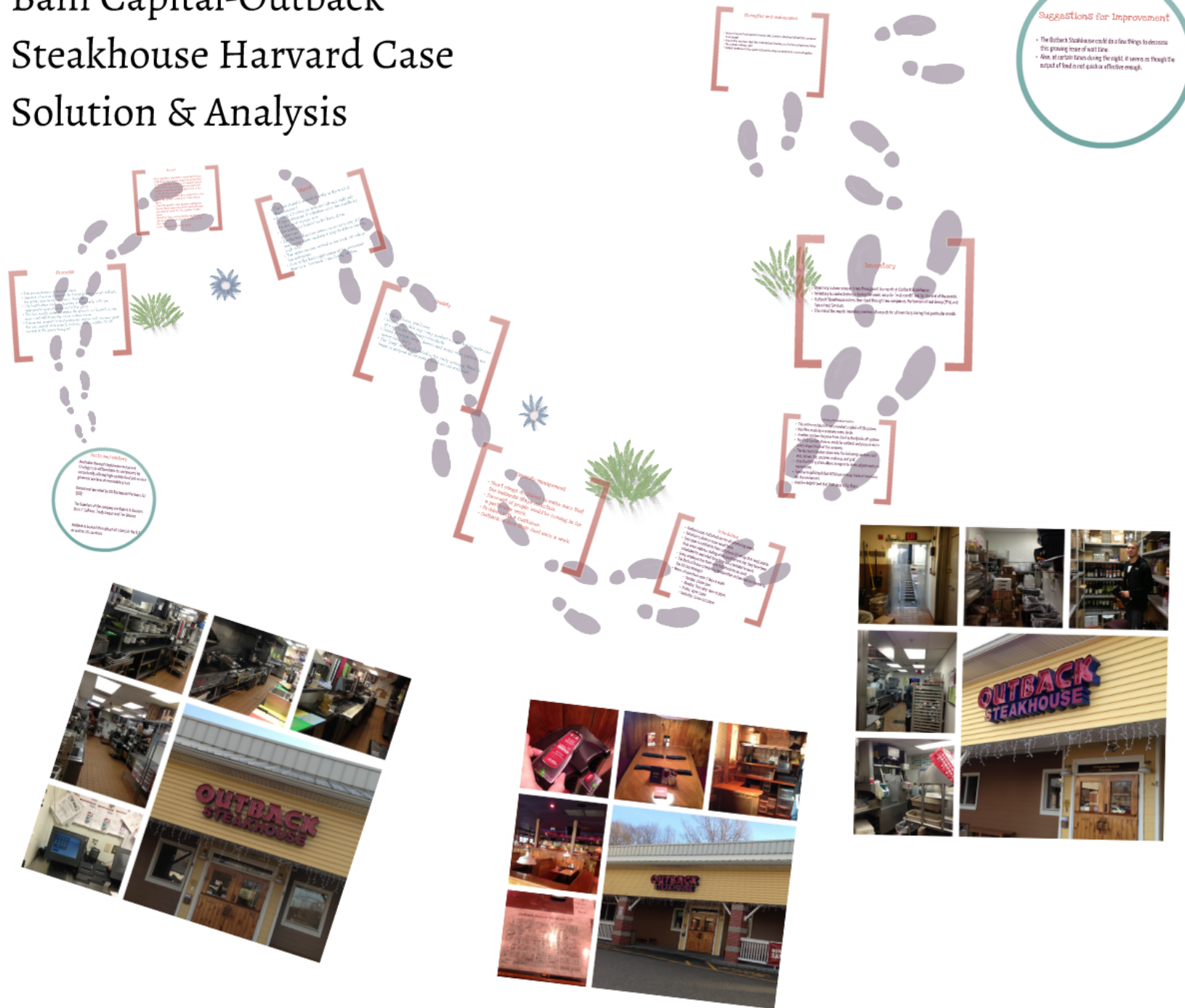
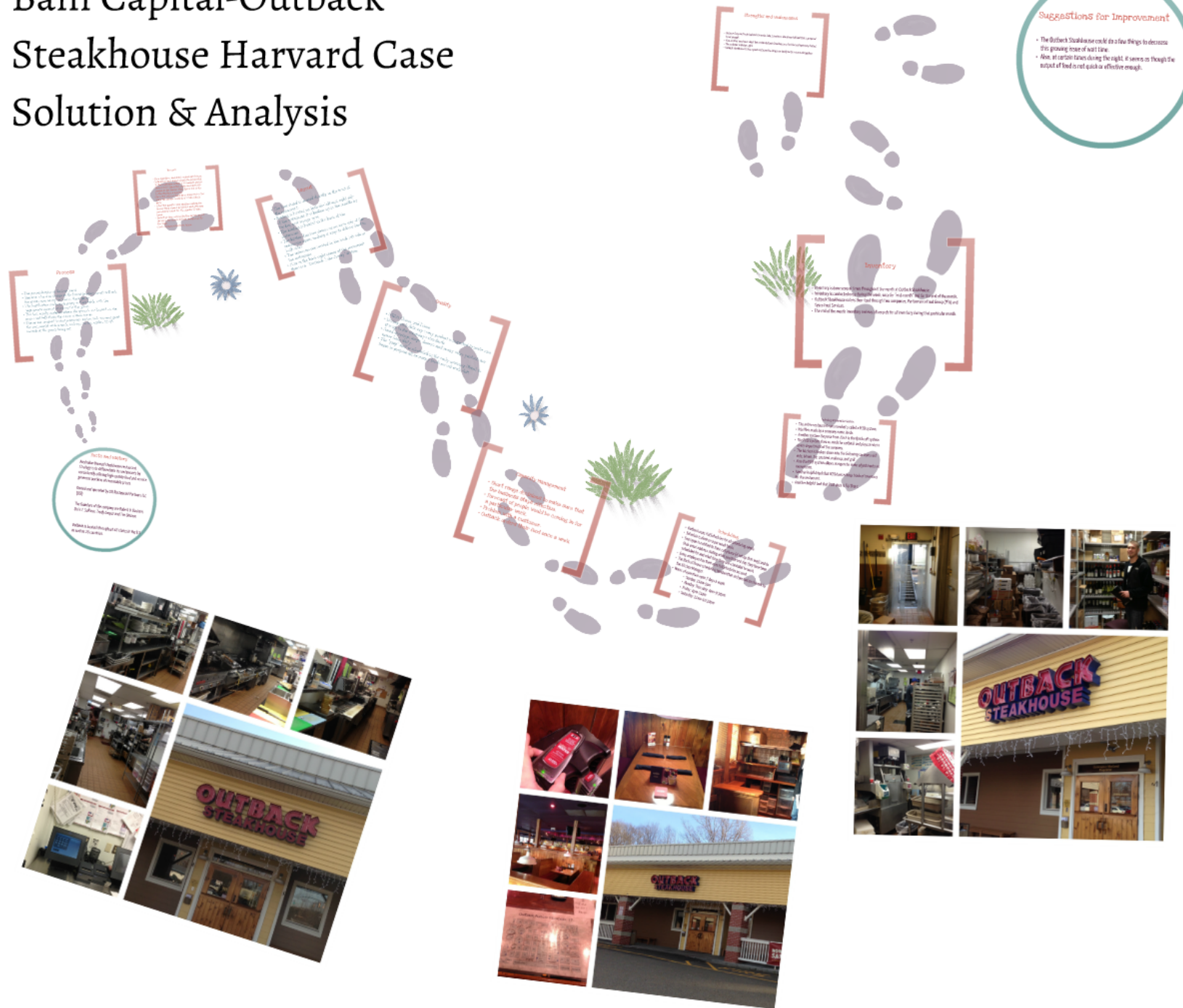


