

John & Jennifer Daniels  
Anytown, BC

December 3, 2002

8972-99 Avenue  
Anytown, BC

Dear John and Jennifer Daniels:

Comfort Cravings menu will offer comfort foods that take customers back to a time when life was simpler. The restaurant design includes chrome tables and chairs, decorations from the late 50's and 60's and waitresses in poodle skirts. A city and a location must be found to nurture this business and help it to flourish and grow.

Here is the requested report "Finding a city and location for Comfort Cravings restaurant." The purpose of this report is to research and explore a potential city and location for the menu and atmosphere of the restaurant. The city must have a nurturing economy, a good foundation for business and a hungry demographic.

The information for this report was found in printed materials, online sources, and personal experience.

Thank you for giving me the opportunity to research a city and a location for Comfort Cravings. After reading this report please write down some comments for discussion and bring them to our January 3, 2003 meeting.

Sincerely yours,

Alison Neuman

# Finding a city and location for Comfort Cravings restaurant

Prepared for

John and Jennifer Daniels

Prepared by

Alison Neuman

December 3, 2002

## Executive Summary

The purpose for this report is to research and explore a location for Comfort Cravings restaurant in order to be considered for financial support. Comfort Cravings will offer a menu of comfort foods reminiscent of Mom's cooking. The decorative theme of the restaurant is the late '50s and early '60s. The city of choice is Anytown, British Columbia, Canada. Anytown is a good location to start a business because "small business generates 1 million annually" (The Anytown Chamber of Commerce). After studying the findings of the research the best location for Comfort Cravings is Lakeside Shopping Centre. Lakeside Shopping Centre is the choice because the area surrounding the centre has many older homes and a senior's center. A high percentage of the aging population do not like to cook their own meals and so they often come to Lakeside to have a hot cooked meal and a social outing.

Recommendations include offering a different menu than the other eating establishments within the shopping centre and reasonable pricing to draw in customers. Customers will be drawn in by sending out flyers advertising the grand opening of Comfort Cravings and the free beverages and pastries available on opening day. On opening day there will also be a draw for one individual to receive one free meal a week for two months to give the customers further benefits.

### Finding a city and location for Comfort Cravings restaurant.

## The Appetizer

### What's the purpose for this report?

The purpose for this report is to research and recommend a location for Comfort Cravings restaurant in order to receive financial support. As it will be a brand-new business many things must first be considered regarding locations. The challenges will be to find a location that has the right environment, demographic, and population with potential customers for the specific menu and atmosphere that Comfort Cravings offers. Currently Comfort Cravings is only a concept and a dream of a restaurant. The conception came about ten years ago when trying to figure out a career. Now Comfort Cravings can be a tangible, attainable and profitable business with a financial backer to get it up off its feet and on the way to success.

## The Meat and Potatoes

### What is the restaurant's background?

Comfort Cravings will offer a menu of comfort foods reminiscent of Mom's cooking. The menu will offer old-fashioned dishes from a simpler time. Dishes such as roast beef with mashed potatoes and gravy, pancakes, soup, stew, rich pastries and pies. Each day

the specials will include a theme dish such as: Lefsa (flatbread), Crub (dumplings) on Norwegian day, Spaetzle and Bratwurst on German day, Perogies and Kielbasa on Ukrainian day, Spaghetti with Meat sauce for Italian day, Tacos and Burritos for Mexican day, Fish and Chips for English day, Stir Fry and Fortune cookies for Chinese day and the choices will change and rotate on different days.

The decorative theme of the restaurant includes the late '50s and early '60s, chrome tables and chairs, pictures and advertisements from that time, and waitresses wearing poodle skirts. Comfort Cravings will transport the customer back to a time when life was simpler and safer. By trying to serve the foods that may have been served by Moms, Comfort Cravings will fill individual's cravings for good food and a comfortable atmosphere.

### **What's special about Anytown?**

Anytown is a well-known city for tourism, its popular attraction Lakeside Mall, its many festivals such as the Squash Festival, Anytown Boating Days, and the Music Festival, to name a few. According to the Anytown Chamber of Commerce, Anytown is a great business location because it has "a small cost of living" (Anytown Chamber of Commerce).

## **The Dessert**

### **What's special about Lakeside Shopping Centre?**

After studying the findings of my research the best possible city for the location of Comfort Cravings is in Anytown, BC, Canada at Lakeside Shopping Centre. One potential limitation that may arise is getting many customers to come and eat in Comfort Craving rather than the other eating establishments. The restaurant must be located in the area where the demographic ages run from the late 30s, families, or senior citizens. Another limitation that may arise is that the area surrounding will not know of the new restaurant within the shopping centre. Lakeside Shopping Centre is the choice because the area surrounding has many older homes and a senior's center. Some of the aging population does not like to cook their own meals and so they come to the Lakeside to have a meal cooked for them and to have a social outing. As shown on the floor plan provided from Lakeside Shopping Centre Administration the available leasing spots 140 and 141 will provide 2,203 SF of space.

### **What are the recommendations?**

Here are some recommendations for the potential problems that have come about during the research.

1. Offer a different menu than the other eating establishments and reasonable pricing to draw in customers.

There are several other eating establishments in the shopping centre and you want the hungry customers to come eat at Comfort Cravings. By word of mouth and

advertising the customers that frequent the mall will get to know there is a new choice for dinning.

2. Send out flyers of the grand opening of Comfort Cravings advertising that there'll be free beverages and pastries on opening day, along with a draw for one individual to receive one free meal a week for six months.

By advertising the grand opening and running the contest potential customers will hopefully be drawn in and once they see the atmosphere and taste the food they will be regular customers.

<b>What's Comfort Cravings action plan?</b>	
Approval of funds	January 7, 2003
Sign Lease	January 09, 2003
Apply for all certificates and licenses	January 09, 2003
Confirm final design	January 15, 2003
Hire general contractors	January 17, 2003
Order sign	January 23, 2003
Order furnishings & kitchen equipment	January 23, 2003
Hang sign	January 29, 2003
Hired Chef/Arrange Menu by	January 31, 2003
Design/Pick up/Send out flyers by	February 10, 2003
Delivery of furnishings & equipment	February 19, 2003
Finish of construction	February 19, 2003
Clean Entire Restaurant	February 20- 23, 2003
Set Tables & final arranging	February 24, 2003
Open the doors Grand Opening	February 25, 2003

### References

Anytown Chamber of Commerce. "Untitled." November 26, 2002.