- Classify all customers according to their purchasing capacity & categorize them in Category A, B and C.
- Arrange appointments of concerned persons who have decision making power or are decision influencer.
- Conduct meetings with company executive and pitch for sale.
- Handle obligations if any and try to resolve them.

For an efficient sales team balanced sales territories are an important factor. If a sales person’s territory is too big or if their workload is too heavy, they cannot effectively cover all customers and prospects. Likewise, a territory that is too small can lead to under utilized sales resources. Poorly managed sales territories can cost your organization more than just profits, but also time.

II. LITERATURE REVIEW

The Food & Beverages Industry in India has seen growth in the past few years. The most important fact is that the growth looks highly sustainable. Because of the changing lifestyle of the huge young population of India, the young generation has become more dependent on packaged food and outside food. This factor alone is capable of driving the growth to a great extent. Today companies are looking for finding alternatives for improving sales of their products. The Food and beverages manufactures needs services to comply with the New Food Safety Law, Safety & Standards. Services which are generally required by the Food & Beverages Industry:
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1. Development of Standards of Food Safety and Food Safety Law compliance
2. Ensuring Food Safety and Standards Act (FSSAI) Compliance
3. Maintenance of Food Safety as safeguard against the heavy penalties under FSSA
4. Ensuring Food Safety
5. Ensuring Mandatory Aspects
6. Ensuring Water Safety
7. Ensuring Air Safety
8. Consultancy & Guidance

III. MARKETING APPROACH

Marketing approach is the process to identify right customer, find their real demand (what level of service they want) and finding right channel to fulfill their demand with proper satisfaction. Before going to market research and its analysis we shall have to study about the company, product profile and enough training of sales process. If we classified that business according to marketing language it comes under B to B marketing where we don’t have consumer, so we have to deal with customer who are mainly corporate administrative, Hr executive, Maintenance Manager, F&B Manager etc. Because of its nature it is very challenging job to find the exact customer, decision maker, and customized package for every entity. To increase the sales and for doing effective area mapping for businesses various initiatives have been taken including lead generation system, telecommunication, identifying customers, enhanced training initiatives, etc.

In view of above particulars' the marketing steps undergone during the internship are enlisted below:
- Searching for the decision maker
- Calling and getting the appointment
- Meeting
- Pitching
- Closing

Searching for the decision maker:

This is the primary step for each customer. It is very important to find decision maker first rather approaching to the company/restaurants directly. So before going to customer we have to prepare data like, Is that the head office, who is the decision maker, Hierarchy of position in big Restaurants and Hotels. So during field work my first work to find the decision maker is available before asking for a meeting.

Calling And getting appointment:

While doing the ground work, we have to use that primary data to execute the plan of action. We have to call the customer and try to get appointment. This is a kind of contact may be inform of phone call or email where we have to try to introduce our self and our company profile. It is very important to explain the benefit which is going to get by customer, thus in appointment we decide the venue, time and day of meeting.

Meeting:

This is very important step on which fixture of deal depends. Actually when we meet some client we are the face of company so we have to maintain the proper company standards. Here we learn about
- How can you organize a successful meeting?
- Which type of preliminary exercise require for client meeting?
- How can you express yourself in within 10 minute?
- Which processes are required for becoming a good salesman?
- How can you handle the customer objection?

Pitching:

This is a sales term which generally using by every sales or marketing person. This is kind of convincing approach which combines various aspect of selling to generate sales, so by this we learn how to prepare sales pitch, then how to execute it. Customer make objection after or during the presentation. Objection normally pause the sells process because the customer either has not fully understood the product and its benefits, or is it not full agreement with us. Some time objection rise because of new market coverage means customers doesn’t know or aware of his needs and the ability of the product to deliver desired benefits. To read the mind of the consumer it is very important during the pitching, we must pitch the services in which he show the interest.

