

El bulli case study

Business



What factors made el Bull the best restaurant in the world? Which elements of the whole experience create value for customers? There is no doubt that what Ferran Adrià created for its customer, is on the same concept as going to a big concert or visit a cultural attractive experience, been attracted for what it is next. The exclusivity of El Bull, the only access to enter and been accepted a reservation encourages a whole reserved and luxury event that only few can have. The food is so innovative and unique that it has a big knowledge behind the scenes of investigation and development.

This is what makes this place a mysterious instigation to adventure for the customer.

On the other hand, they developed this whole experience in a place in the middle of nowhere in which the clients have a beautiful landscape of the Mediterranean Sea and have the opportunity to taste a food creation with a sense you would never feel again. The food is not just a concept behind it, it makes a familiar taste but with a cooking technique never seen in the world, for example cooking with nitrogen something that makes it unique in taste and this opens you all the taste buds of the body changing all the sensory system at the time of eating.

This innovation mixed with the value creation and the whole strategy Ferran Adrià created, finally concludes in the best restaurant of the world. The presentation of the food, the staff that works on the restaurant did customers feel as if they were the only ones in the place, offering a warm welcome and a guide to enjoy each dish. Communication between staff and

guests were very fluid, making the experience of dining at lobule feel Like quite a ride. 2.

- What are the salient features of the creative process at El Bull?

On our opinion the salient futures of the creative process at El Bull are the creativity, the innovation, the research and development behind everything, the way of changing the common experience of going to eat on a restaurant, the demonstration that there is a whole way to create each recipe and showing them on a catalogue how they meet all gather and develop that recipe is a hard work to put into practice. First, the philosophy of the restaurant emphasizes strictly the creative process, which focused on Atria's creations ignoring all the possible barriers that stops you on the creation of this peculiar idea.

Secondly, a significant feature is that they have a laboratory exclusively dedicated to research and develop new techniques and recipes. Feral Dark mention that a lot of his creations where based on traditional recipes and the familiar conception, but he prints on a simple dish the capacity of a hole Innovative recess by his own creation, changing only little compositions which makes a huge different on the customer palate. This change is behind a science study created by Adair¹ and this new way of perceiving food is known as molecular gastronomy.

The most important thing of this creative process of El Bull is the organization behind the studies, there was a team composed by 10 members, in everyone has to study new lens AT creatively Tort making tens restaurant sun an amazing place. I nee were on practice every day, traveling <https://assignbuster.com/el-bulli-case-study/>

around the world searching new foods, new cultures, new ways of cooking and the correspondent techniques and timing of each product, making this people the most valuable team of the business, key strategy factors to have a tragic difference to the whole restaurant market.

Finally from the laboratory to the menu the process was concluded, but not on a 100%, the waiters at the moment of serve the customer, they were always listening to the critics and people comments so they can construct a detailed feedback on which they make changes thanks to this suggestions, but first was the creativity process and then the customers.