

Fresh, Organic, Locally-Sourced, High-Protein Restaurant

By Puti Indaswari



1. Local Need



*Springfield, Community
Challenges, Community
Trends, and Base Line.*

Local Need



- ◆ Springfield currently lacks a specialized fresh, organic, locally-sourced, high-protein restaurant.
- ◆ Health behaviors indicate a need for healthier dining options in the community, given high rates of physical inactivity and smoking.

Local Need



Community (Springfield) Challenges:

- ◆ A significant portion (22.9%) of Springfield residents report no leisure time physical activity.
- ◆ Average household spending on fruits and vegetables is below the national average, indicating potential barriers to healthy eating.
- ◆ Diabetes rates in Springfield are higher than regional and national averages, with a 30% increase since the last assessment.

Community (Springfield) Trends:

- ◆ Increased reliance on parks and trails for outdoor activities during the COVID-19 pandemic.
- ◆ Springfield hosts state and national sports events, drawing visitors.
- ◆ Active partnerships between local organizations and the Park Board, emphasizing community well-being.
- ◆ 90+ unique parks and 30+ Recreational Center across Springfield, MO

Local Need



Base Line:

A Fresh, Organic, Locally-Sourced, High-Protein Restaurant in Springfield is not just a business venture but a response to the community's health needs. By offering nutritious and health-conscious options, the restaurant can play a vital role in promoting a culture of well-being, aligning with the city's recreational emphasis and contributing to the overall health improvement of Springfield residents.



2. Local & National Market



National & Local Perspectives.

Local & National Market



Local Perspectives:

While the overall restaurant industry in Springfield is diverse, there's a notable gap for health-focused dining options, especially those emphasizing fresh, organic, locally-sourced, and high-protein offerings where there are 90+ recreational parks and 30+ fitness center around Springfield area.

Overall, the existing health concerns, coupled with the emphasis on outdoor activities and wellness, create a favorable environment for such an establishment.

Factors:

- ◆ Emphasis on outdoor activities and wellness in the community.
- ◆ Existing health concerns, as highlighted in the health assessment.
- ◆ A potential lack of specialized health-conscious dining options.

Local & National Market




National Perspectives:

The fresh, organic, locally-sourced, high-protein restaurant industry is part of the broader health-conscious dining sector, which has experienced significant growth in recent years. Consumers are increasingly seeking healthier and more sustainable food options, leading to a surge in demand for restaurants that prioritize fresh, organic, and locally-sourced ingredients. The high-protein focus aligns with the growing interest in protein-rich diets and wellness lifestyles.

Factors:

- ◆ Increasing awareness of health and nutrition.
- ◆ Rise in demand for sustainable and ethically sourced ingredients.
- ◆ Preference for organic and locally-produced food items.
- ◆ Growing popularity of high-protein diets for fitness and weight management.



3. SWOT Analysis



*Strengths, Weakness,
Opportunities, and
Threads.*

SWOT Analysis



STRENGTHS

- Health-Conscious Trend
- Local Sourcing & Sustainability
- Diverse Menu Offering
- Community Engagement
- Educational Initiative

- Market Expansion
- Collaborations with Fitness Influencers
- Innovative Menu Offerings
- Digital Marketing

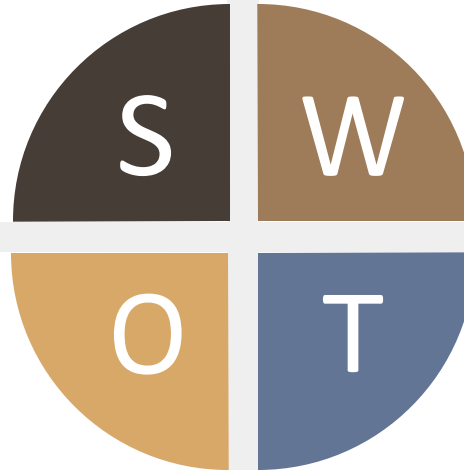
OPPORTUNITIES

WEAKNESSES

- Perceived Cost
- Supply Chain Dependence
- Intense Competition

- Economic Downturn
- Supply Chain Disruptions
- Changing Consumer Preferences

THREATS



Strengths



Health-Conscious Trend:

The growing trend of health-conscious eating works in favor of the restaurant's concept.

Impact: Attracts a broad customer base seeking nutritious and wellness-focused dining options.

Local Sourcing and Sustainability:

Commitment to locally-sourced and organic ingredients showcases environmental responsibility.

Impact: Appeals to eco-conscious consumers, aligning with sustainability trends.

Diverse Menu Offering:

A diverse menu with high-protein options accommodates various dietary preferences.

Impact: Appeals to a wide range of customers, including those following specific diets or fitness regimes.

Community Engagement:

Collaborations with local fitness centers and wellness initiatives foster community engagement.

Impact: Enhances brand visibility, attracts health-conscious consumers, and contributes to community well-being.

Educational Initiatives:

An emphasis on nutritional information and transparency educates customers about the benefits of high-protein, organic ingredients and different dietary preferences.

Impact: Builds trust, positions the restaurant as a source of valuable health information, and differentiates it from competitors.

Weakness



Perceived Cost:

The perception of healthy dining being expensive may deter some budget-conscious consumers.

