



WIL'S GRILL REPORT

FOOD AND MONEY: HOW TO MOVE FORWARD

Piludu - Baroni - Boschi - Southern - Martiniuc



WIL'S GRILL

INTRODUCTION AND HISTORY

WHO



WHEN



WHAT



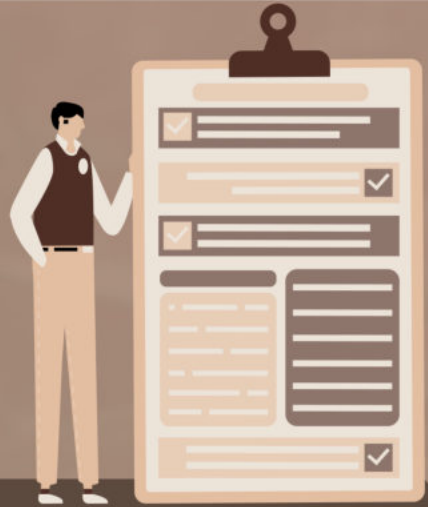
WHY



WHERE



VRIO ANALYSIS



RESOURCES &
CAPABILITIES

VALUE

RARITY

INIMITABILITY

ORGANIZATION

SUSTAINED
COMPETITIVE
ADVANTAGE

- Organic and high quality food

- Correct patents and permits
- Website & mobile app
- Good communication with suppliers and customers

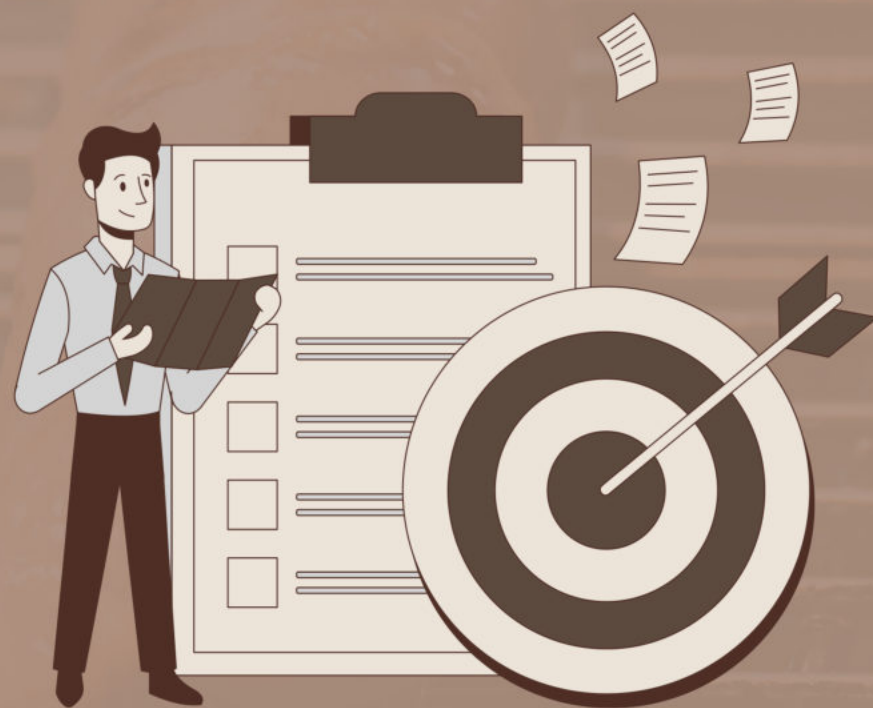
- Clean food
- Brand reputation
- Fast serving
- Show cooking

- Knowledge of the supply chain



SWOT

ANALYSIS



STRENGTHS

- Food type & quality
- Brand reputation
- Great experience
- Relationships with suppliers

WEAKNESSES

- Insufficient equipment
- Number of employees
- No fixed storage housing
- Brand's popularity

OPPORTUNITIES

- Growing awareness of health and wellness
- Expansion into new markets
- Pursue scaling

THREATS

- Established local competitors
- International companies entering into this market
- Weather issues

CATERING SEGMENT

AN OVERVIEW



CORE COMPETENCES REQUIRED:

- Number of well trained staff members
- Large, varied and constantly updated menu
- Equipment
- Curated presentation of food
- Entertainment & decor

WHY IT IS ATTRACTIVE:

- More 'predictable' sector
- No weather concerns
- Significant rise in net income



**WIL'S
GRILL**

CONCLUSIONS

WHAT CAN BE DONE

Checklists

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What does John need to do at this point ?



