

RESTAURANT EMPIRE

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1

INTRODUCTION OF THE RESTAURANT

“PONDEROSA”

-Type: American Steak House

-Concept: It is comfortable and ethnic restaurant decorated by picture of cowboy, boots, rain dance mask and authentic Iroquois teepee.

-Location: LA, USA

-Budget: \$500,000

-Running time: 36months (Jan. 2009 – Jan. 2012)

-Staff

3 chefs

1 captain

4 servers

2 kitchen porters

2 receptionists

-Menu

4 appetizers

3 soups

6 main courses

10 desserts

*many kinds of beverage/ breakfast is not available.

<Case 1- Training>

2

COMPLAINS AND SOLUTIONS

REPORT - COMPLAINTS

COMPLAINTS		SERIOUSNESS
Server Eugene Richards is rude!	(X 26)	☹☹☹☹
Server Camille Acreman is rude!	(X 23)	☹☹☹☹
The waitstaff in here are not very polite. Not even a "hello" w...	(X 57)	☹☹☹☹
Server Terry Torres is rude!	(X 12)	☹☹
The noise here bothers me - I like to eat in relative peace an...	(X 4)	
It takes some time for the food to arrive - I'm hungry!	(X 2)	
How can they offer such awful food and expect me to enjoy ...	(X 1)	



REPORT APRIL 2011 FOR ALL YOUR RESTAURANTS

	DAILY	MONTHLY
REVENUE	\$2,183	\$65,499
Cost of Goods Sold	\$829	\$24,876
GROSS PROFIT	\$1,354	\$40,623
EXPENSE	\$1,185	\$35,557
Salaries	\$209	\$8,066
Training	\$345	\$10,360
LIVE PERFORMANCE	\$0	\$0
Advertising Expenses	\$165	\$4,954
Maintenance Costs	\$375	\$11,275
Write - offs	\$0	\$0
Miscellaneous	\$0	\$0