Impact: Potential challenge in attracting customers who prioritize cost over health-conscious choices.

Supply Chain Dependence:

Dependence on local suppliers for fresh ingredients may pose challenges in maintaining consistency.

Impact: Variability in ingredient availability and quality may affect menu consistency.

Intense Competition:

National chains and independent restaurants are adapting to health-oriented consumer demands. The health-conscious dining sector is competitive, with various establishments offering similar concepts.

Impact: Requires strong differentiation and marketing efforts to stand out in a crowded market.

Opportunities



Market Expansion:

Healthy eating is not just a physical choice but a lifestyle and identity expression, especially among Millennials and Gen Z. Explore opportunities for expansion into nearby communities or cities.

Impact: Increases market reach and potential customer base.

Collaborations with Fitness Influencers:

Partnering with local fitness influencers can enhance brand visibility and attract a targeted audience.

Impact: Leverages influencers' reach to tap into a health-focused demographic.

Innovative Menu Offerings:

Continuous innovation in the menu by introducing new high-protein recipes or superfoods.

Impact: Keeps the restaurant fresh and relevant, attracting customers seeking novel and health-centric options.

Digital Marketing:

Utilize digital platforms for targeted marketing campaigns emphasizing health benefits and local sourcing.

Impact: Increases brand awareness, reaches a wider audience, and fosters customer loyalty.

Threads



Economic Downturn:

Economic challenges may lead consumers to prioritize cost over health-conscious choices.

Impact: Potential decline in customer spending on premium dining options.

Supply Chain Disruptions:

External factors affecting local suppliers or distribution channels may disrupt the supply chain.

Impact: Could lead to challenges in maintaining quality and consistency in ingredient supply.

Changing Consumer Preferences:

Shifts in consumer preferences towards different dietary trends may impact the restaurant's relevance.

Impact: Requires adaptability to evolving market trends to stay competitive.



5. Business Analysis



*Business Overview, Unique
Selling Proposition*

Business Overview



Business Name:

VISION & MISSION

Our restaurant prides itself on offering a vibrant and globally inspired menu, featuring fresh, organic, locally-sourced, high-protein variations.

To provide a diverse and nutritious dining experience, promoting health and wellness through fresh, organic, and locally-sourced high-protein meals.

Product Categories



Protein Bowls: A global twist on protein-packed bowls featuring modified ingredients for overall high nutritional value.

Salads: Nutrient-rich salads with a burst of colors and flavors from fresh, seasonal, and locally-sourced ingredients.

Fresh Juices: Cold-pressed, organic juices with a diverse range of flavors, providing a refreshing and health-conscious beverage option.

Breakfast Menu: A global breakfast selection with high-protein options ranging from savory to sweet, appealing to diverse morning preferences.

Desserts: Nutritious desserts that satisfy sweet cravings while maintaining a commitment to overall health.

Beverages: Standing out with a selection of creative and health-focused beverages, contributing to an overall wellness atmosphere.

Unique Value Proportions



Vibrant and Flavorful Options:

Target customers seeking not only nutritious but also a culinary journey with globally inspired dishes, attracting adventurous and flavor-seeking customers.

Customization: Offering customization options for bowls and salads, allowing customers to tailor their meals to personal preferences and dietary requirements.

Wellness-Focused

Atmosphere: Creating a welcoming atmosphere aligned with a healthy lifestyle, appealing to those conscious of overall well-being.

Nutrient-Rich Variations:

Providing modified ingredients in every dish to enhance overall nutritional value, particularly high-protein content.

Fresh and Locally-Sourced

Ingredients: A commitment to using fresh, organic, and locally-sourced ingredients for a superior dining experience.

Our Niche



Globally Inspired High-Protein

Fusion: A niche in offering a diverse menu that combines global flavors with a focus on high-protein content.

Creative Customization:

Allowing customers to tailor their meals, ensuring a personalized and unique dining experience.

Innovative Beverages:

Standing out with a selection of creative and health-focused beverages, contributing to an overall wellness atmosphere.

Desserts with a Nutritious

Twist: Introducing vibrant desserts that not only satisfy sweet cravings but also maintain a commitment to overall health.

Holistic Breakfast Options:

Offering a specialized breakfast menu with nutrient-dense and vibrant options, addressing a gap in the market for health-conscious breakfast alternatives.



5. Market Analysis



*Industry Overview, Local Need,
Our Market and Market
Growth Poteential*

Industry Overview



- ◆ The restaurant industry in Springfield is diverse, but there is a noticeable gap in dedicated fresh, organic, high-protein options.
- ◆ Increasing health consciousness among consumers, especially Millennials and Gen Z, is driving a demand for nutritious and unique dining experiences.
- ◆ Limited direct competitors in the health-focused, high-protein dining niche.
- ◆ National trends show a growing preference for healthier, sustainable dining options.
- ◆ Springfield's local market exhibits a positive trend towards health and wellness, presenting an opportunity for growth.



Our target customers are prevalent in Springfield, with a concentration in areas surrounding gyms and fitness centers. The demand is expected to be significant among professionals working in office complexes and health-conscious communities.

