

Yilkudi Kangrot Nengak

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COMPUTER ENGINEERING

INTRODUCTION

The Traditional Home-Style Restaurant (“THR”) will be a moderately priced 86 seat restaurant offering family style food and service. Broasted chicken, pot roast, steaks and pork chops along with classic hamburgers, wraps and generous salads are all on the menu. We will offer specialty selections including a lighter options and smaller portions for a children’s menu. The restaurant will be family owned and operated by Jeff and Betty Wright. Together they have over 25+ collective years experience in the restaurant and catering industry.

The primary objectives of the business plan for Restaurant are below:

To be the premier home-style restaurant in western Fort Worth, Texas

To provide quality meals at reasonable prices with exemplary service

Achieve Cover ratios of 1.00X at each lunch and dinner serving

To achieve Prime Cost Ratios lower than 65%

Mission Statement

Our Mission is to provide a unique and relaxing dining experience – similar to dining at home. We will strive to achieve this goal by: 1) by providing menu items incorporating quality ingredients at reasonable prices, and 2) we will be mindful of the well being of our customers and staff– treating each and everyone with dignity and respect – just like

we would at our own home!

GUIDING PRINCIPLES

Being Mindful of our Customers and our Staff:

Coinciding with our family values, we will treat both our customers and staff in a manner in which we ourselves would want to be treated (or better!).

Gratitude:

“An attitude of gratitude” shown to our customers, employees and vendors – because without their input, service, labor and time, our business would not be here without them!

Our Service:

Provide the warm and friendly service expected from a family-style restaurant creating an informal, comfortable environment which will make the customers satisfied and want to return again and again.

Company Description

The Traditional Home-Style Restaurant will be located 7950 Camp Bowie West Blvd, Fort Worth, Texas. The restaurant will be wholly owned and operated by Jeff and Betty Wright. The restaurant will serve a variety of classic home-style favorites from pot roast and mashed potatoes to patty melts and vanilla ice cream.

The restaurant will be open 7 days a week with hours as follows:

Monday 11:00 am – 9:00 pm

Tuesday 11:00 am – 9:00 pm

Wednesday 11:00 am – 9:00 pm

Thursday 11:00 am – 9:00 pm

Friday 11:00 am – 10:00 pm

Saturday 11:00 am – 10:00 pm

Sunday 12:00 pm – 5:00 pm

LEGAL FORM

THR will be organized as a sole proprietorship, wholly owned and operated by Jeff Wright d/b/a Traditional Home-Style Restaurant. THR is registered in the state of Texas a community property state.

START UP SUMMARY

The cost to open the restaurant is \$363,000. The majority of the expenses are in furniture fixtures and equipment totally \$110,000. The location requires some build-out and renovation totally \$50,000 and will require approximately 30 days to complete. The Wrights will sub-contract the work themselves.

\$175,000 of the start-up costs will be funded by the owners. The owner's source of funds is a combination of liquid assets and marketable securities, primarily from their existing catering business.

LOCATION AND FACILITIES

The 3,400 square foot restaurant will be located in a West Roads Shopping Center, a retail strip center located in the Benbrook suburb of Fort Worth, Texas. The restaurant is located in a major traffic area, at the intersection of Camp Bowie and Cherry Road.

Benbrook, a suburb of Fort Worth, Texas, has a population of over 51,000 according to the 2010 U.S. Census Report. The residential population in the immediate area is comprised of a mixture of single family and multi-family housing. The median household income is \$46,532. Major employers include Union Pacific and Bank of America

MARKETING STRATEGY AND IMPLEMENTATION

THR will position itself as the premier home-style restaurant in the Benbrook suburb of Fort Worth, Texas. We will do this by providing quality home style meals, prepared with quality ingredients at a reasonable prices. Customers will enjoy the quaint surroundings inside with the wood tables and checkered table cloths. Our restaurant will provide a relaxed atmosphere and when customers walk in they will be greeted by warm smiles and greeted just as they were arriving home.

The chains have tried to create home-style restaurants but where they have failed is in the personal aspect of the business. The POS system known as "The Expediter" used to monitor inventories and time meals has replaced one of the most important aspects of a restaurant – the friendliness of the staff! And in light of this, a handful of chain restaurants are beta testing self-pay tables!

Our customers will enjoy our standard menu fare, along with seasonal menus so that we can better take advantage of cost savings and stay current with some of the food industry trends.

Marketing Strategy and Positioning

We realize the success of THR will have to be achieved by doing more than serving great

food, and providing friendly service. We will utilize a marketing plan to build customer traffic. At THR we will continually strive to win more customers by being proactive rather than reactive in our marketing efforts and stay current with popular industry trends. We will achieve these goals by using the following:

Database: We will begin our campaign by marketing to our existing database of customers. We will email fliers announcing our grand opening. We will continually update our database by providing a fishbowl for business cards in the lobby and offer a weekly or monthly drawing.

Loyalty Program/Birthday Program. THR will offer a birthday/loyalty club providing a complimentary hamburger or chicken sandwich or wrap to the for the birthday person. A recent report from the National Restaurant Association explained how this simple technique can increase revenues as much as 15% due to repeat business.

Our restaurant team will also be active in the local community and we plan to take an active role by participating, sponsoring, and donating to local churches, sports clubs or teams in the market area.

We will also strive to develop rapport with local business as a quick, comfortable lunch choice. In the future, we plan on establishing a marketing campaign to call on the local business in the market area, deliver samples, and encourage them to consider our restaurant as the restaurant of choice for their next business luncheon

Promotion and Advertising Strategy

Location- The restaurant will be located in a strip center at the busy intersection of Cherry road and Camp Bowie. With easy access to Interstate 30 (less than ½ mile south) and located on the “going home side” (Western Corner) of the intersection. We will have Signage on the West Roads Shopping Plaza as well as signage over our entrance

Word of Mouth – We already have a database of existing catering customers and will

rely heavily on this method to attract and grow new business.

Participate with Costco as Small Business of the Month – We will leave our menu, a fishbowl for business cards and a small 'homey' display with the retailer announcing us as new entrants in the local restaurant arena.

Direct Mail – Bulk mailing either directly to potential customers or by including a postcard in a value-pack-type mailing.

Event Marketing -We plan on joining our local chamber of commerce and utilizing their networking services for our grand opening

Website

We will stay current with industry trends and have a webpage, Facebook page and Twitter site. Our menu, map, and hours of operation will be easily accessed. In the future we may consider fax or email orders as well a phone application.

Sales Strategy

Customer service is of the utmost importance. Customer surveys estimate that only 1 in 20 customers that have a problem in a restaurant will tell management about it. It will be our goal to provide a wonderful home-style meal combined with superior customer service. Training programs will include teaching materials to train our employees about service attitudes, customer perception and how to handle guest complaints. Jeff and Betty will conduct periodic staff meetings intended to review policy, increase guest satisfaction and to keep a general line of communication between staff and management. All guest complaints will be acknowledged by the staff and referred to management. Programs will be in place for all types of guest complaints. More serious complaints will be documented and kept on file. Customer feedback will be accomplished by customer surveys or the use of mystery shoppers.