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| Essential Activity – Topic 1 | |
| Student Name & Nr: | 18 |

Based on the case study on the 'Mama Africa' Restaurant, please answer all the questions to follow:

1. You are the new marketing consultant for the 'Mama Africa' restaurant. (18)
Propose a revised 'Marketing Mix' for the restaurant. (You may exclude 'Process' category from your answer.
2. Recommend six (6) ways in which the 'Mama Africa' restaurant can (6)
ensure a higher success rate in terms of Service Marketing Management'.

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| Submission date | |
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