**CASE: Applebee’s Restaurant**

**Case Type:**[*business competition*](http://www.consultingcase101.com/tag/business-competition/)*;*[*business turnaround*](http://www.consultingcase101.com/tag/turnaround/)  
**Industry Coverage:**[restaurant & food service](http://www.consultingcase101.com/tag/restaurant-food-service/).

The client is the owner of an Applebee’s franchise restaurant in the small town of Shelton, Connecticut (population ~42,000 as of 2022 census). The Applebee’s concept focuses on casual dining, with mainstream American dishes such as sandwiches, burgers, salads, shrimp, chicken, and pasta.A sign on a building

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Recently, the Shelton Applebee’s restaurant’s revenues are trending downward but costs are stable. Therefore, profits are shrinking quickly. What are your thoughts on:

(1) the cause of the issue,  
(2) how to help turn around the business.