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9 Steps For Writing a Business Plan –

**Olive Garden (Italian Restaurant)**

**Step 1 - Define your vision**

Bring people together to share delicious fresh baked Italian food. Allow guests to feel like a close friend or member of the family when they eat at the restaurant. Make them feel welcome.

**Step 2 - Set your goals and objectives for the business**

Concrete and achievable goals

* 100% guest satisfaction
* Become a leading restaurant
* Compete with other dineries
* Attract middle-class customers

**Step 3 - Define your Unique Selling Proposition**

Original Italian dining experience, High in Quality, authentic Italian food

Olive garden offers unlimited soup/salad/breadsticks to their customers along with their meal.

Family-style meals at low and medium prices. Take-home dishes. Wine to-go. Low-cost lunches

**Step 4 - Know your market**

Other Italian restaurants (Old Spaghetti, Uccelino, Violino etc.)

Low and medium cost family restaurants (IHop, Smitty’s, Muggnz etc).

**Step 5 - Know your customer**

Families from local communities.

Since Olive Garden is relatively low-cost (when compared to a high-class restaurant) and casual, the customer they tend to attract is the average middle-class family.

A variety of Kids’ Meals are offered, so both families with younger kids as well as mature/older families can enjoy meals there.

**Step 6 - Research the demand for your business**

$79 billion industry in Canada. 1.5% of the country’s GDP.

Restaurant Industry main trend went down through the last year because of COVID.

Delivery service is a new trend.

**Step 7 - Set your marketing goals**

* Ads showing families eating together on billboards
* online platforms that are visited often
* gatherings or events that that a lot of people attend and though charity.

**Step 8 - Define your marketing strategy**

Prepared with fresh ingredients for the food

Support online platform

Unique Menu Items, promotions (Ex. “Never ending pasta pass”, All you can eat)

https://www.forbes.com/sites/darrentristano/2018/08/23/olive-gardens-never-ending-pasta-pass-drives-buzz-marketing-and-consumer-value-for-just-300/?sh=4af229a62e16

Easy delivery methods.

**Sources**

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