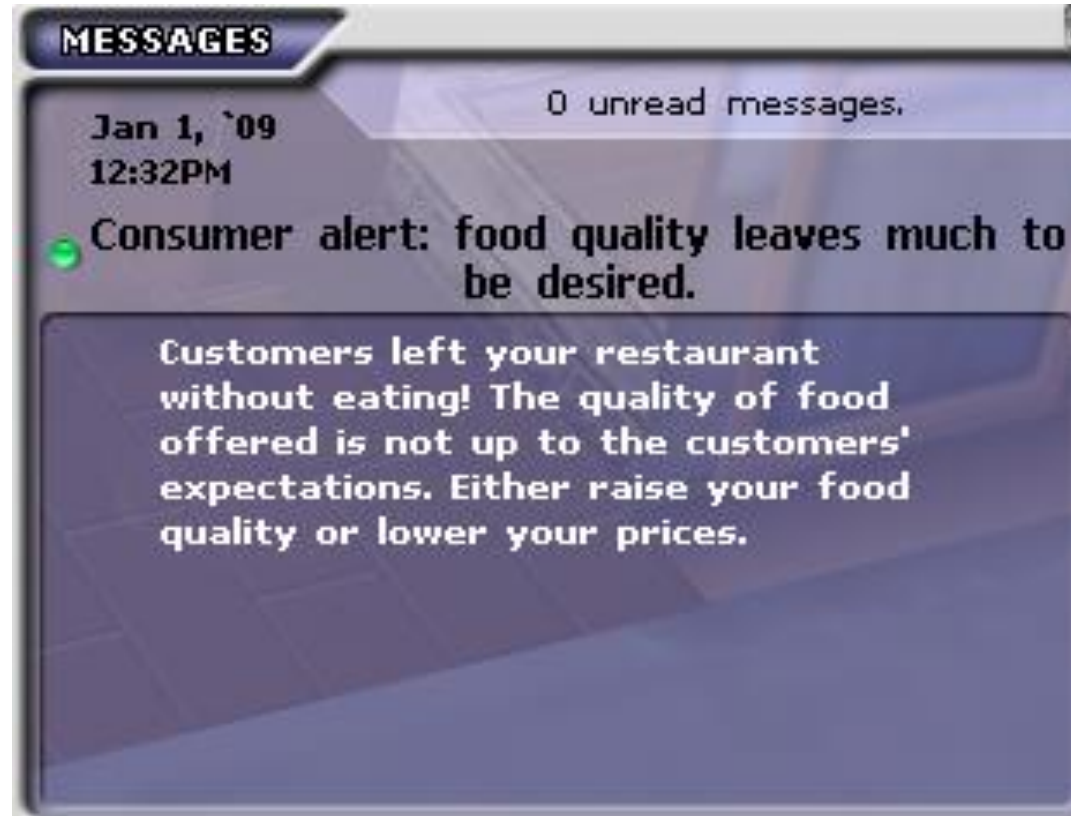
*Problems and solutions

- There were so much complains about Richards so he was fired.
- Acreman was rude to the customers so he was retrained.
- Overall, the training fee was increased and being a 2nd biggest part of the cost.

2

COMPLAINS AND SOLUTIONS

<Case 2- Quality of food>



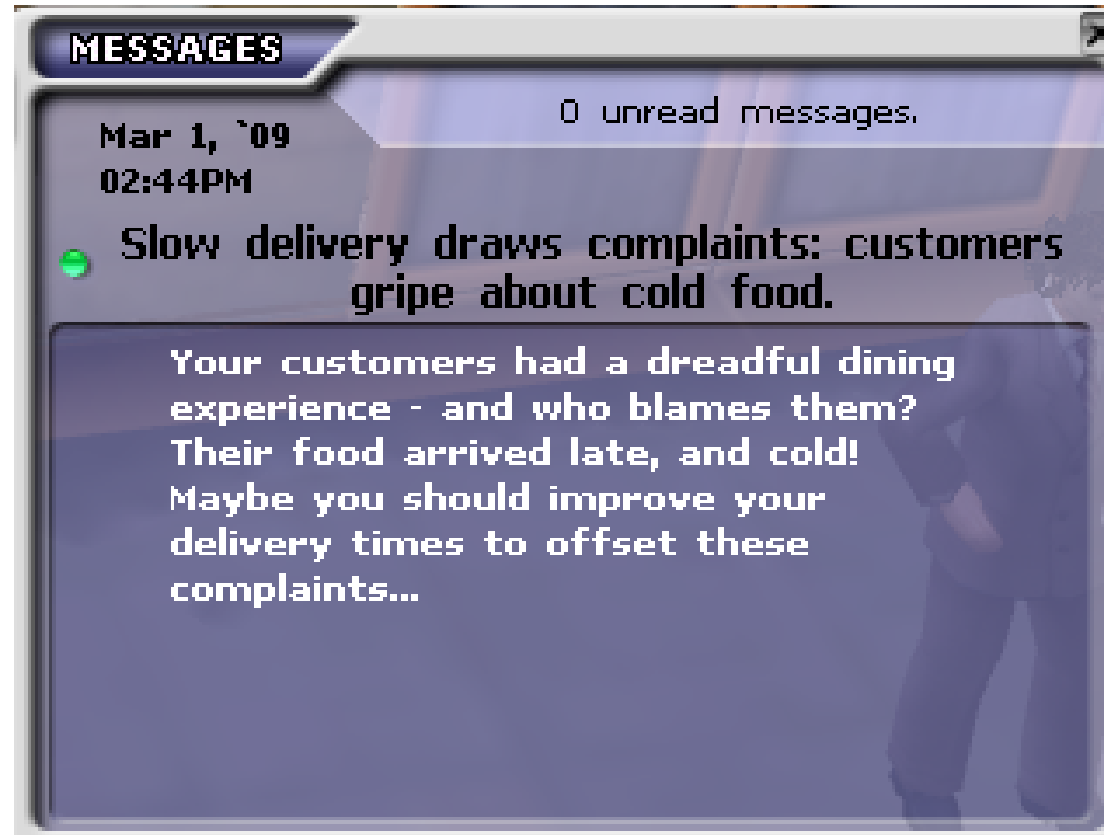
***Problems and solutions**

- There were some complains about the food quality so I changed the supply channel.
- Instead of offering cheap and lower quality of food, I bought some good ingredients and made excellent menus.

