Strategic Business Plan for Eat Right Healthy Shop (Restaurant Industry)

Strategic Business Plan

For a positive strategic plan outcome, an organization must conduct a SWOT analysis on a continuous basis (Pearce & Robinson, 2013). Conducting a SWOT helps an organization in determining the status of its strengths and weaknesses. Surveillance of an organization's external environment is necessary in taking advantage of favorable market conditions (opportunities) and establishing a contingency plans for hazards (threats). Long-term objectives are necessity for an organization’s growth. Strategic option and decision will help an organization to create a realistic pathway to achieving its vision, mission, and long-term goals (Finance, 2014). This paper will discuss strategic options that are applicable to Eat Right Healthy Shop.

**Organizational Structure**

An organizational structure generally illustrates the rank order of authority, systems of information exchange and responsibilities of a firm. The organizational structure of a restaurant is dependent on the restaurant’s sixe. Eat Right Healthy Shops hierarchical order consist of:

* Owner or CEO: the role of the owner or CEO will be specified (Media & Hanley, 2015).
* Manager: the role and responsibilities of the manager will be specified.
* Front of House (FOH): Consist of dinning, bar and service areas. Identify the employees who work in FOH (e.g., greeters, waiters, bartenders and food runners, etc.) and each of their duties will be specified.
* Back of House (BOH): Consist of kitchenette, eating utensils and dishwashers. Employees who work in BOH (e.g., head of cooks, cooks and cleaners, etc.) will be specified (Shah, 2012).

**Vision**

We exist to transform customer’s experience in our community.

* To create superior daily life for individuals.
* To be the world’s finest expeditious restaurant reality.

**Mission**

Our mission is to serve fresh, healthy and exceptional food and drinks of remarkable quality to customers( Ekerete, 2003). Our staffs are among the best in the community. They will employ our proprietary training methods in providing distinguished customer service. We promise to treat our patrons, staff members, and vendors with topmost ethical behavior.

**Eat Right Healthy Shop’s Purpose**

Eat Right Healthy Shop will be a 50 seat fine dining restaurant and food delivery of specialized fresh, quick, and healthy Nigerian foods with a touch of American influence (wheat bread with egg whites, yam with eggs, brown or white rice, pepper soup, oatmeal fufu with vegetable or okra soup, and steamed vegetables). Eat Right Healthy Shop will serve freshly squeezed juices (pineapple, orange, and papaya), bottled Eva water, and Coca-cola soft drinks. Fresh lean beef, fresh fish (salmon, tilapia, croaker, and red snapper will be served. The first store location will be in Orlando, Florida with an advancing plan to establish additional stores yearly. The store will begin operation in January 2016. Eat Right Healthy Shop will be an initial small business with (Quidina Edwards) as the CEO.

**SWOT Results**

**Strengths**

1. Management disciple
2. Insert another strength
3. Insert a third strength

**Weakness**

1. New in the market

**Opportunities**

1. Increased sale
2. Give another opportunity.

**Threat**

1. Drop in revenue
2. Name another threat

Conclusion

The goal of establishing a profitable business is to meet consumers’ needs and be profitable by offering value added services. To be on a successful business journey, an organization must create a logical strategic plan that states where the business is going and how it plans to get there. A business must be prudent at observing changes in its market environment, understanding its consumers, and be prompt at making applicable changes on time. Grand strategies will help in directing an organization’s overall goal (Twomey & Twomey, 2008).

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