Market Growth Potential



Local Market (Springfield, MO): The absence of a dedicated fresh, organic, locally-sourced, high-protein restaurant in the area creates an opportunity for our store to become a sought-after destination. With effective marketing and community engagement, our store has the potential for substantial growth, capturing a share of the health-conscious demographic in Springfield. As more individuals prioritize wellness, the demand for our unique offerings is expected to grow.

National Market: The outlook for our fresh, organic, locally-sourced, high-protein restaurant is exceptionally promising on a national scale. Our store anticipates significant growth nationally, capitalizing on the preferences of Millennials and Gen Z for healthy, flavorful, and socially responsible dining. The dynamic and globally-inspired menu caters to their adventurous taste buds, positioning our restaurant as a preferred destination. With this target demographic actively driving the healthy lifestyle trend, we aim to establish our brand as a recognized and celebrated choice for health-conscious diners across the country.



4. Target Consumer Profile



*Target Consumer Demographic
(Primary, Secondary, &
Outlier) and Psychographic
Analysis.*

Target Consumer Profile



Primary Demographic Analysis:

- ◆ Lives in Springfield, MO.
- ◆ Adults aged 25-45.
- ◆ Annual income \$48,000 or above.
- ◆ Professionals, white-collar workers
- ◆ Individuals with at least a high school or college degree.
- ◆ Consumers with an understanding of nutritional values and the benefits of a high-protein diet.
- ◆ Young singles, couples without children, and those with small families.



Target Consumer Profile



Psychographic Analysis (1/2):

- ◆ Individuals who prioritize a holistic approach to health, focusing on nutrition, fitness, and mental well-being.
- ◆ Individuals who value sustainability, eco-friendly practices, and support businesses that prioritize environmental responsibility.
- ◆ Individuals who engage in regular physical activities, including fitness classes, outdoor sports, and recreational activities.
- ◆ Those actively engaged in wellness practices such as yoga, mindfulness, and alternative therapies.
- ◆ Individuals who appreciate the artistry of culinary experiences, valuing unique flavors and quality ingredients.
- ◆ Individuals who are mindful of nutritional content, including macronutrients and micronutrients, in their meals.
- ◆ Individuals who actively participate in local community events, support local businesses, and engage in community initiatives.
- ◆ Those who enjoy exploring diverse cuisines and are open to trying new and innovative culinary concepts.

Target Consumer Profile



Psychographic Analysis (2/2):

- ◆ Individuals who prioritize ethical considerations in their purchasing decisions, including fair-trade practices.
- ◆ Those who value individualism, uniqueness, and non-conformity in their lifestyle choices.
- ◆ Individuals who follow digital influencers, wellness blogs, and social media platforms for health and lifestyle inspiration.
- ◆ Those who use apps to track nutrition, discover healthy recipes, and explore dining options based on dietary preferences.
- ◆ Individuals subscribing to meal plans.



5. Competitive Analysis



*Industry Overview, Local Need,
Our Market and Market
Growth Poteential*

Direct Competitor (2/2)



Here are establishments in the area that offer similar concepts and target similar demographics:

- ◆ **Farmers Gastropub:** Known for its focus on locally sourced ingredients and sustainable practices, Farmers Gastropub offers a menu featuring fresh, seasonal dishes with an emphasis on organic and locally sourced produce.
- ◆ **Metropolitan Farmer:** This restaurant emphasizes farm-to-table dining with a menu highlighting locally sourced ingredients and seasonal fare. They cater to health-conscious diners who value sustainable and organic food options.
- ◆ **Druff's:** While primarily known for its craft beer selection, Druff's also offers a menu featuring healthier options such as salads, grain bowls, and vegetarian dishes. It attracts a diverse crowd, including university students and professionals, seeking nutritious yet flavorful meals.
- ◆ **The Order:** Located in Hotel Vandivort, The Order offers a contemporary American menu with a focus on fresh, locally sourced ingredients. Their offerings appeal to health-conscious diners looking for upscale dining experiences in downtown Springfield.
- ◆ **Black Sheep Burgers & Shakes:** Although known for its gourmet burgers and milkshakes, Black Sheep also offers healthier options such as salads and grain bowls. It attracts a diverse clientele, including families, students, and professionals, seeking both indulgent and nutritious dining choices.

Direct Competitor (1/2)



These establishments may offer similar features such as locally sourced ingredients, health-conscious menu options, and a focus on sustainability. But these establishment isn't focused on high-protein, locally sourced, organic ingredients, catering specifically to health-conscious diners like the restaurant m building. My local business restaurant will have innovative culinary approaches and a holistic dining experience. The restaurant will provide a unique and educational journey towards healthier living that sets us apart from other establishments in the area.

Indirect Competitor (1/2)



The restaurant's indirect competitors would be:

- ◆ **Meal kit delivery** services like Blue Apron or HelloFresh, which offer convenient options for cooking at home with fresh ingredients but lack the dining-out experience.
- ◆ **Grocery stores or health food markets** that offer ready-to-eat organic meals or salad bars, providing quick and healthy alternatives for on-the-go consumers.
- ◆ **Fast-casual chains** with healthier menu options, such as Panera Bread or Chipotle, which may attract some of the same health-conscious diners seeking nutritious dining choices.
- ◆ **Food delivery apps** like UberEats or DoorDash, which offer a wide range of dining options for customers who prefer the convenience of ordering in but may not prioritize locally sourced or organic ingredients.



