Template for Presentation

Restaurant Name (include explanation for name choice):

Restaurant concept description:

 Type of establishment:

 Purpose and impact:

 Meals served:

 Hours of operation:

 Type of cuisine served:

 Target market within ProStartville:

 Basic overview of décor:

SWOT Analysis (Strengths, weaknesses, opportunities, and threats):

Menu item most excited about:

Marketing Tactic 1 (include why it was chosen and why it will be successful):

Marketing Tactic 2 (include why it was chosen and why it will be successful):