

# The sports restaurant

Business



September 12, The Sports Restaurant What is the business, the specific benefits/features that you will offer through specific channels to specific customers? The business, The Sports Restaurant, would offer healthy, organic food, and calories-based menu that does not compromise taste; yet observes adherence to the balanced diet, as proposed in the food pyramid.

2. Describe your customer in detail? The target customers are those who are conscious of their health and ensures that they maintain the appropriate body mass index (BMI), by engaging in regular physical activity and exercise. As such, nutritional benefits of the food that they eat are of paramount importance. These are male and female, from the wide age ranges of 20 to 50 years old. They are employed, and comes from the middle income level, with at least high school in academic background, and of mixed cultural, ethnic, or racial orientation.

3. Describe the benefits provided to your costumers? The benefits that are provided to the customers in patronizing The Sports Restaurant are as follows: (1) the opportunity to savor and enjoy a well-balanced diet, composed of organic food items, and prepared in the most delectable manner; (2) the menu is comprised of low fat, all natural food ingredients and organic supplements, and served in calories-based recommended meal serving; (3) as sports enthusiasts, the target market is expected to engage in regular physical fitness activities and exercises that require energy-giving food to sustain and support the healthy lifestyle; (4) the target market could opt to patronize the food, anytime of the day, and be off to their daily routine; and (5) the food is affordable and competitively priced, making it attractive to the consumers.

4. How will your business make money? The business will make money from <https://assignbuster.com/the-sports-restaurant/>

the following sources: (1) the prices of raw materials and all natural ingredients are expected to be low since these would be sourced from local dairies, farms, and reliable suppliers; (2) costs would be minimized in the actual work setting to make use of resources that are environmental friendly; (3) sales are expected to be optimized through situating the restaurant in commercial areas (business districts, universities, and community organizations) where people from all walks of life abound; and (4) human resources would be maximized to their full potentials through training and development programs.

5. What are the critical success factors for this business? The critical success factors for this business are focusing on the health-promotion aspect of the food items and menu which are offered. Likewise, by using all natural ingredients, the owners adhere to national health initiatives and conform to environmental friendly standards. In addition, the aspect that sets the restaurant apart from competitors is the fact that customers could request menus to be prepared according to their distinct tastes and preferences.

6. Describe your competitors and your market? The competitors would be specialty restaurants offering similar food items; as well as retail food outlets that serve salads, sandwiches, and prepared healthy meals on the go. Concurrently, the market is within the specialty food retail market focusing on healthy, all natural and organic ingredients.

7. Describe the features of your product/service that meets the benefits provided to your costumers? The products are food items and especially prepared menus that are made from all natural and organic ingredients, without sacrificing tastes, presentation, and adherence to the balanced diet, proposed in the food pyramid. As the customers are health conscious

individuals, the food prepared in the restaurant would definitely benefit their distinct needs.