9. Promotional Analysis



*Marketing and Promotional
Analysis*

Marketing and Promotional Analysis



1. Social Media Marketing:

- ◆ Utilize visually appealing platforms like Instagram and Pinterest to showcase fresh, vibrant dishes.
- ◆ Share behind-the-scenes content, highlight local suppliers, and engage with health and fitness influencers to broaden reach.
- ◆ Run Instagram contests, encourage user-generated content with branded hashtags, and promote limited-time offers.

2. Collaborations with Fitness Influencers:

- ◆ Collaborate with local fitness influencers for sponsored posts, menu endorsements, and joint events.
- ◆ Create wellness challenges or meal plans endorsed by influencers, encouraging their followers to try your restaurant's offerings.

3. Local Collaborations and Partnerships:

- ◆ Gym Collaborations: Partner with local gyms for cross-promotions, offering discounts to gym members or providing post-workout meal options.
- ◆ Host farm-to-table events in collaboration with local farmers, showcasing the journey from farm to plate.
- ◆ Office Catering: Explore partnerships with nearby offices for catering services during meetings and events.

Marketing and Promotional Analysis



4. Content Marketing:

- ◆ Maintain a blog on your website featuring articles on nutrition, wellness tips, and stories about local suppliers.
- ◆ Create and share recipe videos featuring your chefs and emphasizing the nutritional benefits of your menu items.

5. Loyalty Programs:

- ◆ Implement a loyalty program offering discounts, free items, or exclusive access to events for repeat customers.
- ◆ Encourage customers to refer friends with incentives, fostering word-of-mouth marketing.

6. Limited-Time Promotions:

- ◆ Introduce seasonal menu items and promotions based on ingredient availability.
- ◆ Implement flash sales or discounts during specific hours to drive foot traffic during slower periods.

7. Online Ordering and Delivery Promotions:

- ◆ Offer discounts for customers who order online or through a dedicated app.
- ◆ Run promotions with free delivery for a limited time to incentivize online orders.

Marketing and Promotional Analysis



8. Visual Merchandising:

- ◆ Use visually appealing displays and signage within the restaurant to highlight the freshness and quality of ingredients.
- ◆ Design menus with vibrant imagery and clear nutritional information.

9. Sustainability and Eco-Friendly Messaging:

- ◆ Emphasize the use of eco-friendly packaging and communicate sustainable practices.
- ◆ Highlight initiatives such as waste reduction and local sourcing in marketing materials.

10. Brand Positioning:

- ◆ Emphasize the restaurant's commitment to freshness, organic sourcing, and high-protein offerings.
- ◆ Leverage the growing trend of health-conscious consumers and position the restaurant as a go-to destination for nutritious dining.



6. Location Prospects



*Criteria of Ideal Locations and
Potential Locations.*

Location Prospects



Criteria for Ideal Location:

- ◆ Proximity to Gyms
- ◆ Avoidance of Fast-Food Chains
- ◆ Avoidance of Dessert Chains
- ◆ Accessibility for Ease of Parking
- ◆ Visibility for Foot Traffic
- ◆ Close to Business District
- ◆ Urban Vibe

Location Prospects



Potential Locations in Springfield, MO (1/2):

1. Near South National Avenue:

- ❖ This area has several gyms and fitness centers, making it attractive to health-conscious individuals.
- ❖ Limited presence of major fast-food chains.
- ❖ Proximity to Wonders of Wildlife National Museum and Aquarium could attract both locals and tourists.

2. East Sunshine Street Area:

- ❖ Close to Missouri State University, attracting a diverse and health-conscious student population.
- ❖ Several gyms and fitness studios in the vicinity.
- ❖ Moderate presence of fast-food chains but potential for a location slightly off the main commercial strips.

Location Prospects



Potential Locations in Springfield, MO (2/2):

3. Medical Mile District:

- ❖ Located near Cox South Hospital and other medical facilities.
- ❖ Potential customer base includes health professionals and visitors seeking nutritious options.
- ❖ Relatively lower concentration of fast-food establishments.

4. Near Battlefield Mall (West Sunshine Street Area):

- ❖ Consider a location on the outskirts of the commercial district.
- ❖ Presence of gyms and fitness centers in the area.
- ❖ Strategically positioned away from the immediate vicinity of the mall with potential for less competition from fast-food chains.



9. First Location Analysis



*Location, Location's View, Store
Location Fact List, Area
that Surrounds the
Location, Floor Plans*

