



# TEAM ROME

MKTG-5300-0LA

“ Life's too short to eat anywhere else. ”







# Rome Team Members



**Nigerian**

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**Indian**

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**Bangladeshi**

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**Nigerian**

Favour Mike-Ewewie



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# INTRODUCTION

In 1965, Ruth Fertel mortgaged her home to invest in a New Orleans steak house.

Ruth a self-taught restaurant business owner, took risks expanding her business using an untested business model - the Franchise model.

A true pioneer and risk taker birthed the now over 93 restaurants - 42 company owned and 51 franchise owned in 85 US and 10 International locations.





# Five Critical Success Factors





# Beef Consumption

Key demand driver.

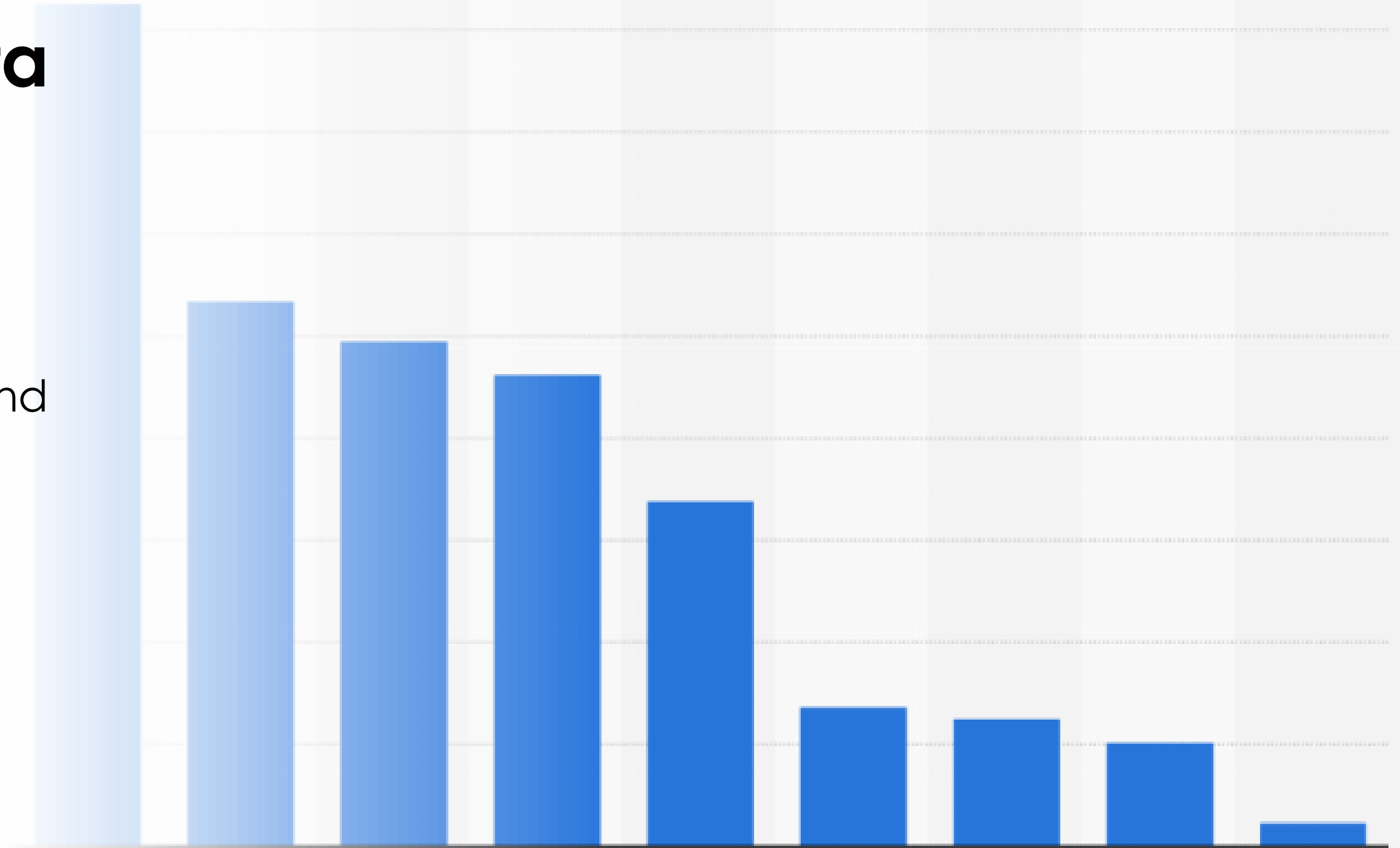
An indicator of potential consumption of beef and measures demand for high-end beef.