WEAKNESSES/OPPORTUNITIES

A SWOT BASED STRATEGY

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Find a lender

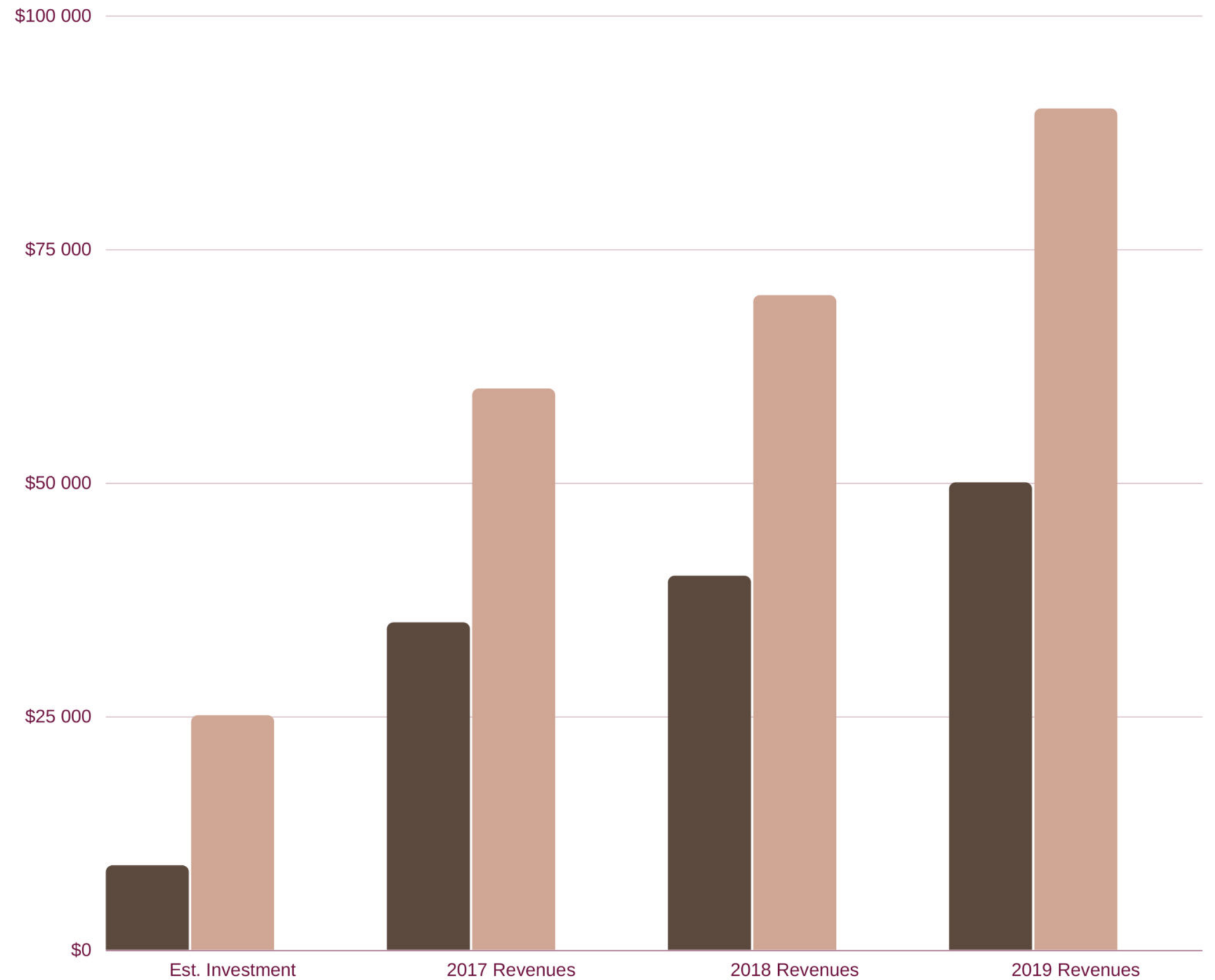


**WIL'S
GRILL**

FUTURE REVENUE PROJECTIONS

EXPANDING IN THE STREET
FOOD MARKET

ADDING CATERING AND
MAINTAINING STREET FOOD



THANK
YOU



ANY QUESTIONS?

DOUBTS, CONCERNS, UNCERTAINTIES