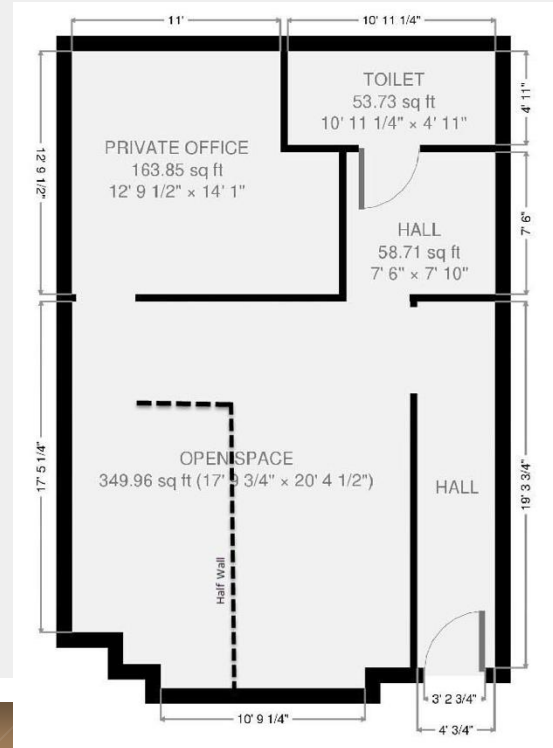
Store Location

WILHOIT PLAZA | 431 S JEFFERSON | 1ST Floor Ste 154

- +/- 1,200 SF (offers ±767 SF of well-used space)
- 2 Large Open-Areas used as Office Space
- 1 Restroom
- 1 Rec Room/Office Space
- Parking at your door is available in the designated lot. Signage is available above the door on the building.



Location's View



Store Location Fact List

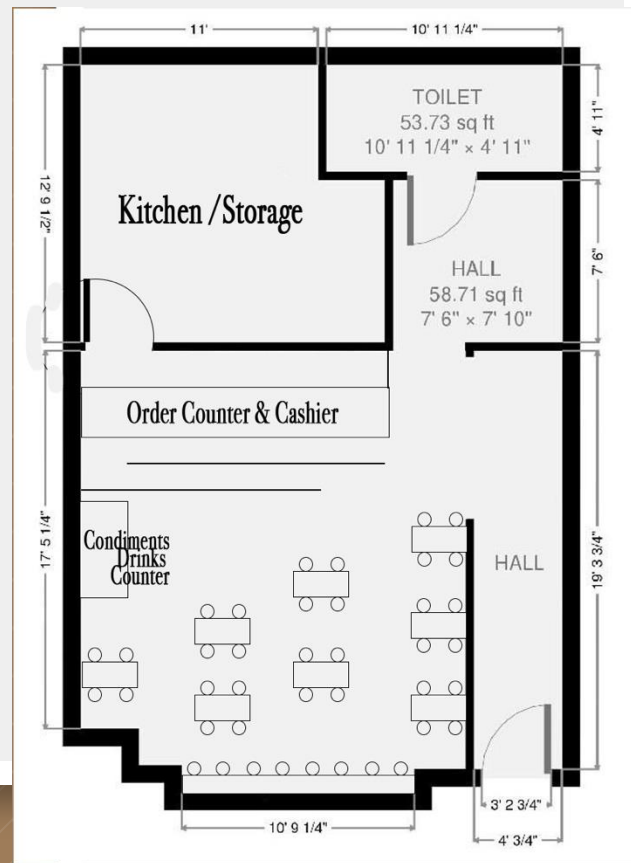
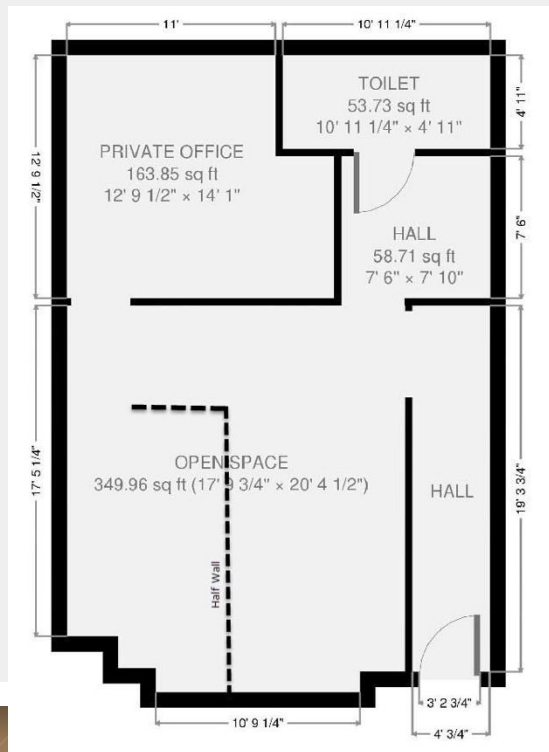
Cross streets	Pershing St, Elm St, Robberson St is the nearest cross street
Allowable renovations	Must be approved by landlord. Want to get rid of the half wall on the open spaces, adding huge window at front of the store, and adding open wall between kitchen and counter.
Shape of store	Square with small indent at the front sides of the store.
Location of entrances/exits	Only one entrance/exit at the right front of the store.
Locations of window	There are large windows next to the open spaces.
Monthly rent	\$12.50/SF, 1,200 SF
Common area fees	No local merchant's group fees, no maintenance.
Expenses incurred by lessee	Tenant pays for electricity. Water and sewer are included in NNN. NNN is estimated at \$2.25/SF annually.

Area that Surrounds the Location



The location is located in downtown Springfield. Downtown Springfield has been a regional hub for decades, offering educational services, healthcare and more. As the regional hub for higher education, health care, and cultural facilities for southwest Missouri, downtown Springfield has 25,000 persons working in the central business district each day. Center City houses three universities with a total of 40,000 students, boasts five live theaters, two libraries, two museums, 16 movie screens, 20 art galleries, 35 restaurants and hosts dozens of events per year. With recent loft apartment developments, downtown Springfield is also home to more than 1,000 residents.

