**Email #1**

|  |
| --- |
| From: Peta  To: Gilly  Subj: BAR ROLLOUT VS EXPANDED ROLLOUT  Hi Gilly,  Let me start by expressing my gratitude for your support and your contribution to this Tabletop tablet initiative thus far. I am sure with folks like you on this project success is assured.  You would recall that Omar has requested that we roll out the tabletop tablet initiative to all sections of the restaurant as opposed to just the pilot for the bar area only. Omars reason for this largely driven by the ambitious revenue goals and the need to take advantage of the opportunity that the expanded rollout will offer,  However, the expanded roll out has many pitfalls that are very risky in terms customer satisfaction, guests experience in our restaurants as well as Sauce & Spoon reputation in the business environment.  A bar focused roll out offers many advantages that include: provides learning experience that we can work on when we scale up. It also provides opportunities for training when we scale up.  A gradual roll out offers some protection to us in terms of the risks that will be associated with an expanded roll out. Expanded roll out needs to happen incrementally.  Gilly, I hope I can count on you to present a case to Omarand Deana in a gentle manner so that they can see the downsides of an expanded roll out. I will be setting up a meeting with you so that we strategize on how we will make a strong case for a bar focused roll out. Thank you for your time  Best  Peta |

**Email #2**

|  |
| --- |
| From: Peta  To: Alex  Subj: BAR ROLLOUT VS EXPANDED ROLLOUT  Hi Alex  Let me start by expressing my gratitude for your support and your contribution to this Tabletop tablet initiative thus far. I am sure with folks like you on this project success is assured.  You would recall that Omar has requested that we roll out the tabletop tablet initiative to all sections of the restaurant as opposed to just the pilot for the bar area only. Omars reason for this largely driven by the ambitious revenue goals and the need to take advantage of the opportunity that the expanded rollout will offer,  However, the expanded roll out has many pitfalls that are very risky in terms customer satisfaction, guests experience in our restaurants as well as Sauce & Spoon reputation in the business environment.  A bar focused roll out offers many advantages that include: provides learning experience that we can work on when we scale up. It also provides opportunities for training when we scale up.  A gradual roll out offers some protection to us in terms of the risks that will be associated with an expanded roll out. Expanded roll out needs to happen incrementally.  Alex, I hope I can count on you to present a case to Omarand Deana in a gentle manner so that they can see the downsides of an expanded roll out. I will be setting up a meeting with you so that we strategize on how we will make a strong case for a bar focused roll out. Thank you for your time  Best  Peta |