

Introduction/Business Problem

Everyone needs a good place to eat and celebrate with close friends. Unfortunately, this type of place is not always available when new visitors arrive at your home land. Wouldn't it be good to have a great place for food near the most important monuments and sites? Additionally, it is always convenient to have a nice variety of food styles in a zone where people can walk in and decide if the menu is worth the price.

Eating out presents a great opportunity to unwind, relax and enjoy a delicious meal in a great atmosphere. While this is what most people are looking for when they decide to dine out, it is not always what they get. There are some very good restaurants, but unfortunately, they are few and far between. People will always make a return visit when they enjoy the dining experience and it is to everyone's advantage for the restaurant to up its game! Following are some of the qualities or characteristics that distinguish between a great restaurant and other restaurants:

1. Serving high quality food

When people walk through the restaurant doors, they are expecting to enjoy their meal. A good restaurant does not compromise when it comes to serving great food. Setting high standards when it comes to the food quality is vital and it is important to ensure that customers get the same quality every time. Good serving quality and tasty food will earn a restaurant a good reputation, causing customers to make return visits. A good restaurant will have a highly experienced chef, who prepares meals using the best, high quality ingredients to ensure consistency.

2. The dining experience

Apart from serving good food, customers look for a good overall experience when they visit a restaurant. When you go out, you want to know that you are eating in a clean environment and getting the best service. A great restaurant will ensure that the wait staff help to enhance the guest experience through being courteous and maintaining a great attitude. The servers need to be knowledgeable about the cuisine, something very helpful when you love exotic cuisine! Addressing issues promptly and making sure that the food and drinks get to the customers in a timely manner is important.

3. The restaurant ambience

There is a good reason why successful restaurants invest vast resources to create the perfect atmosphere. The fact is that the atmosphere can go a long way in determining whether customers keep coming back or stay away. People like to have a dining experience that is enjoyable and this includes a great location, the right mood, the best character and the right atmosphere. The factors that affect the restaurant's ambience include the decor, comfortable seating, background music, openness, and the lighting. It helps to be unique or different as this helps the restaurant to stand out from the rest.

4. Restaurant cleanliness

Restaurant cleanliness is essential and it will determine whether customers enjoy the dining experience. No one wants to eat in a place that is dirty as it reflects badly on the overall service. Keeping the space clean is not something the management can take lightly as it can have very serious consequences. Cleanliness will help to avoid potential issues such as illness. Creating a good impression is very important and a clean space will encourage people to sit and anticipate a great meal. All areas must be kept clean and this includes the front and back of the restaurant, restrooms and employee areas.

5. Something unique

Most people are looking for something different when they decide to dine out. A great restaurant promises to offer something that is not available elsewhere. Being different is a good thing and it is a quality to look out for when choosing a restaurant. If providing good food and service is all that a restaurant can offer, that is nothing new. If customers can get the same experience from dozens of other restaurants, they are bound to overlook the restaurant. A great restaurant will have one or several unique features that will stand out in the patrons mind and this creates a competitive advantage.

6. The price factor

The price is an important consideration when people are dining out and it takes into account different characteristics of the restaurant. People pay for the overall experience and not just the food and that is why some restaurants charge much more than others. Restaurant customers expect the prices to reflect the type of food, level of service and the overall atmosphere of the restaurant. People will not complain when they feel that they are getting value for their money and a reputable establishment will always strive to set a balanced price. Prices that seem unreasonable will upset customers, discouraging repeat business while unreasonably low prices tend to raise suspicion about the food and service quality.

Considering all of these points, the objective of this capstone project will be to find the best location and type of restaurant that is needed to establish to satisfy the previous needs in my home town: Guadalajara, Jalisco (Mexico).