Floor Plans





8. Pricing



*Pricing Strategy Considerations,
Retail Price Ranges.*

Pricing Strategy Considerations



Mid-Range Pricing

Aiming for a pricing strategy that positions the restaurant as offering value while reflecting the quality of fresh, organic, and locally sourced ingredients.

Menu Bundles or Combos

Offering meal bundles or combos at a slightly discounted price to encourage customers to try a variety of menu items.

Seasonal Pricing Adjustments

Prices adjust seasonally based on ingredient availability and costs. Highlight seasonal specials to create excitement.

Specials and Promotions

Implementing occasional promotions, such as a "Protein Power Lunch," "Wellness Wednesdays," or "Early-Bird Special" to attract customers and create a buzz.

Nutritional Information

Highlight the nutritional benefits of each menu item to appeal to health-conscious consumers.

Sample Retail Price Ranges



High-Protein Entrees

The price ranges from \$12.99 to \$19.89

Plant-Based Option

The price ranges from \$11.99 to \$14.89

Seafood Selections

The price ranges from \$14.99 to \$20.49

Breakfast

The price ranges from \$8.99 to \$13.89

Side Dishes

The price ranges from \$4.99 to \$7.89

Beverages

The price ranges from \$3.99 to \$8.49

Healthy Indulgence (Desserts)

The price ranges from \$6.99 to \$8.89

Five Categories of Product Offerings



Entrees

Consist of high protein entrees, plant-based option, and seafood selections. The price ranges from \$13.99 to \$20.89

Breakfast

The price ranges from \$8.99 to \$13.89

Side Dishes

The price ranges from \$7.89 to \$11.99

Beverages/Healthy Indulgence

The price ranges from \$6.99 to \$12.89

Brunches

The price ranges from \$12.99 to \$19.49

Entrees



Turkey Meatballs with Whole Wheat Pasta

The ingredients per serving are ground turkey meat (about 1 pound), around 1/2 cup of whole wheat breadcrumbs, 1/2 cup of finely chopped onion, 2 cloves of minced garlic, 1/4 cup of grated Parmesan cheese, 2 tablespoons of chopped fresh parsley, 1 large egg, salt, black pepper, 12 ounces of whole wheat pasta, 1-2 tablespoons of olive oil, and 2 cups of crushed tomatoes or marinara sauce.

Retail Price: 16.89 Cost Price: \$6.50

Vegan Chickpea Curry

Ingredients per serving are 2 cans of chickpeas, 1 can of coconut milk, 1 large onion, 3 cloves of garlic, 1 tablespoon of fresh ginger, 1 large tomato, 1 cup of vegetable broth, 2 tablespoons of curry powder, 1 teaspoon of ground cumin, 1 teaspoon of ground coriander 1/2 teaspoon of turmeric powder, salt and black pepper, and 2 tablespoons of olive oil

Retail Price: \$13.99 Cost Price: \$5.80

Seared Tuna Steak with Brown Rice

Ingredients per serving are 6-8 ounces tuna steaks, a quarter cup of soy sauce, two tablespoons of rice vinegar, one tablespoon of sesame oil, two cloves of minced garlic, one tablespoon of grated ginger, two tablespoons of olive oil, salt, black pepper, one cup of brown rice, and two cups of vegetable broth.

Retail Price: \$20.89 Cost Price: \$7.00

Breakfast



Egg White Scramble with Spinach and Feta

The ingredients per serving are Egg whites (from 4-6 eggs), fresh spinach leaves (2 cups), feta cheese (1/4 cup), salt, black pepper, and cooking oil

Retail Price: \$8.9 Cost Price: \$3.80

Whole Grain Pancakes with Fresh Fruit

Whole wheat flour (1 cup), rolled oats (1/2 cup), baking powder (2 teaspoons), salt (1/4 teaspoon), unsweetened almond milk (1 cup), maple syrup or honey (2 tablespoons), vanilla extract (1 teaspoon), 1 large egg, fresh fruit for topping (such as berries, sliced bananas, or chopped peaches), and cooking oil.

Retail Price: \$12.89 Cost Price: \$4.00

Acai Bowl with Mixed Berries

Ingredients per serving are acai puree packets, frozen mixed berries, banana, almond milk, honey, and toppings such as granola, sliced banana, fresh berries, shredded coconut, chia seeds, and nuts

Retail Price: \$11.89 Cost Price: \$4.00

Brunch



Belgian Waffles with Fresh Berries

Whole-wheat flour (2 cups), baking powder (1 tablespoon), salt (1/2 teaspoon), granulated sugar (2 tablespoons), eggs (2 large), milk (1 1/2 cups), unsalted butter (melted, 1/2 cup), vanilla extract (1 teaspoon), and fresh berries (such as strawberries, blueberries, raspberries, or blackberries) for topping

Retail Price: \$12.89 Cost Price: \$4.00

Kale Caesar Salad with Grilled Chicken

Fresh kale leaves (about 6 cups, chopped), grilled chicken breast (2 breasts, sliced), Caesar dressing, grated Parmesan cheese (about 1/4 cup), lemon juice (from 1 lemon), olive oil (2 tablespoons), minced garlic (1-2 cloves), Dijon mustard (1 teaspoon), Worcestershire sauce (1 teaspoon), anchovy paste (optional, 1 teaspoon), salt, black pepper, and croutons

Retail Price: \$17.89 Cost Price: \$6.00

Quiche Lorraine with Mixed Greens

Ingredients per serving are pie crust, bacon slices (about 6-8 slices, diced), onion, Gruyere cheese (1 cup), eggs (4 large), heavy cream (1 cup), salt, black pepper, nutmeg, mixed greens, olive oil (2 tablespoons), balsamic vinegar (1 tablespoon), Dijon mustard (1 teaspoon), honey (1 teaspoon), salt, and black pepper.

