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)