### Capital-Outback Steakhouse Harvard Case Solution & Analysis

The Case Solutions.com







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Business model (product or service)

Market analysis

Strategy and implementation

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# Executive summary

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

-Analyze the SWOT

-Use Franchising

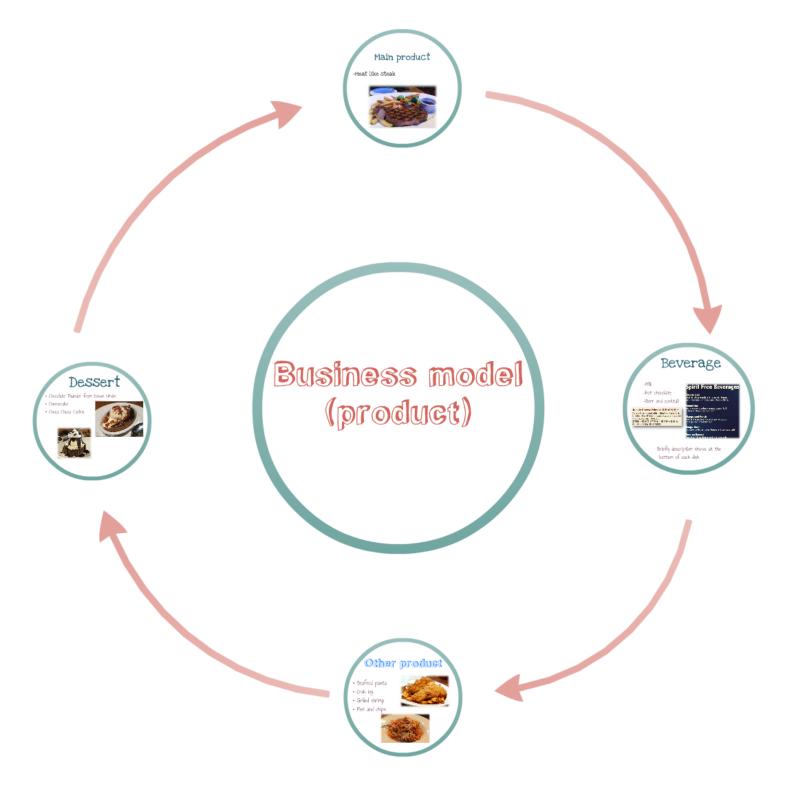
-Permeate the 4P of marketing to the follow business plan

## 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

