

# Comprehensive F&B Analysis Report

## Company Overview

**Restaurant Name:** Bella Cucina  
**Industry:** Fine Dining  
**Founded:** 2015  
**Location:** North End, Boston, MA  
**Employees:** 40+  
**Revenue:** \$2.8M (Estimated)  
**Market Share:** 4.2%  
**Growth Rate:** 12% YoY

## Menu

### Antipasti (\$12.95 - \$18.95)

- Bruschetta alla Romana
- Carpaccio di Manzo
- Calamari Fritti
- Caprese di Bufala

### Pasta (\$24.95 - \$32.95)

- Linguine alle Vongole
- Tagliatelle al Tartufo
- Rigatoni alla Vodka
- Spaghetti alle Polpette

### Secondi (\$28.95 - \$45.95)

- Osso Buco alla Milanese
- Branzino al Forno
- Vitello alla Marsala
- Bistecca Fiorentina

### Dolci (\$10.95 - \$14.95)

- Tiramisu Classico
- Panna Cotta
- Cannoli Siciliani
- Torta al Limone

## Sunday Special

### Family-Style Sunday Gravy (\$32.95/person)

Available Sundays only

Traditional slow-cooked meat sauce served with choice of pasta, meatballs, Italian sausage, and braciolo, served with garlic bread and house salad

## Strengths

- Authentic Italian recipes
- Expert sommelier on staff
- House-made pasta
- Private dining rooms
- Strong wine program

## Weaknesses

- Limited parking
- Long weekend wait times
- Higher price point
- Smaller portion sizes
- No delivery service

## Atmosphere

- Rustic Italian décor
- Candlelit dining room
- Exposed brick walls
- Wine bottle displays
- White tablecloth service
- Intimate seating arrangements
- Live piano on weekends

## Key Clients

- Business professionals
- Special occasion diners
- Wine enthusiasts
- Tourists
- Local Italian community
- Anniversary celebrations

## Competitive Advantages

- Award-winning wine list
- Imported Italian ingredients
- Third-generation recipes
- Celebrity chef appearances

- Regular wine tasting events

## Key Performance Metrics

### Most Profitable Menu Items

1. Tagliatelle al Tartufo (75% profit margin)
2. Bistecca Fiorentina (62% profit margin)
3. Wine Pairings (82% profit margin)
4. Sunday Family-Style Gravy (58% profit margin)

### Digital Operations

**Online Ordering Breakdown** - Direct reservations: 65% - Walk-in diners: 20% - Third-party reservations: 10% - Private event bookings: 5%

### Customer Feedback Analysis

**Most Common Complaints** - Lengthy weekend wait times - Limited parking options - Small portion sizes for price - Difficult to get weekend reservations

**Most Praised Aspects** - Authentic Italian flavors - Exceptional wine selection - Intimate atmosphere - Professional service