

Asian Chain Proves National Growth Ability

Case Study



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The Situation

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A smaller, multi-concept restaurant organization in the Midwest is looking to expand its successful Casual Dining Asian concept in order to prove its viability in various geographic metro areas and regions.



- ▶ Expand into other urban neighborhoods in the same metropolitan area
- ▶ Expand into at least 2 suburban locations in the same metropolitan area
- ▶ Expand into locations in at least 2 other metropolitan areas, including one outside the existing region

The Actions

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A comprehensive Site Selection process is developed to identify the highest sales potential locations for the concept.

- ▶ A unique Customer Profile identifies the highest potential customer base, using traditional demographic factors and customer lifestyle characteristics based on data
- ▶ An Ideal Site Model is constructed to measure objectively the key components required to achieve the annual sales volume goals surrounding a location
- ▶ Various locations are compared to the Ideal Site Model to determine their potential strengths and weaknesses relative to achieving the targeted sales volume level

The Results

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Numerous restaurant locations are evaluated via this Site Selection process. Several locations are recommended, and their successful performance leads to the future sale of this growth concept to a major industry player.



- ▶ Additional urban and suburban locations are successfully opened and operating in the home metropolitan area
- ▶ Additional locations are successfully opened and operating in 2 other metropolitan areas, one outside of the Midwest
- ▶ This successful geographic dispersion supports the potential viability of this Casual Dining Asian concept on a national scale

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