# GDP Per Capita

Purchasing power.

Represents affluence and  
spending power of the  
population.





# Urban Population

Market size.

Measures accessibility and prospective customers. The closer potential customers, the increasing demand to dine out.





# Business Difficulty

pH factor.

Captures the operational aspects involved in running the business and influences the cost of expansion.

Lower difficulty is better.





# Ranking

Business environment.  
The lower the rank, the better  
business environment it is.





# Countries for Consideration



 **LUXEMBOURG**

 **IRELAND**

 **QATAR**

 **NORWAY**

 **ISRAEL**

 **AUSTRALIA**

 **CHILE**

 **DENMARK**

 **SWITZERLAND**

 **HONG KONG**





# FACTOR RATING

	Beef Consumption (0.25)	GDP Per Capita (0.25)	Urban Population (0.20)	Business Difficulty(pH) (0.15)	Rank (0.15)	Index
	0.049	0.0524	0.0153	0.222	0.084	
Luxembourg	0.83	1	0.00064	2	0.25	0.79
Ireland	0.60	0.84	0.003	1	0.76	0.62
Israel	1	0.44	0.0099	1	0.64	0.61
Qatar	0.43	0.69	0.0029	2	0.2	0.61
Norway	0.44	0.84	0.005	1	0.92	0.61
Australia	0.67	0.52	0.025	1	0.86	0.58
Chile	0.72	0.09	0.0019	2	0.39	0.56
Denmark	0.54	0.52	0.005	1	0.97	0.56
Switzerland	0.44	0.73	0.007	1	0.63	0.54
Hong Kong	0.58	0.36	0.008	1	0.97	0.53





# Factor Calculations

Country	N_Beef Consumption in KG Per Capita	N_GDP Per Capita 2022	N_Urban Popul	N_Business Diffi	N_Rank	Index
Luxembourg	0.83	\$1.00	0.0006359	2	0.25263158	\$0.79
Ireland	0.60	\$0.84	0.0037187	1	0.75789474	\$0.62
Qatar	0.43	\$0.69	0.0028594	2	0.2	\$0.61
Norway	0.44	\$0.84	0.0050522	1	0.91578947	\$0.61
Israel	1.00	\$0.44	0.0099082	1	0.64210526	\$0.61
Australia	0.67	\$0.52	0.0253132	1	0.86315789	\$0.58
Chile	0.72	\$0.09	0.0189576	2	0.38947368	\$0.56
Denmark	0.54	\$0.52	0.0057400	1	0.96842105	\$0.56
Switzerland	0.44	\$0.73	0.0072028	1	0.63157895	\$0.54
HongKong	0.58	\$0.36	0.0082359	1	0.97894737	\$0.53

	Very Easy	Easy
Business Difficulty	1	2
	0	1
Rank	Higher Rank	Lower Rank

**Factor (Column Name) Weight (%) Justification**

**Beef Consumption → 25%** (Key demand driver)

- **GDP per Capita → 25%** (Spending power)
- **Urban Population → 20%** (Market size)
- **Business Difficulty (PH Factor) → 15%** (Ease of doing business)
- **Rank → 15%** (Competitiveness), Lower rank = better business environment.



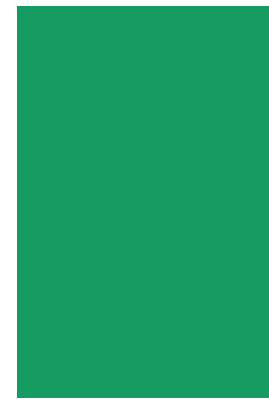


# TOP 3 COUNTRIES



**LUXEMBOURG –  
0.79 Index**

Best for ultra high-  
end dining



**IRELAND – 0.62  
Index**

Best mix of wealth,  
demand and  
ease of business



**ISRAEL – 0.61 Index**

Best for sheer beef  
consumption and  
accessibility



# Further Research for Ruth's Chris



**International  
Franchise  
Framework**



**Develop a  
prototype from  
existing  
International  
Franchises**



**Regional and  
continent-  
specific  
External Factors  
franchise  
business  
indicators**





THANK YOU