



Questions?

Thecasesolutions.com

Alternatives

Company Owned and Operated

- Offers most control over the operations and customer experience
- Make 10% of the revenues from the locations
- Only able to open one to two locations a year
- 18 locations by the end of 2018

Franchising

- Make only 20% of revenues from each restaurant
- Hard to control quality and service of locations
- Fastest way to grow
- 28 locations by the end of 2018

Syndication

- Partners split both the initial investment
- Investors then take over
- A lot of operational control over each restaurant
- Make 8% of revenues from each location
- 20 locations by the end of 2018

Recommendation

- Recommendation: Syndication
- Partners share the initial investment
- Investors then take over
- A lot of operational control over each restaurant
- Make 8% of revenues from each location
- 20 locations by the end of 2018

Notes and Recommendations Page

- Key findings
- Further considerations
- Conclusion
- Summary

Key Decision Criteria

- Maintain quality of food and service
- Keep the culture present in each restaurant
- Financial investment
- Profit each option stands to make

Problem

Get a good market
 Provide customer
 financial backing experience the
 cost of money
 Make a good food and service
 which will drive the business to grow
 Grow the Porcini restaurant while
 maintaining the quality

Data Analysis

- Maintaining high customer service in Pronto restaurants
- Customer surveys
- Low turnover rates of employees
- Quicker checkouts
- Location selection
- Limited menu

Background

- Full service Italian restaurant chain
- Originally family owned
- 23 locations
- 954 employees
- \$94.3 million in revenues



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



Questions?

Thecasesolutions.com

Alternatives

Company Owned and Operated

- Offers most control over the operations and customer experience
- Make 10% of the revenues from the locations
- Only able to open one to two locations a year
- 18 locations by the end of 2018

Franchising

- Make only 20% of revenues from each restaurant
- Hard to control quality and service of locations
- Fastest way to grow
- 28 locations by the end of 2018

Syndication

- Partners split both the initial investment
- Investors then take over
- A lot of operational control over each restaurant
- Make 8% of revenues from each location
- 20 locations by the end of 2015

Key Decision Criteria

- Maintain quality of food and service
- Keep the culture present in each restaurant
- Financial investment
- Profit each option stands to make

Data Analysis

- Maintaining high customer service in Pronto restaurants
 - Customer surveys
 - Low turnover rates of employees
 - Quicker checkouts
 - Location selection
 - Limited menu

Problem

Get a good market
 Provide customer
 financial, allowing experience the
 cost of menu
 Make a good food and service
 which can drive the business to grow
 Grow the business and maintain while
 maintaining the quality

Background

- Full service Italian restaurant chain
- Originally family owned
- 23 locations
- 954 employees
- \$94.3 million in revenues

Recommendation

Syndication

Partnership allows them to share
 the risk and financial of the business
 and they can spread the risk
 which can help the business
 grow and maintain while
 maintaining the quality

Risks and Implementation Plan

- Food quality
- Customer satisfaction
- Location
- Quality

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

Background

- Full service Italian restaurant chain
- Originally family owned
- 23 locations
- 954 employees
- \$94.3 million in revenues

Porcinis
Italian Restaurant



Problem

- **Saturated Market**
- **Pronto concept**
 - **Quicker dining experience for customers**
 - **Same great food and quality**
- **What direction should Porcini's go in to grow their Pronto restaurants while maintaining the quality?**