

New York City College of Technology, CUNY
Department of Hospitality Management
Janet Lafler Dining Room

MEMORANDUM

To: Professor Abreu, Director of service
From: Ivana Tjen, Student
Date: 03-05-2020
RE: Persuasive Memo

Janet Lafler Dining Room has a lot of competence to grow more in the restaurant business. It is can grow much more but I have notice as a consultant that J.L.D.R lack of an Advertising presence here to improve the business. I want to discuss as soon as possible what is trend app of ads are being used now days, easy to use for our customer, and also has advantages and benefits to Janet Lafler Dining Room. Now days we are living in millennial generation, which is everyone is using a smart phone with positive intentions for all the new technology came up an app of social media such as Facebook and Instagram. Both contain futures that make people easily to share not only a picture, comment, and check in, but put their company to sale their product.

I as a consultant of J.L.D.R want to recommend to J.L.D.R to use Facebook and Instagram as a tools to advert J.L.D.R to public, so J.L.D.R could growing bigger and bigger. In Facebook and Instagram has a feature call check in. Its feature allow all Facebook and Instagram users know where and what places they are going and where to other users. We can use this feature to promote J.L.D.R. for example when a customer comes first step is they have to check- in. Second after check in they have to post some picture of our food. And then let our server or manager know, and after we can give them a stamp card as appreciation with ten times stamp. When they get ten times stamp, we can give them a \$50 off to next coming.

For our advantages and benefits by using Facebook and Instagram app, First most of people using both app. Second this equipment make us to do social network easily because both app can be access anytime and anywhere. The last thing and the most important is it is free for us, because we don't have to put our ads or promote ourself. We let and allow the customer promote for us by check in and share some picture of our food, therefore thus this brings huge profits in our side. Thank you for your prompt attention to this matter.