

Porcini's Pronto: "Great Italian cuisine without the wait!"





MBA Capstone Assessment

Porcini's Pronto: Great Italian cuisine without the wait

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Company Vision

- Limited selection of Porcini's standard menu
- Moderate prices
- Not jeopardizing the company's reputation for good food or high service standards
- Meet or exceed the company's 6% hurdle rate

Options

- Staying the Same
- Franchising
- Syndication
- Company Owned

Staying The Same

- "Why don't we stick to what we have been doing so successfully?"
- Not an Option - INNOVATE or become OBSOLETE
 - Complacent Companies
 - Blackberry
 - Blockbuster
 - MySpace
 - Yahoo
 - INNOVATING Companies
 - Apple Computers
 - Facebook
 - Netflix
 - Google