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Prepared For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**Restaurant Situation Analysis**

**Components of Restaurant Situation analysis**

**Location**

* It should be close to your target customers
* Should has appropriate parking area
* Affordable rent
* Should not too close to other restaurants of same type
* Environment need to be tidy and clean
* Must be close to public transport and available to foot traffic

**The Menu**

* Your restaurant menu should appeal variety of tastes
* Availability of healthier and lighter food
* Good selection of desserts and beverages

**Price Range**

* Price range should be comparable to other restaurants of same type and size
* Flexibility in your food menus

**Community demographics**

* You should consider composition of people in your target community
* Your money and prices should appropriate to people living in your business area
* You must know about available labor pool for waiter/waitress and other staff
* Convenient public transport for your employees should also be important for you

**The Competition**

* You must conduct a comprehensive survey about competition around you
* Understand the clientele, menus, services and prices before establishing your own restaurant business
* Try to find out what strategies have made them successful in the certain market
* You should also try to know the reason of establishing a restaurant in the area that is not developed for that. You should avoid same mistakes as others have done