Retail Price: \$19.49 Cost Price: \$7.00

Side Dishes



Mashed Cauliflower with Parmesan Cheese

Cauliflower (4 cups florets), 2 tablespoons olive oil, 2 garlic cloves, Parmesan cheese (1/4 cup, grated), salt, black pepper, and fresh parsley

Retail Price: \$9.29 Cost Price: \$3.00

Lemon Garlic Steamed Broccoli

Broccoli (1 head), 2 garlic cloves, lemon, olive oil (2 tablespoons), salt, and black pepper

Retail Price: \$7.89 Cost Price: \$2.50

Roasted Sweet Potatoes with Rosemary

Ingredients per serving are sweet potatoes (2 large), olive oil (2 tablespoons), fresh rosemary (3 sprigs), salt, and black pepper

Retail Price: \$7.89 Cost Price: \$2.00

Beverages/Healthy Indulgence



Refreshing Drinks

Examples include Freshly Squeezed Juices, Fruit Smoothies with Protein Powder, and Iced Herbal Teas

Retail Price: \$6.99 Cost Price: \$3.00

Gluten-Free Coconut Flour Cookies


Coconut flour (1 cup), melted coconut oil (1/2 cup), maple syrup or honey (1/2 cup), eggs (2 large), vanilla extract (1 teaspoon), baking powder (1/2 teaspoon), salt (1/4 teaspoon), and toppings such as chocolate chips, nuts, and dried fruit. Serving of one big cookie

Retail Price: \$8.49 Cost Price: \$3.00

Vegan Chocolate Avocado Mousse

Ingredients per serving are ripe avocados (2 medium-sized), cocoa powder (1/4 cup), maple syrup (1/4 cup), coconut milk (1/4 cup), vanilla extract (1 teaspoon), and a pinch of salt.

Retail Price: \$8.49 Cost Price: \$2.50



9. Product & Service Plan



*Marketing and Promotional
Analysis*

Planned Assortment, Key Vendors, Retail Price Points



- ◆ The planned assortment includes a diverse range of high-protein entrees, breakfast items, brunch options, side dishes, healthy indulgences, and beverages.
- ◆ Key vendors include local farms for sourcing fresh produce, sustainable seafood suppliers, and reputable distributors for specialty ingredients. After careful research and negotiation, I find a vendor who can distribute the restaurants need weekly with free shipping after \$300 purchase, and an added \$30 discount on every order exceeds \$500.
- ◆ Retail price points have been carefully determined to ensure affordability while reflecting the quality and nutritional value of the offerings.

Customer Retention Value Proportion



- ◆ Customers will be drawn to the restaurant for its focus on nutritious, high-protein meals catering to fitness enthusiasts, health-conscious individuals, and those seeking balanced, wholesome options.
- ◆ The niche lies in providing a menu tailored to meet the dietary needs and lifestyle preferences of customers looking to fuel their bodies with quality ingredients and delicious flavors.

Inventory Procurement



- ◆ Inventory will be sourced from an established relationship with distributor who connect the restaurant with many different local suppliers, and specialty vendors known for their quality and freshness.
- ◆ Purchasing decisions will be guided by considerations such as seasonality, sustainability, and distributor reliability to maintain consistency and quality in the restaurant's offerings.

Purchase Inventory



- ◆ Ordering: Approximately every two weeks, the restaurant will place orders with its suppliers based on the planned menu and anticipated customer demand. Orders will be tailored to ensure a sufficient quantity of each type of produce needed for the upcoming period.
- ◆ Delivery and Inspection: Upon delivery, the restaurant staff will inspect the produce to ensure it meets quality standards. Any damaged or spoiled items will be promptly discarded, and replacements will be requested if necessary.
- ◆ Storage and Rotation: Fresh produce will be stored in designated refrigerated areas to maintain freshness. Proper storage techniques will be employed to maximize shelf life and minimize waste. First-in, first-out (FIFO) rotation principles will be followed to use older inventory before newer shipments.



9. Store Merchandising



Restaurant Hours

Morning Hours (7:00 AM - 10:00 AM):

Reasoning: Start the day early to attract health-conscious individuals looking for a nutritious breakfast or a post-workout meal. This timing accommodates fitness enthusiasts who prefer to exercise in the morning and white-collar workers heading to their offices.

Lunch Hours (11:30 AM - 2:30 PM):

Reasoning: Capitalize on the lunch rush by offering quick and healthy meal options for professionals working in downtown offices. Many white-collar workers prioritize nutritious lunches, and your locally-sourced, high-protein menu would appeal to them. Additionally, students from nearby schools and universities might visit during their lunch breaks.

