

Restaurant Venture

(50 points)

You and your friend (your partner) want to start a restaurant, but do not have enough money to cover all of your start-up cost. You and your partner are to make a presentation to potential investors (venture capitalist) using PowerPoint. Without money from these investors, you will not be able to start your restaurant. The audience for this presentation is prominent business people; therefore this must be a FORMAL presentation.

The PowerPoint presentation must include:

Title Slide (1 point)

- Name of the restaurant
- First and Last names of the presenters

Type of Food (3 points)

- Type of Food (i.e. Italian, Japanese, Korean, Thai, mix. Etc.)
- Reasoning for choosing this type of menu for your restaurant
- Any specialties? (Special dishes, desserts, appetizers, or wine)
- 2 sample menu items

Type of Restaurant (2 point)

- (Casual, fine dining, family dining, fast food?)
- Reasoning for choosing this type of menu for you restaurant

Prices (1 point)

- Average prices for entrees, appetizers, and deserts
- Reasoning for choosing prices.

Location (1 point)

- General Location (Must be within a one block area)
- Reasoning for choosing locations (i.e. high traffic, secluded, a lot of parking, central location, demographics of the area)

Target Market (4 points)

- Who does your restaurant primarily appeal to?
 - Upper-class, middle class, lower-class
 - Singles, family, elderly
 - Age (i.e. teens, 20's, 30's, 40's, 50's, over 50)
- How does your restaurant appeal to your specified target market?

Slogan or Logo (1 point)

- Create an original slogan or logo for your restaurant.
- Explain the significance of your slogan or logo to your restaurant.

Competition (1 point)

- Who is your competition?
- How will you differentiate your restaurant from your competition?

Conclusion (1point)

- Summary of main selling points to remember?
- Field and respond to audience's questions



Extra Credit (optional):

- ❑ Create both a slogan and a logo and give explanations of the significance for both (+1 point)
- ❑ Create an original theme for your restaurant. Give an explanation on how your theme matches and enhances your restaurant. (i.e. fishing, carnival, etc.) (+2 points)

Assessment:

Criteria in the PowerPoint presentation (15 possible points)

- ❑ See assignment sheet

Communicates effectively in all areas of the presentation – (6 possible points)

- ❑ Type of food (0.5 points)
- ❑ Type of restaurant (0.5 points)
- ❑ Prices (1 point)
- ❑ Location (1 point)
- ❑ Target Market (1 points)
- ❑ Slogan or Logo (1 point)
- ❑ Competition (1 point)

Presentation layout and skills – (29 Points)

- ❑ See rubric

Total Possible Points = 50



Things to turn in:

1. Submit to designated folder

PowerPoint Presentation must be turned in to designated folder by the specified date. 2-point deduction will be assessed for each day late.

2. Handout (6 slides per page) due: Before your presentation

-Failure to turn in a handout (6 slides per page) before the day of your presentation will result in a deduction of 5-points.