2

COMPLAINS AND SOLUTIONS

<Case 3- Delivery>



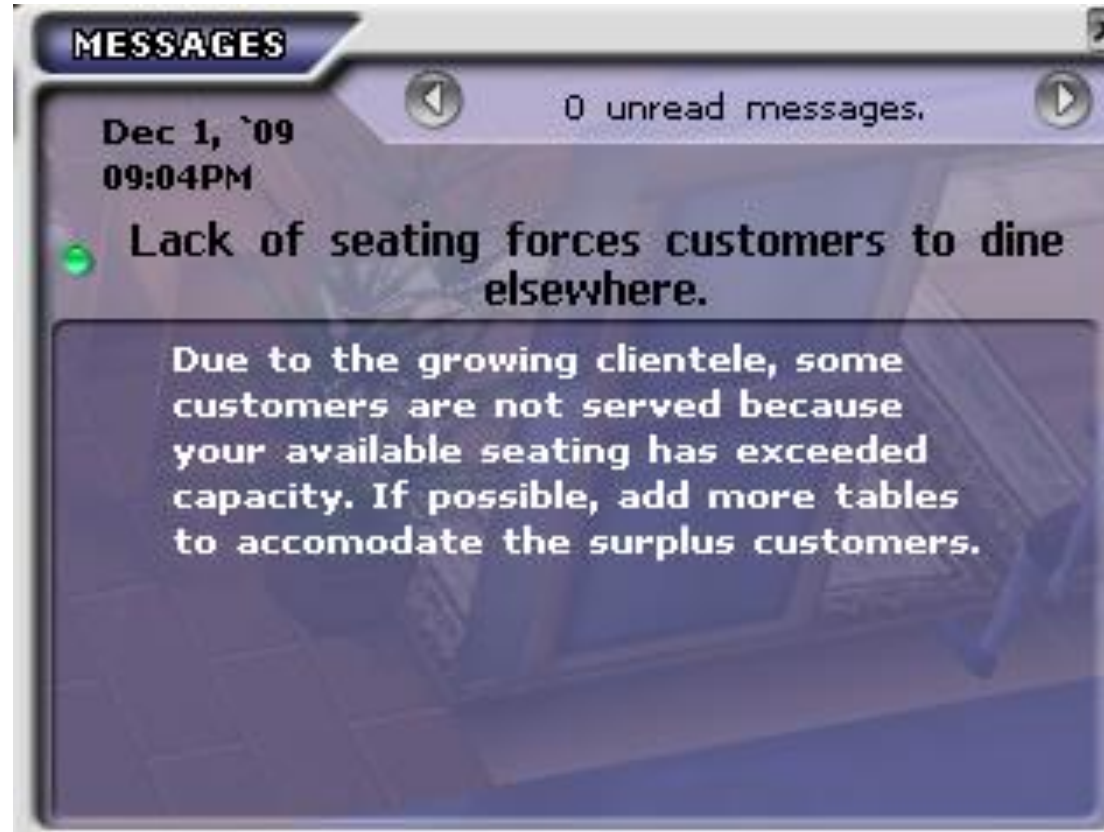
***Problems and solutions**

- There were some complains about the delivery so I set up the automated food ordering pos.
- Servers can concentrate on the delivery without taking an order from the customers.

