

# Capital-Outback Steakhouse Harvard Case Solution & Analysis



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# Contents

Executive Summary

Company description

Business model (product or service)

Market analysis

Strategy and implementation

Management team

# Executive summary

-We would like to open a new branch of Outback Steakhouse in Shanghai

-Analyze the SWOT

-Use Franchising

-Permeate the 4P of marketing to the follow business plan

## Company description

Outback Steakhouse which founded by Chris Sullivan, Bob Basham, and Tim Gannon, is an Australian themed steakhouse restaurant





The first two  
Outback Steakhouse  
restaurants were  
opened in 1988 in  
Tampa, Florida.





# Main product

-Meat like steak

