To: Kyle Corea & Adam Gold (Funk ‘N Waffles Management)

From: Peter Hook

Date: March 29th, 2011

Re: Proposal to increase Sales at Funk ‘N Waffles

**Introduction:**

Having been an employee of Funk ‘N Waffles since June 2010, I have had a unique chance to observe the operations of this venue/ restaurant. During this time I have noticed that, although Funk is a healthy business, it could potentially increase its customer base to increase sales. I am proposing to write a feasibility report (submitted on May 6th, 2011) aiming to increase the number of customers coming into Funk ‘N Waffles to generate more sales at the venue. This report will present solutions to achieve this goal, using research that I will be conducting over the next five weeks. Ultimately the report will suggest one solution that you as management can realistically implement to increase the customer base of Funk ‘N Waffles.

**Problem:**

In its current state, Funk ‘N Waffles is not providing service to all its potential customers. Many people I have asked are aware of Funk’s presence in Syracuse, but have never made the trek down to its basement hideaway. A prime example is Junior Arts and Sciences major Kendrick Lamar who claims he’s “known about Funk since freshman year”, however had not actually gone to the venue until his first visit just a week ago. I believe this is a result of the somewhat hidden location of Funk. Since it is located in a basement at the end of an alley way, I believe some potential patrons either; cannot find Funk ‘N Waffles, or choose one of the more accessible eateries in the area. I know as an employee, I have spent a number of phone calls describing our location to people who wish to dine there. I have also been asked countless times if we serve alcohol at Funk. Although this does not deter all customers, some potential customers relocate their business once they are denied alcoholic refuge. Another source of this problem may be the physical size of the restaurant. On very busy days there is sometimes a shortage of seats, and customers are lost simply because there is not enough space to accommodate these patrons. First time customers who do actually find their way to the register are often quite surprised by the menu selection offered at Funk. Since the name contains two absolute ideals; Funk for music and waffles for food, many people assume these are the only two products offered by your Venue/ Restaurant. When in fact the music performed at the venue varies greatly from show to show, and the food menu has an extensive listing of waffles supported by a variety of other food choices. I believe it is worth saying that I am in no way suggesting you change the name! My goal is to research management decisions which could decrease or even eliminate these factors which limit the clientele of an already outstanding business.

**Solution/ Objective:**

The objective of my feasibility report is to provide you as management with the most cost effective solution to increase the flow of customers into Funk ‘N Waffles, while at the same time maintaining the funky atmosphere omitted by the present establishment. To me maintaining the “funky atmosphere” means that after such a solution is implemented, current customers will still feel a connection to the revised establishment. Below is a table of possible solutions Funk ‘N Waffles could implement to alleviate some of the issues faced in the current operations. The table also provides the criteria that will be used to evaluate the feasibility of each solution, and what research will be used during these evaluations.

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria =>** | **Financial Cost** | **Effect on Patrons** | **Effect on Day to day Operations** |
| Solution #1**Renovate current space** | -Contractor estimate-Research building code | - Survey Patrons-research building capacity | -talk to employees/ management |
| Solution #2**Move the Westcott** | -Research Lease agreement/ talk with venders | - Survey/ test to gauge acceptance to the area | - talk to employees-research new location facilities |
| Solution #3**Promo Campaign** | -Research common campaign cost | - Research customer reaction to related campaigns | - Could current venue handle effects of campaign? |

The first solution my report will investigate is for Funk ‘N Waffles to renovate the current space. The goal of this renovation would be to increase the capacity of the restaurant, and decrease the number of people who leave unattended on those busier days. This renovation might also include the introduction of alcohol as a product at Funk. This would open a new market of sales for your business, and potentially draw more customers to the restaurant.

The second solution, which I believe you have already invested extensive research into, would be relocating the restaurant to Westcott Street. This will put Funk in a more accessible area in which you could draw off the already booming customer base of Alto Cinco and the Westcott Theater. This would also put Funk in a more inviting atmosphere then its current location on S. Crouse.

The last solution is the least extreme of all, and suggests you run a promotional campaign to raise awareness about the great things going down at the Funk. This could include creating a street team that goes out to promote upcoming shows at Funk. Another way to obtain a similar result would be to hook up with one of the local media outlets (the New Times, Jerk Magazine) in an effort to get show dates published and available to the public.

**Method:**

In order for my final report (submitted on May 6th) to allow you to make an informed decision on which solution to implement, I will first need to conduct a good deal of research. Below is a table providing a schedule for the research I will perform, and the above table includes the methods of research involved with each solution and the associated criteria. As far as the cost for this research, their will little to no financial cost involved. And certainly no cost to you as Funk ‘N Waffles management. Most of the research will require a time commitment from me and the people I am interviewing and surveying, but none which should exceed 45 minutes. I am regrettably not the most experienced in conducting formal research, which degrades my qualifications to write this report to some extent. However, I have been an employee of Funk since mid-June, and I have acquired a pretty good insight about the day to day operations at Funk. My goal is to use this understanding and research to create a feasibility report which will provide an inform solution to increase the flow of people into this groovy establishment.

|  |  |  |
| --- | --- | --- |
| **Week #1****(4/4-4/8)** | Preliminary research | Interview Kyle and Adam for understanding of current state |
| **Week #2****(4/11-4/15)** | Renovation research | Call contractor, investigate NYS Building code for structure |
| **Week #3****(4/18-4/22)** | Relocation Research | Interview Kyle and Adam about summer 2010 decision |
| **Week #4****(4/25-4/29)** | Add campaign Research | Research results of other promo campaigns |
| **Week #5****(4/2-4/6)** | Finalize report | Combine all results and come to a conclusion. |