

## Attributes:

1. Uniqueness
2. Creative
3. Consistency
4. Trustworthy
5. Quality

## Key Beliefs:

1. Efficiency
2. Courtesy
3. Theme

**Mission:** To create a themed atmosphere for customers to be immersed in while giving them the value and service they deserve.

**Vision:** Culinary Time Travel

## Competitors:

### 1. Hard Rock Cafe

Our Restaurant is the only music themed restaurant that focuses on being in the world of music memorabilia



### 2. Rainforest Cafe

Our Restaurant is the only rainforest themed restaurant that focuses on being immersed into the jungle



### 3. Planet Hollywood

Our Restaurant is the only Hollywood themed restaurant that focuses on being entertained



**Positioning:** Our Restaurant is the only nostalgic restaurant that focuses on being immersed in the past.

## Millennials (Primary)



Millennial (Primary): A study found that Millennials spend the most time eating out at restaurants than any other generation. It is said that the average Millennial spends about \$174 per month dining out, while other generations spend about \$153 per month. They prefer a restaurant that is convenient with healthy all natural food choices while also keeping an affordable price. They seek out restaurants that provide a unique experience that caters to their personal interests and that are also fun and exciting.

<https://www.foodnetwork.com/fn-dish/news/2015/06/millennials-eat-out-more-and-spend-more-when-they-do-than-non-millennials>

## Baby Boomers (Secondary)

Baby Boomers (Secondary): It is found that over half of Baby Boomers eat out weekly. They want to receive good quality food, service, and atmosphere. These elements are what keep Baby Boomers coming back to the restaurant. They enjoy food that is healthy for you, along with comfort foods. Value is key when attracting Baby Boomers to a restaurant.

<https://www.trycake.com/blog/generational-eating-habits/>



*Decades*  
BIG IDEA:  
DINE IN TIME

**Value Proposition** - A personalized experience that immerses you into the story of the restaurant while also providing value, service and a good meal.

## Markets:

### 1. Arlington, Virginia

**Median Income:** \$108,706

The Washington DC area is known to have a large population along with many tourists. This location has been proven to be the best place for a restaurant to start, due to the amount of money made by the restaurants in the area.

### 2. Seattle, Washington 3. Orlando, Florida

**Median Income:** \$100,630

Seattle is experiencing economic growth which will make it easier to open a business, such as a restaurant. It is also predicted to have a future growth rate for the next ten years.

**Median Income:** \$64,174

Orlando is a large tourist area with many theme parks nearby. A restaurant with a theme, such as Decades, will bring in a similar crowd as the theme parks making it a good location for Decades.

## Stakeholders:

### 1. Owner-

Responsible for making organizational decisions and strategies, along with sharing the company.

### 2. Employees-

Have a large investment in finances and time. They also help execute strategy, tactics, and organization.

### 3. Customers-

They are impacted by the quality and service of the restaurant and its value.