**Sam Fox**

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| Experienced Restaurant Owners Have Options for Growth Capital | Aprio |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| * Would like to transition his restaurant to a more gourmet type of restaurant. * Wants to use only fresh/the best ingredients to achieve a higher quality of food. * Hopes the improvements of food and quality will raise the restaurant to 5 stars making it a 5 star quality restaurant for people to visit. | * Meeting supply demands for the busy Restaurant * Making Customers happy * Increasing the Restaurant to a 5-star quality level * Using the best quality/gourmet ingredients for the food |
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| **QUOTATION** | |
| **“Nothing beats a freshly cooked meal with fresh ingredients”** | |
| **NAME** | |
| Sam Fox | |
| **AGE** | |  |  |
| 31 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Can’t order enough mushrooms/ can’t bulk order * Doesn’t remember previous orders. | **BOOKS** |
| Male | | **Crossing the Chasm by Geoffrey Moore**  **Zero to One by Peter Thiel** |
| **LOCATION** | | **BLOGS** |
| Victoria Street, Hamilton | | **Restaurant Manifesto** |
| **OCCUPATION** | |  |
| Full time retaurant manager | |  |
| **JOB TITLE** | |  |
| Retaurant Manager | |  |
| **HIGHEST LEVEL OF EDUCATION** | |  |
| Finished High School, Bachelor of Business Administration | |  |