2

COMPLAINS AND SOLUTIONS

<Case 4- Table arrangement>



***Problems and solutions**

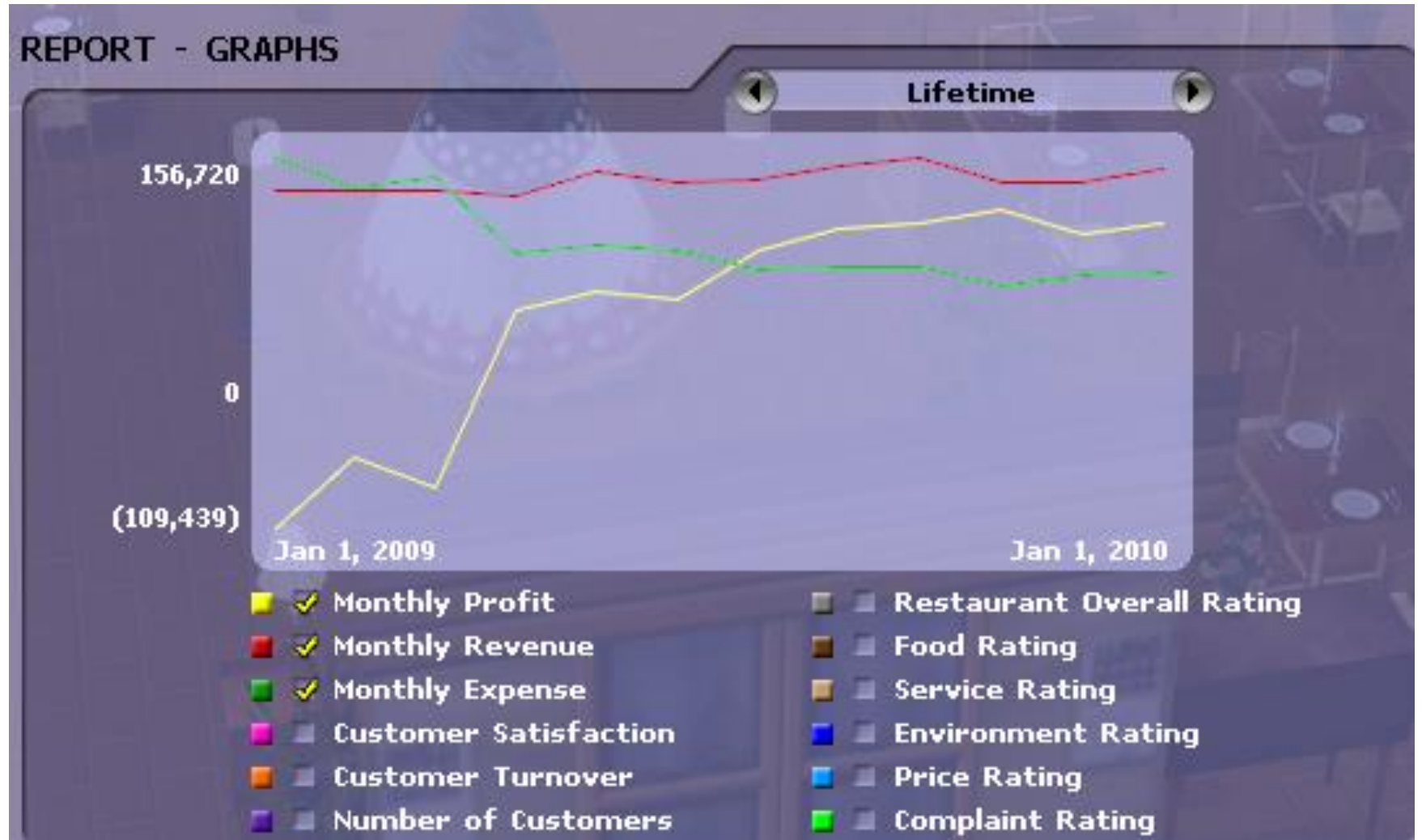
- Excursion of the tables was serious problem so I reduced tables for four and increased tables for two.
- Also I arranged the table setting more conveniently.

