**MGT 314**

**General Instructions**

1. Complete a House of Quality analysis for your proposed FreshMex restaurant.

2. You may consult this website: http://www.youtube.com/watch?v=tO6gmWX-cp4 for a House of Quality tutorial.

3. You may use the Excel template posted in Blackboard or you may draw a House of Quality and fill it in. If you have other ideas, please let me know in advance.

**Your Assignment**

You’ve decided to start a FreshMex restaurant off of Central Avenue this spring. You think there’s a great opportunity for a health-conscious burritos and tacos restaurant that emphasizes fresh ingredients and fast, friendly service. Based on some preliminary market research you know that your potential customers are looking for: fast service, the ability to customize their burrito or tacos, great-tasting food, and low prices (with relative weights of 5, 7, 8, and 6 respectively).

Think about your competitive priorities for your restaurant and how you will design your operations (processes, equipment, space, etc.) to achieve those priorities. Develop a house of quality that helps guide your design of the location (both interior and exterior), operating times, etc. to best fulfill your customers’ wishes and help your business be competitive in the marketplace. Try to examine at least 6 different “how” characteristics (how you will achieve the customer requirements). Based on your analysis, how will you spend your limited funds? Why?

For analysis purposes, your two competitors are Chipotle and Qdoba. If you’re not familiar with these restaurants, please identify competitors with whom you’re familiar.