

Micki ONeal

### **Chapter 10 Assignment**

If I was planning to open a restaurant in my home town I would open a Breakfast Café. It would be a restaurant that serves only breakfast and specialty coffee. I would name it "Just Breakfast." It wouldn't be just a basic breakfast selection of pancakes, eggs & bacon, and cereal but instead specialty breakfast items like goat cheese crepes and egg white omelets. Ways I would exceed customer expectations would be: 1) Offer quality gourmet breakfast choices that are gluten free. 2) Make a menu selection that offers fast on-the-go items as well as sit-down service. 3) Make it a nostalgic feeling of being in your Mom's kitchen with an old fashioned atmosphere including a working Juke Box and old fashioned soda machine. 4) Fast, reliable service from the moment you step inside, making you feel like you're at another home away from home. Someone will greet you immediately and guide you to a table or to the fast service making the customer feel welcome. 5) Provide enough staff to ensure production is fast and reliable each time the customer comes in. 6) Offer with purchase receipt a free meal on their next visit if they take a survey online. This will help to obtain customer feedback to see I can better improve food and service. Combining all of these will help to put progress in process and continue to grow and improve the restaurant.