
Proposal Presentation

Four Breakfast

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Introduction

- **Our Goal:** Identify possible problems and generate solutions to improve Four Breakfast & Grill's customer base
- The **Four Breakfast & Grill** Problem:
 - Despite great location and few competitors, not enough foot traffic
- How can we figure out the problems?
 - Data collection methods
- How will we generate solutions?
- Is this feasible?
 - Absolutely, as this is an central restaurant on campus business will always be present, making small changes may bring large returns to the restaurant and many of the changes will not cost the business any money.

Project Objectives

- Understand low business turnarounds -> Improved business
- Understand involvement -> Increase campus involvement
- Learn about student preferences -> Implement preferences into restaurant
- Improve overall appeal and incentives for student dining
- Make Four Breakfast a staple of the UIUC food scene.

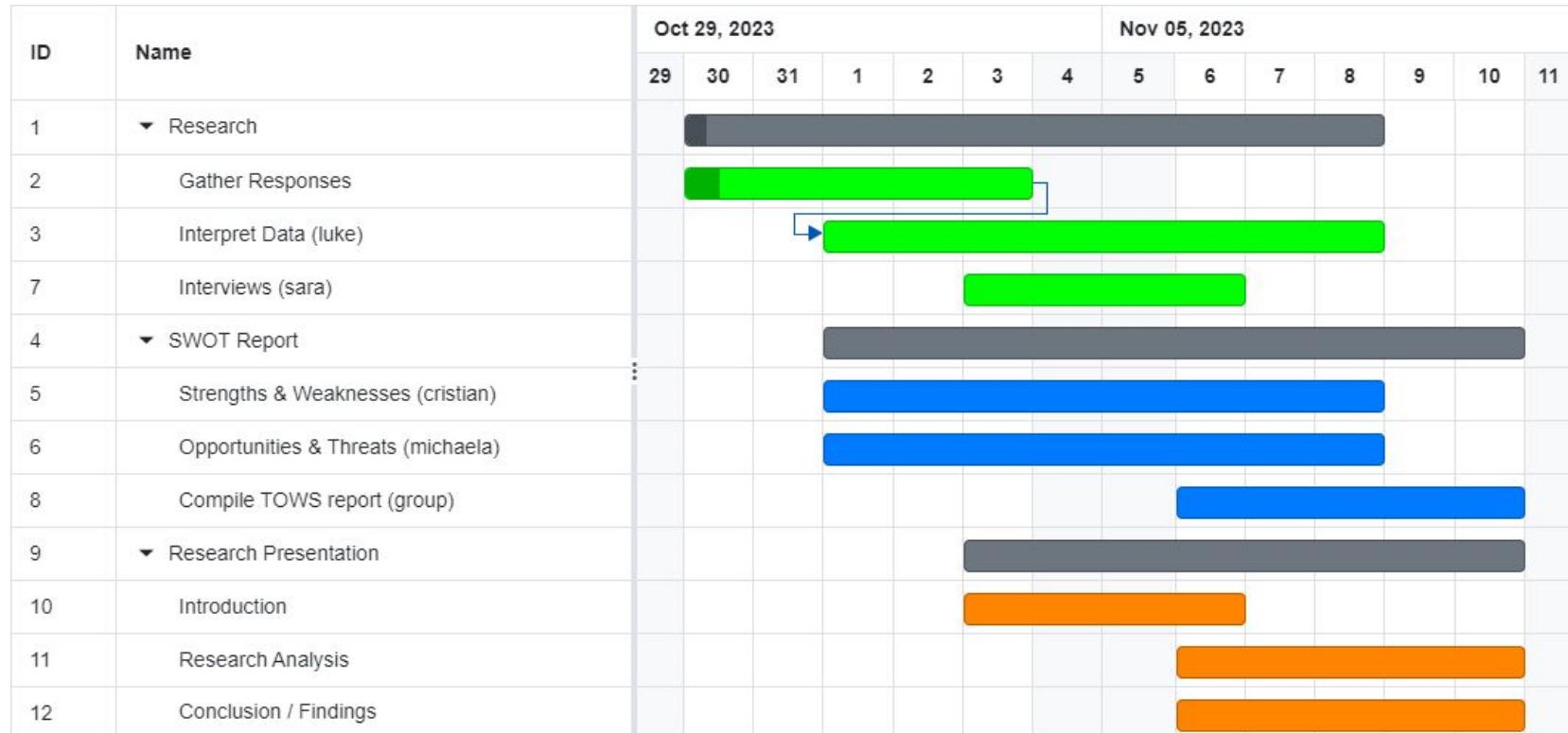
Potential Solutions



Credentials

- We are students with a large network within the university
 - Lots of data points and feedback accessible to our team
- Our team is experienced with data collection and interpretation
- Very familiar with the location, but we know they can improve
- Very involved in student organizations
- Customers of the restaurant
- Know the competitors and their business models

Timeline of Events



Conclusion

Overall Goal: Attempting to make Four Breakfast more connected as an integral part of campus culture, while also raising awareness and market shares.



References

Survey:

https://docs.google.com/forms/d/1I_wQeE2r5Pab48k5mVjM81P1OMvH2oYINLqEpu-wtKg/edit#responses