

Mario's Bistro

You have been approached by the owner of a local Bistro that has been in operation for 20 years. It is a small food and beverage business that has been popular with the community. It is famous for the Italian sandwiches that Mario's father would make in his native country.

The kitchen needs new commercial equipment to keep up with new food regulations but Mario Jr. has been hesitant about making the transition.

In addition, a new Bistro has recently opened up a block away and is offering Mediterranean sandwiches at discounted prices.

Business has slowed down and Mario Jr. would like for YOU to develop a new marketing plan for the bistro. You have accepted the challenge.

Research tells you to begin with a S.W.O. T. analysis. Take a look at the strengths, weaknesses, opportunities and threats for Mario's Bistro.

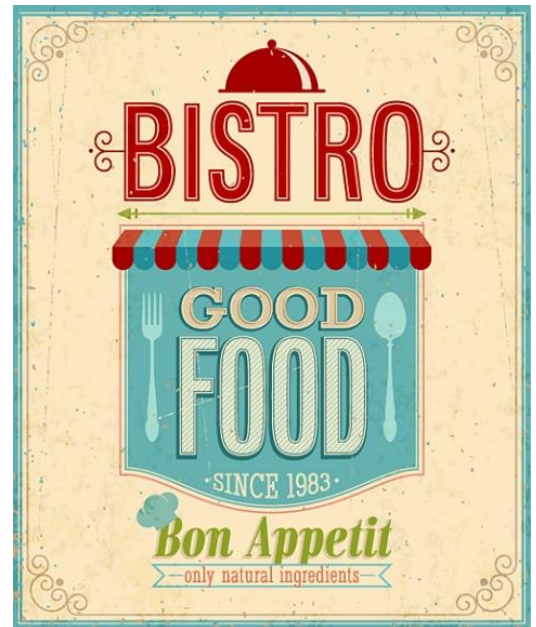


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