

Final Project Assignment - Hospitality Management
Galbraith
Mgt 357

Design a restaurant of your choice (capacity no greater than 30 tables)

- 1) Determine location in Wilmington area (why is this the best place, cost)
- 2) Design exterior and interior (ambiance plus circulation plus requirements)
- 3) Statement of strategy, focus, and mission
- 4) Entertainment (if any)
- 5) Determine necessary equipment (listing and cost)
- 6) Design menu (actual menu)
- 7) Actual recipes for at least 5 menu items (different categories)
- 8) Cost analysis for the 5 menu items
- 9) Staffing requirements (plus training summary)
- 10) Break even analysis for restaurant (estimate all costs)
- 11) Presentation includes 2 preparations of actual menu items and service to class

It is important in your paper to: a) provide as much detail as possible, and b) support (with appropriate citations) your decisions, strategies, and designs. Each group will have about 45 minutes to present their proposal. The idea of this report is that it should “represent a proposal to a potential investor”, but you can still have fun with the presentation.