

Italian Restaurant: A Feasibility Report

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Introduction

Most college students are on a low budget. We investigated several Italian restaurants where they could get a good meal, great service, and a good price. We

chose restaurants based on their location from the University of North Texas campus. The restaurants chosen were

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|--------------|--------|
| 1. Option 1: | Olive |
| Garden | |
| 2. Option 2: | Baghe |
| ri's | |
| 3. Option 3: | Johnn |
| y Carrino's | |
| 4. Option 4: | Guisep |
| pe's | |

In the report that follows, we examined these options and will recommend the most well rounded restaurant that gives you your money's worth while you enjoy a good meal.

Methods for Evaluating the Options

To support our recommendations, we evaluated the feasibility for each option using three criteria:

- Price per Pound
- Service
- Cleanliness

To gather the information we attended 4 different Italian restaurants at the same time, on the same day, and ordering the same entree. We ordered Chicken Fettuccine Alfredo entrée on Saturday at 7:00 p.m. We did this so it would be easier to compare the restaurants. This made sure that each restaurant would be rated equally. We attended the restaurant and rated the restaurant based on the criteria. The price per pound was taken from the price of the entrée divided by the pounds. The service was determined by the time taken to be seated, time to be served, the number of visits by the waiter and the number of refills. The cleanliness was based on the way the place looked and how clean the tables, silverware, and plates were. Cleanliness was based on a scale of 1-10.

Results of the Evaluation

To determine which restaurant was the best, we evaluated the restaurants according to the criteria.

1. Option 1: Olive Garden

Olive Garden has about 780 restaurants located throughout the U.S. and Canada. The restaurant caters and even hosts two annual Italian Family Reunions. They serve authentic Italian food for customers all over America. They're food and decor is inspired by Italian culture. They have established the Olive Garden Culinary Institute of Tuscany. Employees are sent to the institute to indulge in Italian culture and gain inspiration. All these aspects make the Olive Garden experience authentic and enjoyable.

- Price per Pound: \$3.49 (13.95 total)
- Entrée Includes: Chicken Fettuccini Alfredo (4lbs), salad, soup, and bread.
- Cleanliness: 9
- Service:
 - Time To Be Seated: Immediately
 - Time To Be Served: 15 minutes
 - Number Of Visits: 6
 - Number Of Refills: 2 (when necessary)

2. Option 2: Bagheri's Italian Restaurant

Bagheri's Italian Restaurant is a small family owned restaurant ran by Mr. Bagheri's in Denton, TX. He serves authentic Italian food with great hospitality. The dinner experience at this restaurant is different from a corporate owned restaurant such as Olive Garden. Mr. Bagheri is a server and cooks the food, which is more personable than a corporate owned restaurant. You can expect a good experience at his restaurant. A review of the restaurant is detailed below for when ordering the Chicken Fettuccini Alfredo Entrée:

- Price Per Pound: \$3.74 (\$14.95 total)
- Entrée Includes: Chicken Fettuccini Alfredo (4lbs), homemade bread, and asparagus.
- Cleanliness: 9
- Service:
 - Time To Be Seated: Immediately
 - Time To Be Served: 11 minutes

- Number Of Visits: 11
- Number Of Refills: 4 (when necessary)

3. Option 3: Johnny Carino's

Johnny Carino's American-Italian Restaurant started as a small business in 1977 and eventually expanded into over 130 Restaurants in the U.S and 10 across the Middle East. In the early years Chef Carino was known for his authentic Italian traditions but later passed it all down to Chef Chris Peiterson, who is the chef today. Chicken Fettuccini Alfredo Entrée at Johnny Carino's is what was reviewed below:

- Price: \$3.25 (\$12.99 total)
- Entrée Includes: Chicken Fettuccini Alfredo (4lbs), salad, and bread.
- Cleanliness: 9
- Service:
 - Time To Be Seated: 15 minutes
 - Time To Be Served: 20 minutes
 - Number Of Visits: 6
 - Number Of Refills: 2 (when necessary)

4. Option 4: Guiseppe's

Guiseppe's Italian Restaurant is a family owned and operated by Guiseppe Brownell. Guiseppe was raised in the Umbria region of Italy where he grew up learning to cook from his grandmother. After moving to America and meeting his wife, Robin, the restaurant was open in 1996 in downtown Denton inside of a historic Victorian home. At Giuseppe's, customer satisfaction, authentic Italian experience, and attentiveness is what keeps customers coming.

- Price: \$2.99(11.95 total)
- Entrée Includes: Chicken Fettuccini Alfredo (4lbs), salad, and bread.
- Cleanliness: 9
- Service:
 - Time To Be Seated: Immediately
 - Time To Be Served: 12 minutes
 - Number Of Visits: 4
 - Number Of Refills: 1

Conclusions

Each of the four options has advantages and disadvantages. Option 1, 2, and 4's wait period to be seated and get your meal is very quick but the menu is pricier. Option 2

has the most expensive menu. Option 3's prices are less expensive for a dinner-sized meal, so you get your money's worth. However, the waiting period for being seated and getting your meal is longer.

Recommendation

Based on our surveys, students said that price is the number one quality they look at when going to a restaurant. Option 4 offers the lowest prices so we recommend Giuseppe's since it is the cheapest Italian restaurant to go to around the UNT campus.