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A Study on Customized Sales Promotion depending upon Gruel material Ingredient and Effects

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Abstract

The author could recommend suitable gruel in accordance with customer's needs to widen scope of selection and to increase customer satisfactions. The research would be of great help to increase sales. The professional entertainment could increase customers' reliability to be given more order: The author felt pleasant to greet customers owing to customers' compliments being healthy by taking gruel after cognizing ingredient and effects.

Keywords: Customized Gruel, Customer Satisfactions, Gruel material, Cook, Efficacy of Gruel

1. Introduction

The ones who are sick to lose energy like to take delicious gruel with plenty of nutritions. These days, young and healthy people often take gruel owing to menu developed for health and wellbeing, and double-income family buy kids' gruel and/or baby food at gruel shops. The author cooked gruel relying upon head office's menu and recipe because of chain store of gruel, and could attend an educational course at Seongnam to open my eyes and ears. The author attended three stage educational courses, 6-months food service industry top management course, 6-months merchant college course and 6-months graduate school of merchant college to learn a lot of things from good professors and lecturers. The author who was satisfied with current situation wanted to reform in order to create her own sales in

addition to sales with help of head office despite franchisee, and discussed purchasing of food material with head office.

The author bought rice as well as multi-grain from her acquaintance of farmer, and did fresh vegetable from farm product market. And, she bought marine products from frozen marine product distributor named 'Alchanhae' having customers of department stores, Hanaro Mart and Costco that had certification of HACCP (hazard analysis and critical control point) and SQF 2000 (international food safety system) from KFDA and to cook fresh and delicious gruel with plenty of nutrients.

The author read gruel related books, and searched for information on Internet, and visited gruel shops at another places, and looked for advice from head office to recommend customized gruel at selection of menu by using special knowledge and to investigate ingredients and effects of the gruel material:

2. Main Text

Table 1. Component and efficacy in accordance with the material of the gruel

Materials	Ingredient	Effect	Recommendation (customized)
Abalone	Protein, amino acid, calcium	Recovery of energy, high blood tension, myocardial infarction	Everyone, pregnant women
Eel	Calcium, iron, unsaturated fatty acid	Detoxification, skin beauty, stamina promotion	Everyone, except for diarrhea patient
Sea chestnut	Protein, calcium, zinc and vitamin	Night blindness, liver disease and stamina	Everyone, pregnant women, stomach disease patient
Chicken breast	Protein	Digestion, weight control	Everyone, diet food
Broccoli	Selenium, vitamin, Selporapen	Anti-cancer effect, immunity	Everyone, stomach disease patient

Steamed snow crab meat	Protein, amino acid, taurine	Fever reduction, detoxification, lessening of cholesterol	Children in stage of growth, patients in stage of recovery
Shrimp	Chitosan, calcium, taurine	Osteoporosis, growth	Everyone except for allergic patients
Curry	Curcumin	Anti-cancer effect, brain cell damage control	Everyone
Oyster	Calcium, zinc, mineral	Hangover, cardiovascular disease	Everyone
Manila clam	Lysine, amino acid, calcium	hyper-lipidemia, cardiovascular disease	everyone, stomach disease patient
Long arm octopus	betaine, acetylcoline , taurine	anemia, recovery of eyesight, nerve stability	anemia patient, others than dental disease patient
tuna	DHA,tocopherol, selenium	anti-aging, prevention of dementia, improvement of memory	everyone
dried pollack	protein, amino acide, phosphate, iron	immunity, detoxification, protection of liver function	everyone, students preparing for examination, mother
bean sprout	aspartic acid, calcium	recovery from fatigue, discharge of waste	everyone, diet food
beef	protein, amino acid, calcium	recovery of energy, anemia, promotion of appetite	everyone, others than cardiovascular disease patients
sweet pumpkin	beta-carotene, pectin, vitamin	diabetes, asthma, cough, edema, skin care	everyone, mother
perilla	omega-3, unsaturated fatty acid	anti-cancer, anti-aging, recovery of energy	everyone, mother

red bean	edible fiber, protein, vitamin	diuretic effect, edema, prevention of adult disease	everyone, diet food
pine nuts	gamma linolenic acid, vitamin, iron	prevention of obesity, cardiovascular disease	everyone, patients at stage of recovery
mung beans	protein, calcium, potassium, vitamin	detoxification, removal of fever, skin care	enteritis, fever patient, children at stage of growth
black sesame	potassium, phosphate, vitamin	anti-aging, growth, prevention of hair loss	everyone, diet food

3. Conclusion

The author cognized ingredient and effect of gruel material. The author could recommend suitable gruel in accordance with customer's needs to widen scope of selection and to increase customer satisfactions. The research would be of great help to increase sales. The professional entertainment could increase customers' reliability to be given more order: The author felt pleasant to greet customers owing to customers' compliments being healthy by taking gruel after cognizing ingredient and effects. The author's shop had two of gruel days a year:

3.1. National college entrance examination day

To greet test-takers on national college entrance examination day, shopkeepers opened door early morning to cook hot gruel and give it and to give handwriting letters and gifts and to pray for pass of entrance examination.

3.2. Dongji Day

Taking red bean gruel on Dongji day is said to defeat evils. On Dongji day, they sell red bean gruel in inexpensive price and open events at entrance of the shop.

The author gave gift card of coupon on sports competition of Seongnam city government to open event. The author would like to be of help to the society by cooking gruel.

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