





An Evaluation of Restaurant Performance

Group 5



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J KARAOKE BAR

Hip, late-night singing lounge

with a diverse menu of Asian-
American eats, cocktails

& happy hour

Yelp! Five Star Business



SUMMARY OF REVIEWS ON GOOGLE MAPS

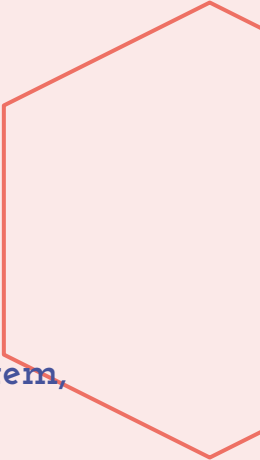


People like most about J KARAOKE BAR are

- Delicious food and drinks
- Reasonable price
- Roomy private rooms

People complain most about J KARAOKE BAR are

- Limited song selection
- Karaoke devices (microphone, sound system, etc.)
- Reservation process



WORDCLOUD OF THE REVIEWS



Positive words:

- [Room, Place, Private, Area] → Able to have private & spacious room"
- [Chicken, Food, Wing, Delicious, Soju] → Food and drinks are delicious and with much variety
- [Celebration, Friend, Group, Sister, Party] → Suitable for family and group of friends to celebrate
- [English, Korean, Selection, Music] → Have a wide range of music selection

Negative words:

- [Wait, List, Minute, Hour, Long, Notification] → Have to wait for a long time without notification
- [Service, Call, Employee, Slow, Tell, Bartenders] → Services are reacting too slow
- [Sound, Mess, Condition, System] → Poor stereo equipment and messy/smelly room

ADVICE TO THE OWNERS

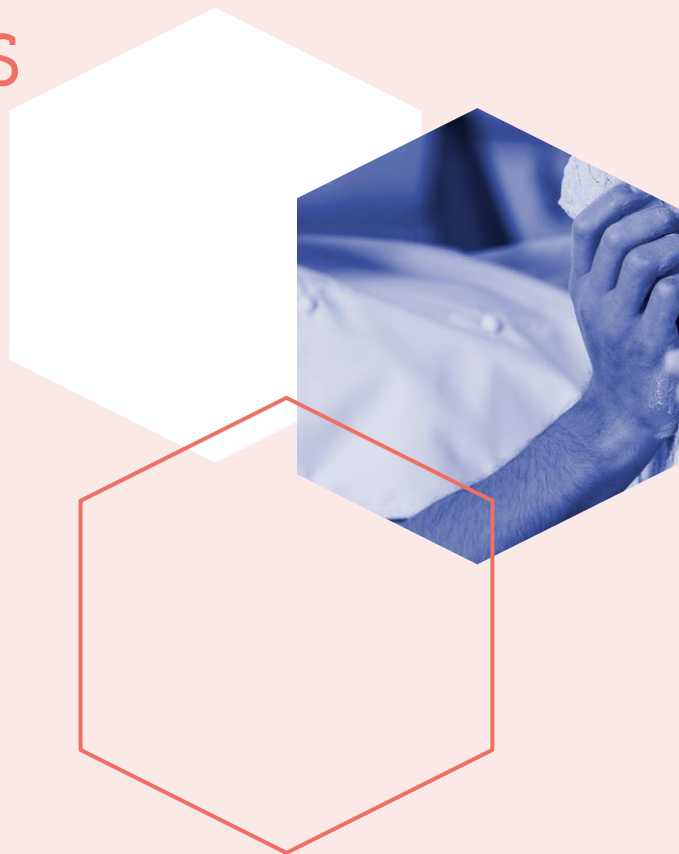
Fix and improve Sound System and Equipments
Update the music library constantly



Redistribute the bar room
Optimize reservation and notification system
Express lines for pre-booked rooms
Coupons and discounts for long wait times
Free snacks and extra service in waiting area



Hire enough staff
Train service staff
Set standards for service and cleanliness



COMPETITIVE ANALYSIS (SWOT) OF J KARAOKE BAR

J Karaoke bar is rated 4.5 in Google Maps, which is slightly higher than the average score 4.41 of 16 karaoke bar with more than 100 reviews in Las Vegas

Strength

- Private & spacious room
- Comparably good food

Weakness

- Relatively boring atmosphere
- Service level
- Shorter business hours

SWOT

Opportunity

- Asian Karaoke bars are more popular in Las Vegas
- The most popular karaoke in the neighborhood

Threats

- New comers with better but less reviews
- Aging devices lead to degraded user experience



Thank You!

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