



Executive Summary

Introduction

Between Courses LLC is a start-up firm aiming to serve the restaurant industry of Fairfield and Westchester Counties as well as expanding nationally through the use of their interactive website and online market research offerings. The company offers a specialized service to restaurant owners and managers in need of consultation in the areas of management, marketing, and food and menu options. The focus of this business plan is to identify the future target clients, explain the marketing strategy, and plan strategically the correct growth strategy to promote sustained profitability.

The Company

Between Courses is located in Danbury, CT and was founded on the principal that dining out with your family and friends should be an enjoyable and memorable occasion, any day of the week and at anytime during the year. This company provides a service to restaurants in Westchester and Fairfield counties of NY and CT, which have forgotten their core strengths and are in need of revitalization. The diverse package of services which Between Courses offers to their clients, mainly consisting of restaurant owners, includes various marketing research techniques, marketing strategies, and food and wine menu options.

The Services

The first package is the Temperature Gauge, which is a series of market research techniques to provide an analysis of the overall temperature with the restaurant's patrons, non-current patrons, employees, and competitors. This would involve the use of surveys and comment cards. The next level up is called the Marketing Guru, which is geared towards a restaurant that is content with their overall appearance, menu, and service, but needs help generating more business and buzz about their eatery. And the highest value of service package we offer clients is The Gold Standard, which involves a thorough marketing research plan, food and wine consultations, management overview, marketing analyses and recommendations, and options to engage a full restructure of the restaurant's layout.

The Market

According to the National Restaurant Association, the restaurant industry is worth over 550 billion dollars today; however there are a very high percentage of businesses which fail. Between one and three years after opening, 59 percent of all restaurants will fail and possibly file for bankruptcy. Some of the main reasons why restaurants fail include a lack of planning, not understanding their market or customer, and inability to adapt to change. There are a number of restaurant consulting firms which target chain restaurants, offering their services to help management and spice up the menus. The weakness of existing consulting firms is their strategy of applying identical solutions to every business. The main competitive advantages which Between Courses brings to the table are vast industry knowledge and experience, a strong management team, and customizable solutions for each client. Our marketing plan involves an interactive website with proven success stories, advertisements in food and wine magazines, and a complimentary comment card survey and evaluation offering for potential clients.