
Case Study Of Ardo Restaurant

Brief summary:

The restaurant is run by Executive Chef & Owner Roberto Marotta. He and his family lived in Milazzo, on the north side of Sicily along with Aeolian Islands. The admiration he give to the Sicily's food is inspired by his mother. He and his brother Alessandro opened their first restaurant in their homeland followed by Sicily's cuisine. After a while, Roberto moved to Canada with ambitious of bringing new waves using fresh product, meats and seafood to expanded his cuisines. It's quite unfamiliar at first to Canadian because they used to Italian's food, however the more they try, the more they dig into this delicate flavor of his homeland. Later on, Ardo restaurants featured on Blogto as one of the most famous restaurant in Toronto. Roberto really achieved his goal.

Description of menu and price:

The menu divided into 8 categories which are spuntini, insalata, pasta, pizze, piatti, contorni, dolci, mercato and beverages. The name might hard to some guests because is in Sicilian but there are clear description below the name of each dishes. So in Ardo, the appetizer are Spuntini, salads are insalata, the main course are divided into two meal which are Contorni and Piatti, desserts are Dolci and the last but not least Chef's special dishes are Mercato. The beverages are rotating selection of European wines, and classic cocktails that incorporate Sicilian flavours. Behind every drinks there are details of ounces in each beverages, the description of the drinks and the price.

Pricing: At Ardo restaurant, we used cost - plus pricing to maximize the revenue, profit. For this strategies, all of the over- head expenses are included which are rent, wages for employees, gas and electricity for the whole restaurant. After all the factors have been taken into consideration, we added a markup percentage which is between 3 and 4 times the cost to create a profit margin for the dish. The reason why we chose this are because the cost- plus formula are easy and simple, we know the exact amount of disbursement has incurred on the process of making a product so that we can add profit margin to achieved our desired revenue, we can know reason behind our unfortunate rising in expenses: therefore: calculate the number again and take immediate action.

Target

Needs: Necessity which are items is required to survive and a part of human condition. In our case, the Chef& Owner established a restaurant due to human needs, he wants to satisfied the basic things in customers life. He dedicates his fife in Sicily cuisine so that he can turn needs into both wants and demands.

Wants : This concepts are largely depends on the needs of human themselves. This is something that you want but you can still survive without it. Our consumers target are tourists, newcomers, family wants to have a fine dining experience, a chilling night with friends, more of a leisure environments. Our Chef chose the location of the restaurant in downtown which are

crowded with people and tourists. He focuses on Sicily cuisine which are new, unfamiliar to Italian's cuisine make the guests wonder and curious. In a results, guests want to come inside and have a taste of it. Our strategies is that when a customer or a group of 3 or 4 wants to have a fine dining experiences, they would want to try something fresh instead of others restaurant.

Demands: Are originally from wants but have the ability to afford it. You can say a state of mind which drives your wants towards fulfillments. Ardo restaurants is not a casual place or a destination which you want to naturally comes without thinking when you not able to afford it. It's not like Tim Hortons, McDonald or Wendy's. It's the place that we want to turn a guest's wants into guest's demands. Something that a person really want to try before and now they finally capable of paying it, he will have no hesitate come to Ardo restaurant.

Restaurant's placement in our niche market:

In our market , there are famous Italian's restaurant such as Blu Ristorante, Stelvio, Pizzeria, Carisma, etc. We cut ourselves out of the Italian's circle for those who looking for something worth to try, and be challenged yet memorable. The food are mixed with Arabic influence, Spanish, African and Norman but still deep down in their throat, they still taste of the native Sicilian sense.

General study of market competition:

Marketing successes:

We have foodie photos which features on Instagram, Facebook, Twitter. Incorporate with Yelp so that we be more proactive and can see reviews to adjust based on our customer reviews. We implemented Google + account and Geo- targeted Ads as having our restaurant appear via Google and pop ups in front of customers. We do have promotion when there are special occasions on specific dishes.

SWOT analysis:

Strength:

The advantages we have is unique Sicily cuisine

Located in downtown Toronto.

We prepare meal with fresh food like fish, scallop, eggplant, lobsters

Variety of beverages from European

Received award for one of the best Italian restaurant in Toronto

Bring the unique flavor from northeastern edge of Sicilian province

Highly motivated workforce

Weaknesses:

Higher price

Has no branches

Modest advertising budget

Currently not using food delivery apps/ technology

Reputation, presence and reach

Opportunities:

Expanding on the advertising on being more socially responsible

Emerging market

Start implemented seasonal menu keeps things fresh and interesting

Cosy atmosphere

Threats:

Rising costs of ingredients

Still not attract enough large amount of customers

Strong competitors

Final synopsis:

The whole operation of Ardo restaurant are running smoothly without any obstacles currently. However, we are lack of staff at the moment but each of the team member gave a hand out to help so that our restaurant can remain stable. We will keep our strategies in menu pricing but going to take a look at implemented seasonal menu. We will start focusing on attract more customers by updating on advertising more. Due to the scale of the restaurant, we minimize the staff as much as we can because we can't afford any accidents and raise the safety awareness of both employees and guests.