3.1 Market segmentation

Market segmentation involves dividing the market into smaller groups of consumers with similar needs. There are different ways to segment the market: 1. Demographic segmentation: Based on characteristics such as age, gender, income and marital status. 2. Geographic segmentation: Based on location, such as country, city or region.

3.2 Target market selection

The target group for restaurants varies depending on the type of restaurant and the type of food it serves. In general, we will target families, young people, couples and all those who love eating seafood. We also target visitors who want to try local seafood. We will not forget the health-conscious who prefer healthy options of seafood rich in Omega3.

3.3 Competitor analysis

There are many seafood restaurants in Dhofar Governorate to compete with our restaurant, which makes the competition strong resulting in strengths and weaknesses as follows: Strength: 1. Food quality: Offering delicious and distinctive dishes can attract customers. 2. Excellent service: Well-trained staff can enhance customer experience and provide multiple options that meet the needs of different customers. 3. Location: The restaurant is located in a vital and easily accessible area. Weaknesses: 1. High operating costs: such as rent, labor, and ingredients. 2. Intense competition: the presence of many restaurants in the area can affect market share.