

**Porcini's Pronto: "Great Italian Cuisine  
without the Wait!"**



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# **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



