

Idea for getting Eat N Park back on track

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To: media@eatnpark.com <media@eatnpark.com>

 1 attachments (58 KB)

Proposal Argument.pdf;

Dear Becky McArdle

I am currently partaking in curriculum at CCAC where I have written a few essays that looked at solutions for restaurants affected by covid-19. As a result of course work I have put together a proposition that may be worth consideration by Eat N Park. I provide this proposition completely free for your consideration to determine if it may be of value to you to implement some or all the aspects of my proposition.

I have attached the proposal to this email and will post plain text below

thanks,
Noah

Jeff Broadhurst, as I am sure you're well aware, Eat n Park you have been one of Pittsburgh's leading restaurants for 70 years. Serving everything from omelets to the now renowned smiley cookie. You have also been a business that knows its roots and has continued to give back to the city that fostered it. I know I have worked for you, at your one of your most profitable locations. So I understand how the core business runs for the day-to-day operations as well as how it gives back. It is for these reasons why I have carefully crafted a plan for you to not only pull through the world changing pandemic but to continue to be the example that Eat N Park has been to Pittsburgh and perhaps beyond.

The big question for restaurants in 2020 is how do you get people to go out to eat while abiding by the ever-changing social distancing guidelines? The current picture looks something like this. You can't have a buffet anymore as that would get people to close together. Sit down dining is impossible to do without people taking off their masks so to mitigate that capacity is reduced to whatever number the state feels like for that day. Lastly, take out dining isn't

generating a ton of revenue because it is difficult to differentiate yourself from other restaurants when you only have two minutes with each customer. Like one owner said in a USA today article "There's no way we're making money" and he normally makes between double or triple(Schnell and Hughes). This doesn't include the people that stayed at home because they wanted to go out to enjoy their friends and family with their meal too. This should be right on the money thus far, but back to the question raised earlier. I believe that you are uniquely positioned to answer this question. The answer for this question would be a return to Eat n Park's roots to what it was all those years ago originally on Saw Mill Run Boulevard, a car hop.

The car hop business allows you to fix many of the current business issues in the shadow of the pandemic. The vaccine for this properly won't be ready until next year but here is what National Institutes of Health Director Francis S. Collins, M.D., Ph.D. believes about it "Having a safe and effective vaccine distributed by the end of 2020 is a stretch goal, but it's the right goal for the American people"(Phase 3 clinical trial of investigational vaccine for COVID-19 begins). Changing over to car hops would be a relatively inexpensive change though, so even if that "stretch goal" was achieved there would not be much money spent. As my plan would allow for the return of most of your workforce, you would have employees already hired, trained, and ready to go for more normal operations.

So the plan for reinstating Eat N Park car hops in 2020 would be as follows. Step one would be the purchase of new eating trays and tables for in vehicle eating. These could be metal easily wash lap trays, these could hold the plate or cafeteria trays could be purchased as well. There are also fourteen dollar trays that go into cup holders , these could be purchased alongside the metal ones so the customer has a place to put things (Zone Tech Car Swivel Tray and Storage Bin - Premium Quality 360-Degree Swivel Tray and Storage Bin Fits Most Car Cup Holder). Another cost could be a separate telephones for car hop calls if you decide to have

customers call in. Although I don't think that would be necessary. I estimate the cost to somewhere around two thousand per store implementation. That is the only foreseeable equipment cost for this change.

Step two would be rehiring of most of your employees. As there is a sizable pool of employees on seasonal employment that their summer jobs are not in operation as well as some who have yet to find other work I believe that should be people to cover the initial phase of testing the model. These people have already worked for you and will not require extra training. This way if the model fails you will at the very least have taken care of employees at that location. The only extra cost will be the labor that was not profit subsidized and on equipment for that location which can be sold or shipped to another location for testing. These employees would return to the closest duty that they originally had. For example waiters and waitresses would still be serving food. Busboys would still bring the dirty dish from the vehicles to the dishwashers. Hostesses would primarily be restricted to takeout orders but could also bring menus out as well. The salad bar could be tried once this works without it but since many of the employees are cross-trained they could be shifted to the positions of the most need.

Step three would be to put everything from the first two steps together and into action. Everyone would have to be explained how this is to work and briefed on their roles in our brave new world. This would be the initial phase of model testing. You would try this in a couple select locations that way you would be as heavily invested. Doing things this way would also provide the surrounding stores a place to draw talent from should there be a shortage of workers at the desired location.

I know that there are concerns with any change in operations, so I will go through the ones I believe most likely to need addressing. The big one of those on everyone's mind is this going to be profitable. While I can not guarantee any results I do have good reason to believe

that this will do well for you. For example, I have looked into the financials of sonic corporation which continued to be profitable year after year even before the pandemic earning just above seventy-one million in 2018 (Lock). On a more recent note, NBC reported that The Brownstone Pancake Factory in New Jersey owner said this about change over “We had to make it reservation-only because we were nervous for crowds. We were fully booked” and “our wait staff is serving tables again, they're making money”(Beckford). These are the outstanding results that I believe can happen to Eat N Park.

Another concern I wanted to address is since you already have takeout wouldn't people just eat in their cars if that's what they wanted to do. From a purely logical standpoint that makes sense. This line of thought is severely selling yourself short. “Eat N Park is the place for smiles” it says in every commercial, and we need a place like that more than ever right now. The point still remains though, you are not just selling food to your customers you're also selling the experience. I must have heard a hundred happy birthday songs throughout my employment with Eat N Park and each time smiles on everyone's faces. They came to us to enjoy their birthdays and to spend time with families and friends. Yes you can't bring people into the building but that isn't what makes the restaurant, it is the people inside it . That is why I believe that the car hop can work for you . I do really mean that you are uniquely positioned here not only do you have the people you have the space in your lots. You also don't rely on alcohol sales like most restaurants and the history is there.

In conclusion, I believe that you could turn the restaurant around enough to survive if not thrive even during the pandemic. I have tried to address the possible concerns since I know that any business change must be weighed. This all outlined in this document with minimal investment. These costs are all outlined in this document with minimal investment. I do believe that this proposal would be worth it for you and your business.

Works Cited

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