

NAME \_\_\_\_\_

DATE \_\_\_\_\_



# Project 1 Planning Form

## Instructor Memo

### Getting Approval to Open Your New Restaurant

#### Instructions

Complete this form to help you organize and plan the information that you will use throughout **The Restaurant Entrepreneur** simulation to establish your new restaurant. Since most of what you do in this simulation is based on the decisions that you make right now, make your decisions carefully!

- From the list of restaurant categories below, circle the type of restaurant you would like to open. Choose a restaurant type that you have a passion for. If you are interested in a type of restaurant not listed, discuss your idea with your instructor.

Burgers	Dessert only
Fast Food	Breakfast only
Mexican	Buffet
Steak House	Pizzeria
Chinese	Seafood
Indian	Barbeque
Coffee Shop	Bakery
Diner	Health Food
Sushi	
Hot Dog place	Other: <i>Need Instructor's approval</i>

- Based on the type of restaurant you selected, you must now identify its theme; for example, an oceanfront seafood restaurant with a surf theme, a sandwich shop with menu items named after celebrities, or a pizza place with a brick oven flare. In the space provided below, write one to two sentences that describe the theme/style of your restaurant.

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- List three possible restaurant names. **Note:** You must create an original restaurant name that does not already exist. Consider your theme, or perhaps the location of your restaurant, or maybe a name that has personal meaning to you.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

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4. In the space provided below, complete the contact information for your restaurant. **Note:** Select a city and state where you think your restaurant would be most successful.

*Street Address:*

*City, State, and Zip Code:*

*Phone Number (include area code):*

*Fax Number (include area code):*

*E-mail Address:*

*Website Address:*

5. It is important that you have a slogan or tagline that customers will instantly connect to your restaurant. However, your slogan and your restaurant style should match. A good tagline should focus more on what your restaurant **offers**, rather than what it **is**. In the space provided below, list three possible slogans that best fit the style and theme of your restaurant. For example, an Italian restaurant may use "Mama's Pizza Made Special For You."

a.

b.

c.

6. In two to three sentences, briefly explain why you selected this type of restaurant.

7. What color scheme will you use for your restaurant?

8. What will your restaurant signature dish be?

9. Discuss the responses you provided on this form with your instructor and several classmates, asking them to choose their favorite restaurant name. Decide what your restaurant name will be and write it in the space provided below.

*The name of my restaurant is:*