

The Carriage House Inn

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Restaurant Concept

Restaurant Name & URL

The Carriage House Inn
CarriageHouseInn.com

Food & drink

Upscale rural food offerings.
Site with focus on lunch,
with special attention to customizable salads

Customization

Salads:

- Garden Salad
- Traditional Caesar
- Spinach Salad
- Cobb Salad
- Chef's Salad
- Seasonal Salad

Add-ons:

- Filet Mignon
- Chicken Breast
- Jumbo Lump Crabcake
- Salmon Filet
- Grilled Shrimp
- Lobster Tail
- Sauteed Mushrooms

Also:

Soup
Sandwiches
Combos

Location

Emmitsburg, Pennsylvania

Delivery radius: Greater Emmitsburg area

Main target audience

- Seniors

Cost

Upscale for the area

Elevator pitch

Neo-traditional upscale fare for rural Pennsylvanians.
The Carriage House Inn Restaurant offers the finest dining experience in the area with seasonal surf and turf items, but the site will focus on take-out and delivery of customizable lunch options.

Strategy

Target Audience

The website will focus on the following target audiences:

Roles (groups of people with similar goals)

- Busy businesspeople
- Retirees
- Foodies

Demographics

- Gender - Even
- Education - High school/College graduates
- Occupations - Successful businesspeople, retirees
- Age - Senior
- Location - Rural

Psychographics

(personality, values, attitudes, interests, lifestyles)

Think of at least 5 details among the categories below.

- Personality & Attitudes:

- Professional
- Classy

- Values:

- Traditional
- Conservative-leaning

- Lifestyles & Interests:

- History
- Country living