Bain Capital-Outback Steakhouse Harvard Case Solution & Analysis



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Facts and History

Australian themed steakhouse restaurant.
Strategy is to differentiate its restaurants by consistently offering high-quality food and service, generous portions at reasonable prices.

Owned and operated by OSI Restaurant Partners LLC (OSI)

The founders of the company are Robert D. Basham, Chris T. Sullivan, Trudy Cooper and Tim Gannon

Outback is located throughout 48 states in the U.S as well as 18 countries.

Process

- The process begins at the host stand
- The host who is in charge of the board (seating chart) will ask the guests how many will be in their party
- The host/hostess walks each party to their table with the appropriate amount of menus for the guests
- The host briefly explains where the specials are located on the menu and tells them the name of their server
- The server assigned to that particular section will warmly greet the customer(s) with a smile and eye contact within 30-45 seconds of the guests being seated

Process

- Then appetizer and drink orders are taken,
- Both bread and drinks should be presented to the customer within a 3-4 minute period
- Then server takes the order and when its complete the server then takes the order to the POSitouch system
- Once the entrees have been delivered to the table the server must do a "2 bite check back"
- After the guests have finished eating the server then clears all plates and gets any necessary boxes for the guests to take home.
- Desert is then offered by the server and if declined the check is then dropped off to the table.
- Form of payment is then taken.

Layout

- The host stand is located directly in the front of the restaurant.
- Seating is located on both the left and right side of the restaurant. It is broken up in the middle by the bar and lounge area.
- The kitchen is located in the back of the restaurant.
- The kitchen has two doors one on each side of the restaurant again making it easy to deliver food to both sides.
- The restrooms are located in the back left side of the restaurant.
- Also in the back right corner of the restaurant there is a “Outback Take-Away” station.

Quality

- USDA Choice and Prime
- During each delivery every product is inspected to make sure it is up to the company's standards.
- Salad dressings, soups, desserts and many other products are made fresh daily.
- The "prep" staff is scheduled in the early morning (9am) to begin to prepare all necessary foods served each shift.

Capacity Management

- Short range decisions to make sure that the business stays effective.
- Forecast of people would be coming in for a particular week.
- Problem with a customer.
- Outback orders their food once a week.