

Paradise Vacations





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MBA Capstone Assessment

Porcini's Pronto: Great Italian cuisine without the wait

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Company Vision

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- **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**

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Options

- Staying the Same
- Franchising
- Syndication
- Company Owned

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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

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Operating Strategy

- The Right People
 - “Mrs. Fields kind of people”
 - Myers Briggs Personality Test
 - Team oriented, outgoing, “customer comes first” mentality
 - Competitive Pay
 - Opportunities for growth
 - Training and indoctrination
- Quality as Customers See It
 - Technologically innovative (Tablets)
 - Value, efficiency, speed, cleanliness

Airport Retail SWOT

- Strengths
 - Maintain prices | Quick service
 - Consistent with company vision
 - Limited options for customers
- Weakness
 - Airport Policies and regulations
- Opportunities
 - National recognition | Diverse audience
 - Maintain Status
- Threats
 - Restaurants in airport

Financial Analysis

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