

Everyday Palate

RESTAURANT MARKET ANALYSIS

Prepared by

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Overview

Located in Phoenix, Arizona, **Everyday Palate** is a company in the casual restaurant industry that offers American cuisine to customers in a casual, laid-back setting. It has recently launched its online ordering system, which allows customers to order through its website. This analysis is intended to aid the company in studying the latest trends in the industry.

Target Market

The company offers food services to customers from the middle-income class who have a taste for American food.

Market Analysis

Consumers are now more inclined to patronize restaurants that incorporate convenience in providing food services. **Viva Americano** is the top restaurant in the industry, well-known for its user-friendly app, allowing customers to order food online.

Buyer Persona

Henry Tilney is a 27-year-old freelance photographer based in Phoenix, Arizona. Like a typical millennial, he prefers to order his favorite meals online and have them delivered to his doorstep as this saves him a lot of time.

SWOT Analysis

METRICS	EVERYDAY PALATE	VIVA AMERICANO
Strengths	Convenient online ordering system	User-friendly app
Weaknesses	The website is still new and not yet fully-functional	Limited menu
Opportunities	The growing number of web and app developers	Customers' preference to order through online platforms
Threats	Ingredient suppliers charging more	Third-party online ordering services

Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$40,000.00	\$60,000.00
Cost of Sales	\$20,000.00	\$30,000.00
Gross Profit	\$20,000.00	\$30,000.00
Total Expenses	\$10,000.00	\$15,000.00
Net Profit (Loss)	\$10,000.00	\$15,000.00

Conclusion & Recommendations

Everyday Palate caters to millennial customers who value convenience and prefer to order their food through online platforms. In two year's time, the company will generate a revenue of \$60,000 and \$15,000 worth of profit. Its website must be immediately fixed for customers to have a smooth transaction and build connections with ingredient suppliers that charge less.