

This is a project that we would normally do in class as a small group or Team assignment. I have modified it from the ProStart Management Competition packet.

OVERVIEW: You are to develop a New Restaurant Concept. You are to pretend that you want to open your restaurant in ProStartville, USA .

The geographic location of ProStartville, USA is at your discretion but use the following information to help you with your decisions.

ProStartville, USA is home to a diverse group of families, students, and young professionals. Residents of ProStartville enjoy a thriving arts scene, a large university with a strong sports program, an international airport, and unique neighborhoods.

- Population – 270,000
- Median age – 33
- Families – represent 29% of the population

Written Proposal Contents: There are 6 parts to this project.

1. Restaurant Concept Description (2 pages maximum): The following information must be included in the description:

- a) Type of establishment
- b) Purpose and impact
- c) Meals served (breakfast, lunch, dinner, etc.)
- d) Hours of operation
- e) Type of cuisine served
- f) Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)

2. Floorplan and Selected Restaurant Space Scenario (1 page maximum): You will need to choose from one of the 4 scenario's listed below.

Restaurant Space Scenario Options

There are four scenarios available to choose from. You may enhance your selected scenario but you may not change the set parameters.

- A. Freestanding – Located in the heart of Main Street, a spot just opened up in between the county court house and the ProStartville Community Center.
 - i. Pro: There's plenty of activity in the area to draw in customers by foot traffic.
 - ii. Con: Location in business district lends itself to busy days and quiet nights.

- B. Airport – Restaurant space available in the ProStartville International Airport in Concourse B after passengers pass through TSA security.
 - i. Pro: People are always traveling and the seasonal busy times mean big business.
 - ii. Con: The customer base is limited to travelers and airport employees.

- C. Food Truck – Perhaps the most flexible option. You are bringing the food to the masses.
 - i. Pro: You can bring your business to busy locations and popular events.
 - ii. Con: Limited working space within the truck so a dependable staff is crucial.

- D. Strip Mall – The strip mall is located near the large university and contains a nail salon, a craft store, a bank, and a few other new businesses opening up.
 - i. Pro: With new businesses opening up, they are sure to draw attention.
 - ii. Con: Due to the increased activity, parking may be a challenge.

Students must use one of the four scenarios provided to create a unique floorplan. A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. It should convey the restaurant's flow and the inclusion of features necessary to run a restaurant. Dining Room & Tables, Kitchen, Stoves & Equipment, restrooms, Storage, etc.

3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper.

4. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. The sample menu should be representative of how this information would be communicated to customers including pricing, and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper.

5. **Recipes:** For one (1) of the twelve (12) menu items, teams will provide recipes. Recipes should be typed.

6. **Marketing Tactics: How are you going to let people know your restaurant is here and what you have to offer.**

Teams will develop two (2) marketing tactics to launch their restaurant concept. Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic. Students are encouraged to use creativity to develop their tactics. Teams may not enlist the services of a PR firm, or a 3rd party agency, as a marketing tactic. Website and social media presence are not tactics in and of themselves. For the two marketing tactics, teams must submit a paper-based sample, which may not exceed one standard 8.5" x 11" sheet of paper, of the tactic.

- a) Examples of acceptable samples could include:
 - (a) Newspaper ad – mockup of ad
 - (b) Radio commercial – script
 - (c) TV commercial – storyboard
 - (d) Public relations campaign – sample press release
 - (e) Promotional giveaway items – photo or mockup of item
 - (f) Email campaign – email text and mockup of accompanying artwork

If you have any questions please e-mail me at Cathy.Mellard@dcctc.org