Restaurant Hours

Early Dinner (5:30 PM - 8:00 PM):

Reasoning: Reopen for early dinner to accommodate both early diners and individuals seeking a healthy post-workout meal. Many fitness enthusiasts prefer to exercise in the evening, making this an ideal time for them to refuel with nutrient-rich meals. Additionally, white-collar workers leaving the office might opt for a convenient and healthy dinner option before heading home.

Weekend Brunch (9:00 AM - 2:00 PM, Saturday and Sunday):

Reasoning: Extend your hours on weekends to capture the brunch crowd. Offer a specialized brunch menu featuring hearty, protein-rich options alongside healthier versions of classic brunch dishes. This timing appeals to fitness enthusiasts looking for a rewarding meal after weekend workouts and provides an opportunity to attract leisurely diners exploring downtown on weekends.

Reasons to Close on Mondays

Weekend Brunch Traffic: Saturday and Sunday mornings are likely to be busy times for the restaurant due to the popularity of weekend brunch among target demographic. Closing on Monday allows the restaurant to recuperate from the weekend rush and prepare for the week ahead without compromising busiest days.

Slower Start to the Week: Mondays typically see slower foot traffic in the restaurant industry. Many people are back to work after the weekend and may be less inclined to dine out, especially in the morning or early afternoon. Closing on Monday allows to save on operating costs during a potentially slower day.

Staff Rest and Rotation: Providing the staff with a consistent day off, such as Monday, ensures they have time to rest and recharge after the weekend rush. It also allows you to implement a more balanced work schedule and avoid potential burnout among the team.

Flexibility for Special Events or Maintenance: Closing on Mondays gives flexibility to schedule special events, deep cleaning sessions, or maintenance work without disrupting regular business operations. The time can be used to refresh the restaurant space, train staff, or plan promotions for the upcoming week.

Promotional Events

The restaurant will have In-store promotional events. The list of entire year event plans are:

1. March: Spring Into Wellness - Highlight seasonal produce and offer promotions on fresh salads, fresh juice, and plant-based entrees to promote health and vitality.
2. April: Earth Day Celebration - Showcase eco-friendly practices and offer discounts on vegetarian and sustainable seafood options to support environmental sustainability.
3. May: Fitness Fanatic Fridays - Partner with local fitness studios or trainers to offer discounts for post-workout meals, focusing on protein-packed options for muscle recovery.
4. July: Independence Day Special - Offer patriotic-themed menu items and discounts for a healthy and festive Fourth of July celebration.
5. August: Back-to-School Boost - Provide discounts on nutritious lunch options and grab-and-go meals to help students and families prepare for the upcoming school year.
6. November: Friendsgiving Feast - Offer group dining specials and family-style meals for a healthy and communal Friendsgiving celebration.
7. January: New Year, New You Promotion - Offer discounts on high-protein entrees and healthy indulgences to kickstart customers' health goals for the year.

Weekly Events



The restaurant will have In-store weekly events. The list of event plans are:

1. **Marvelous Monday:** Start the week off with a bang by offering special discounts on select menu items or a buy-one-get-one deal for Monday diners. (March)
2. **Tasty Tuesday:** Tempt customers with a featured dish or introduce a new menu item every Tuesday, enticing them to try something delicious and nutritious. (May)
3. **Wellness Wednesday:** Promote health and wellness with special offers on nutritious meals, smoothies, or wellness shots to help diners stay energized midweek. (June)
4. **Trendy Thursday:** Keep things fresh and exciting by introducing trendy and Instagram-worthy dishes. The restaurant offering discounts for customers who share their dining experience on social media. (July)
5. **Fiesta Friday:** Celebrate the start of the weekend with festive live entertainment, creating a lively and enjoyable atmosphere for diners to unwind and enjoy. (August)
6. **Zen Zone every Sunday:** customers can unwind with complimentary herbal tea or infused water while enjoying their meal. Offer gentle background music or live acoustic performances to enhance the relaxing atmosphere. (October)

Fixtures Need



- ◆ Large, eye-catching signage featuring the restaurant name and logo.
- ◆ Lush greenery or potted plants to create a fresh and inviting atmosphere.
- ◆ Creative lighting elements to highlight key menu items or promotions.
- ◆ Interactive elements such as digital menus to engage passersby and showcase daily specials.

Other Displaying Method



◆ Step-by-Step Checkout:

1. Utilize a streamlined checkout process where customers proceed through designated stations to customize their orders.
2. For lunchtime (2:30pm - 5pm), implement stations for entrees, sides, and beverages or indulgences, allowing customers to build their meals according to their preferences.
3. During dinner service (5:30pm - 8pm), transition to table service where servers present menu options and take orders directly from customers, providing a personalized dining experience.

Other Displaying Method



◆ Specialized Opening Hours:

1. Open for breakfast from 7am - 10am, featuring a menu of protein-packed breakfast options to fuel customers' mornings.
2. Offer brunch exclusively on weekends from 9am - 2pm, featuring a diverse selection of brunch classics and healthy indulgences to cater to leisurely weekend diners.
3. Maintain a consistent offering of beverages and healthy indulgences throughout the day, ensuring customers have access to refreshing drinks and guilt-free treats at all times.

Credits



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