

Getting New Orleans restaurant establishments back on track

Introduction/Business Problem

New Orleans is known for its wonderful restaurant establishments that dot throughout the city. Yet with the recent tragedy from hurricane Katrina and now the pandemic that has made the restaurant business suffer and struggle, New Orleans needs a little help with getting New Orleans' eating establishments back on its feet. This essay will go through a couple of ideas on how to help New Orleans get through this latest troubling issue. The startup company Help New Orleans is looking to do just that for New Orleans eating establishments.

One way is to look at the various neighborhoods in New Orleans and pinpoint neighborhoods that already have a lot of restaurant activity. Since the COVID crisis, these restaurants have suffered, since people were reluctant to dine in and to visit these restaurants. These neighborhoods could profit from having a local delivery place in its midst, that could expedite carry out orders and soliciting and coaxing people to order food from these restaurants to eat at home.

Another way is to pinpoint neighborhoods that could use another eating establishment, since it did not have many restaurants or eating joints where people could go eat. The company Help New Orleans would then work to find some chef entrepreneurs that could establish an appropriate eating place for these neighborhoods.

Thus, solving these problems in these two ways would help restaurants that already exist to use the services of a delivery service, and for areas with few eating places, the idea is to help local residents by establishing appropriate eating businesses nearby, and as a result, also help entrepreneur chefs to find suitable areas to establish a restaurant. Thus, this could target the local New Orleans residents, and the eating businesses as well.