3

RESULTS OF CONSULTING

<Graphs of restaurant lifetime in 2009>

2009

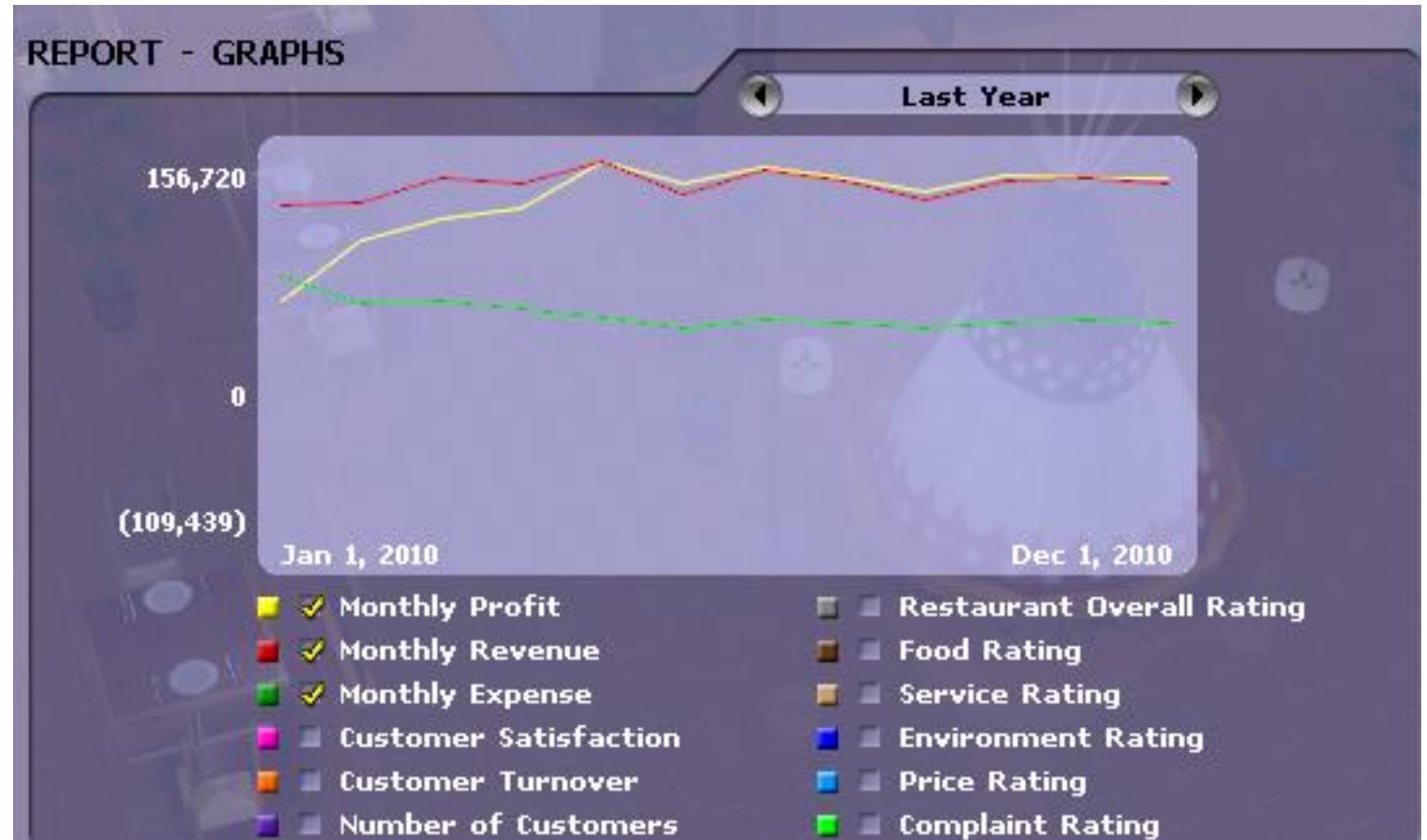


3

RESULTS OF CONSULTING

<Graphs of restaurant lifetime in 2010>

2010

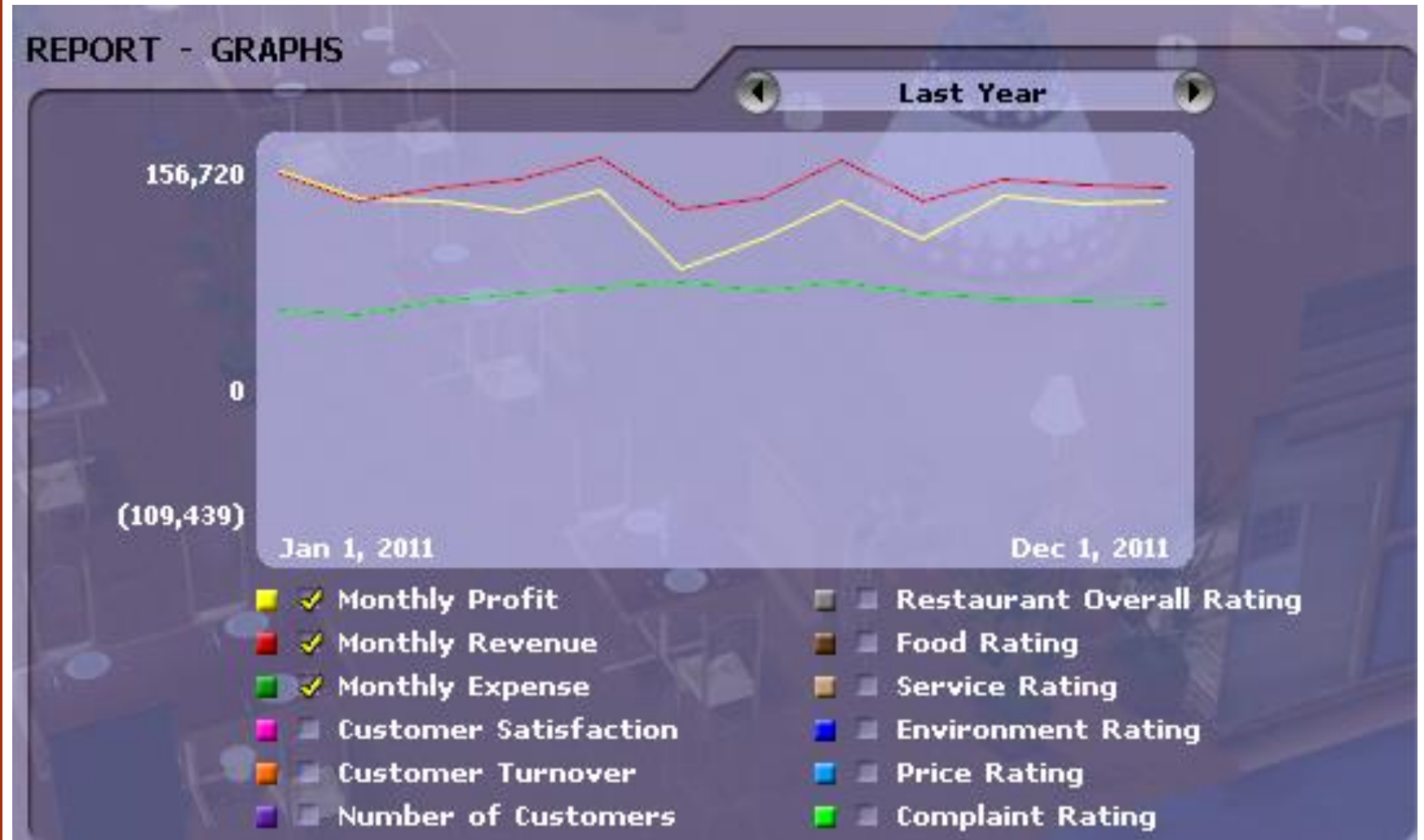


3

RESULTS OF CONSULTING

<Graphs of restaurant lifetime in 2011>

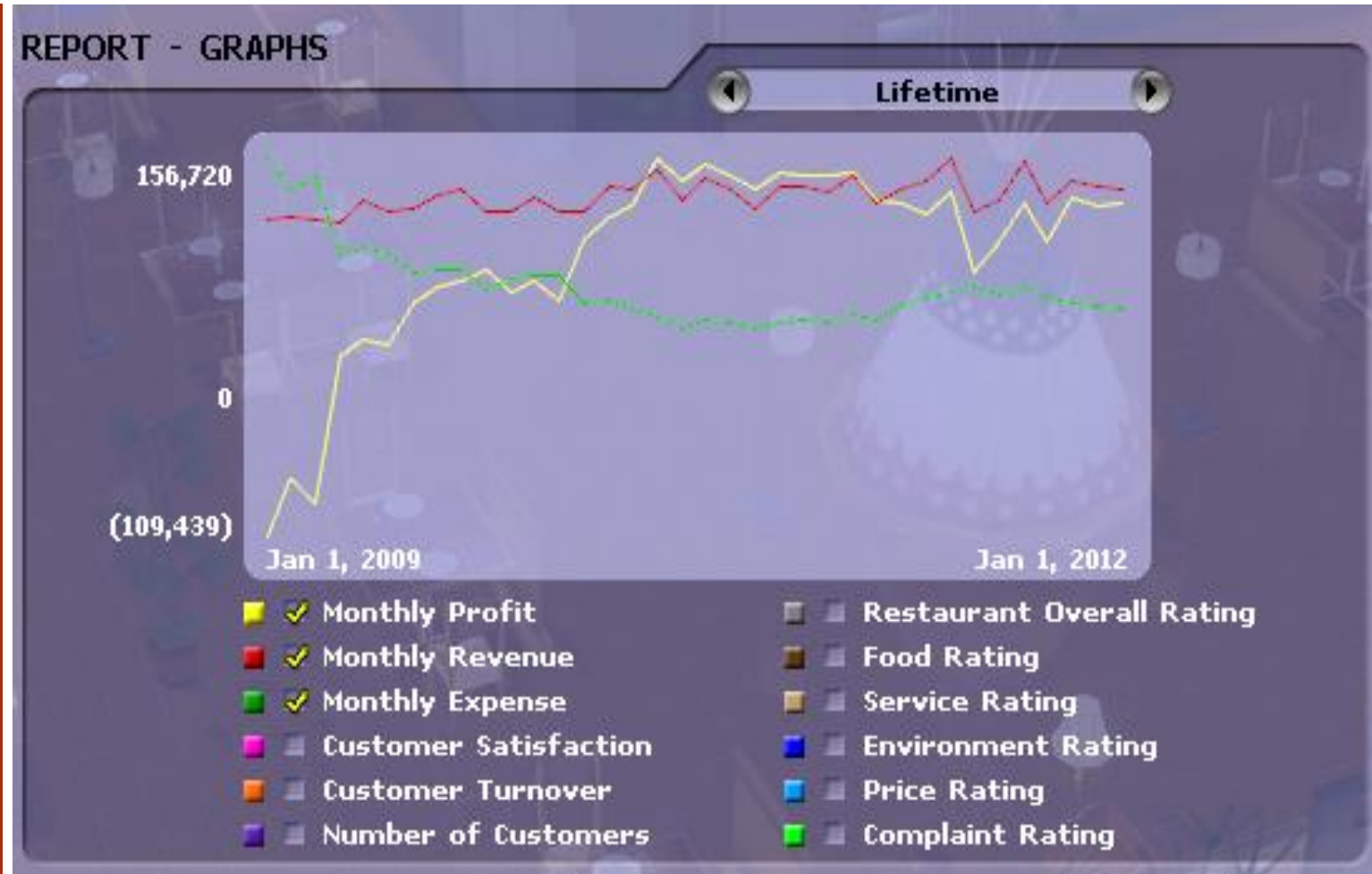
2011



3

RESULTS OF CONSULTING

<Graphs of restaurant lifetime>



*Evaluations

- It was gradually grown from the bottom.
- There was a pick area in 2010.

3

RESULTS
OF
CONSULTING

<Report of restaurant ratings>

***Evaluations**

- Service part was great but Comfort environment was bad.
- Overall, ratings were not so bad.

3

RESULTS OF CONSULTING

<Overall goals of the restaurant>



*Evaluations

- Good point: Monthly revenue and profit were quite good.
- Bad point: There were no goal achievement bonus and star chefs.

4

PERSONAL OPINION

OVERALL REVIEW..

I realized that three things are very important in the restaurant business: Endurance, Employee and Customer.

The endurance is important in the long term period. Although my first year's revenue was terrible and there was heavy deficit, I did not give up and keep going. So I could get successful results.

The employee is also important. All employees (chef, server, captain, porter, and receptionist) are valuable because they do their jobs differently. The restaurant cannot be operated correctly without one of them.

Honestly, the customer is the most important thing in the entire business. We analyze the target market, create the menu items, provide the food and then we can be paid. Therefore without considering the customer, there will be no profit and no business.

Thank you