Closing:

Closing the sales process is the goal of any selling process, which comes after objections are effectively handled, and the customer is satisfied with the presentation and the product profile. During our Sip period, we have to think that the customer might take different tactics to ignore us. But our work has to create long relationship with the customer.
Segmentations

The target market is divided into various segments which are as given below:

Corporate Client:
- MNCs
- BPOs
- KPOS
- BANKS

Hospitality:
- Hotels
- Restaurants
- Cafeterias

Residential and Public:
- Homes
- Housing society
- Malls
- Theatres

IV. METHODOLOGY

Responsibilities as a food handler:

As a staff member who handles food or works with a surface that comes into contact with food, you could be required to undergo a Food Hygiene Training Course. Handling food safely is a key role in the everyday work commitments of a food handler. Without the proper food handling experience you may inadvertently cause food poisoning in your customers. Food poisoning is usually associated with vomiting, stomach pains and diarrhea, however in extreme cases or in cases with the elderly and young children, food poisoning can cause serious illness and even death.

1. Bad publicity and the loss of their reputation
2. Legal action taken by the customers.
3. Death of a customer in severe cases.
4. Closure of the premises by the Health Authorities
5. Loss of jobs for staff members.

As you can see the importance of proper food handling techniques isn’t just your employer’s responsibility, but yours as well. Food hygiene isn't only keeping things clean; it's about taking the appropriate steps to ensure that the food you handle is safe to serve and for your customers to eat. Making sure you follow the proper food hygiene procedures will make certain you have safe and happy customers, a clean and healthy workplace and you meet your legal requirements.

The following methodology was used for the purpose of research and to increase the business of a hotel/restaurant industry by area mapping and initiating contact with target customers.

A. Customer Mapping:

The assigned territory which was considered for research purpose is as follows:
- Fort
- Cuffe parade
- Kala ghoda
- Churchgate
- Appolo bandar
- Nariman Point
- Colaba Market
- Fort Gpo
- Andheri(west)

This is a very important marketing tool, which helps us to locate customers on Map. It includes each type of entity in target market who can do business with us we can say potential customer for future. There is a requirement of entirely cover area. South Mumbai has the Maximum Number of restaurants so we assigned that area. It includes Big Restaurants such as Chetana, Café universal, Café Mondegar Etc. To target in an area where maximum clients are available is the most important thing rather than covering the entire Mumbai and getting no positive response. If you want to know your area or your customer base first you have to locate them on map so that you can use it effectively for the purpose of marketing. Mapping is evaluation tool to evaluate the daily work of sales team by upper level manager. This is the most efficient step to ensure about effective coverage.

B. Customer Profiling.

Customer experience can be taken on the basis of offerings by a company—what kind of service do you provide to your customers ,its quality ,features, etc. Consumer’s experience can be changed or decided by adapting different ideas. To do customer profiling, first step is to collectively gather the information of area, next job is to classify them according to Business Potential. Profiling is a divisional tool which provides categories A, B, C to customers according to their purchasing power. Following are the criteria on which I did profiling:
- Size of the organization.
- Employee strength in that particular office.
- Number of the customer serving.
Based on Firms graphics, organizations were classified into the following three categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Terminology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Hot Customer</td>
<td>Someone who has a very high chance of becoming a client.</td>
</tr>
<tr>
<td>B</td>
<td>Medium Customer</td>
<td>Someone who might have a need in near future and an average Chance of becoming a client.</td>
</tr>
<tr>
<td>C</td>
<td>Cold Customer</td>
<td>Someone who has a very less chance or no chance of becoming a client.</td>
</tr>
</tbody>
</table>

V. RESULT & DISCUSSION

Following is the Graphical presentation of the profiling of total Number of customers visited. The total number of customers visited is 91.
Findings:
The conclusion we can draw from the interpretation above is which area to focus on:

- **Fort:** This area has the largest Potential; this area as it has got lots of future potential which can bring business.

- **Andheri and Navi Mumbai:** These areas are having large number of big restaurants and these areas are still untapped by competitors thus a very huge scope lies in this area to get the clients for the company.

- **Apollo Bandar and Churchgate:** The restaurants in these areas are already are following health and hygiene practices as they are in Prime locations of Mumbai. They already have their own testing agencies thus there is not much potential is these areas.

VI. CONCLUSION
Sales and Territory Development by area mapping and initiating contact with target customer is a very effective way to increase a business for a company. It helps a company to target in areas were the companies potential client lies. It is also a very cost effective media as it generally target the clients on one to one basis. With effective area mapping a company can increase business rapidly.

REFERENCES
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