

Hopper's BBQ and Company Inc. Expansion Project

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Introduction

Hopper's BBQ and Company Inc. has been in operation for over 15 years and located in beautiful Austin's downtown premiere district. With a line of at-home BBQ sauces, and huge catering to go options, it has made them a key attraction to eat at in Austin. Hopper's BBQ and Company Inc. has won best BBQ in Texas, two years in a row in 2017 and 2018. They also won best BBQ sauce in 2018 and 2019. Last year's gross earnings were 1.2 million in revenue.

Business Problem

Hopper's BBQ and Company Inc. is looking to expand and open another location in Texas. They have narrowed it down to two possible cities. Waco or Corpus Christi. Each location has its pros and cons. Waco is in the middle of the state, on the way to Dallas from Austin. Corpus Christi is located near the beach which gets thousands of visitors every day in the warmer months.

The main decision factor will be based on if it would be better to open a location in downtown or on the outskirts of town, based on the number of other BBQ restaurants in the area. Even though Hopper's BBQ and Company Inc. has had great success in a downtown location, they are open to new ideas and avenues to expand.