Group Management Project

Restaurant Name (could also include reasoning for name choice and how it connects to concept):

Restaurant concept description:

 Type of establishment:

 Purpose and impact:

 Meals served:

 Hours of operation:

 Type of cuisine served:

 Target market within ProStartville:

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

Organizational Chart:

Description of Interior and décor and optional floorplan:

Sample menu (12 items) with item costs:

Marketing Tactic (1):

 Description

 Goal

 Budget

 Estimated ROI (return on investment)

Marketing Tactic (2):

Description

 Goal

 Budget

 Estimated ROI (return on investment)