Strategic Plan, Part I: Conceptualizing a Business

**Mission Statement**

The business that I will create will be an Italian restaurant. The restaurant will serve the best and most authentic Italian food in the country. The restaurant will use the best ingredients imported from Italy. The restaurant will recruit the most experienced Italian chefs and will ensure that our guests get the best Italian food in the country.   
**Vision**

The Italian restaurant chain will grow globally and in seven years will become the largest restaurant chain in the world. The growth and progress of the restaurant will be directly related to the quality of food served and the authenticity of ingredients used.   
**Guiding principles and values**

The Italian restaurant will always serve fresh food. Those ingredients that are old or stale will be destroyed. Further, the Italian restaurant will strive to provide the widest variety of dishes possible for an Italian restaurant.

We believe that our first responsibility is to the diners that patronize our restaurants. We must constantly strive to reduce costs so that reasonable prices are maintained. The diners orders should be served promptly and accurately, our employees should be well paid.

We are responsible to our employees who will work to make our restaurant the best in the world. They must have a sense of security, in their jobs. The compensation paid to employees will be fair and adequate. The working conditions will be well organized, sanitized and secure. We will strive to provide ample opportunity to enhance their careers.

We are responsible for the social uplifting of the communities in which we work. The company will be excellent citizens, support talented persons and charities. The company will bear a fair share of taxes and encourage civic improvements, improved health and education.   
We have responsibilities to our shareholders. The assets of the business must be protected. Improvements in facilities, equipment, and programs will be made all the time. Adequate reserves will be created so that assets are replaced. The Italian restaurant will strive to increase its profits so that the shareholders get a proper return for their investment.   
**Analyze of strategic direction**

The mission of the Italian restaurant is to provide the most authentic and expertly prepared Italian food all over the United States. The vision is to become the leading Italian restaurant all over the world. Finally, the values guide the organizational goals of being fair to our customers, employees, the community, and stockholders. The combination of our mission, vision, and values will guide the strategic direction of our restaurant chain (Rubino & Taylor, 2000).

The strategy of the Italian restaurant will be to develop a unique positioning for authenticity, taste, and service that will be unmatched by any other Italian restaurant. The lasagna will taste homemade, the cut sirloin will be baked golden brown, and the lasagna rolls will be baked in five cheese marinara. The fried mozzarella, cheesy zucchini bites, calamari and stuffed mushrooms will be unmatched in taste, flavor and freshness.

The strategy of the restaurant will be to employ the most experienced chefs and use the freshest ingredients to produce an unmatched taste. The decor of the restaurant will be Italian and the clients will get a truly rich Italian experience. Because of the mission and vision, the restaurant chain will grow fast first in the US and then abroad. The brand will become so recognizable that the opening of a new restaurant either in the US or abroad will be greeted with a large number of visitors to the restaurant. The strategy of the restaurant will be to provide requisite training to the employees so that they improve their skills and move up their careers.

The restaurant will ensure that the community requirements are addressed through community support programs. Further, environmental protection programs will also be started by the restaurant to improve the image of the restaurant. Finally, the restaurant will have the objective of increasing its profitability so that the stockholders get a good return on equity as well as ensure that there are funds available for the growth the restaurant seeks (Evans, 2007).   
**Evaluation of customer needs and critique of competitive advantage**

The organization addresses customer needs by providing the customer with the most authentic Italian food. The filled pastas, beef & pork, fish & seafood, appetizers, and soup & salad are fresh, appetizing, and have an Italian taste. The customer will also be affected by the special Italian ambience. There will be Italian table tops, Italian paintings on the walls, light decor and floor design that will be authentic Italian.

The overall strategy of the Italian restaurant will be to differentiate the services based on authenticity and decor. The customer needs will be served through the authentic food, wide selection of Italian foods on the menu, and an Italian ambience. The second way in which the customers will be affected is that the prices will be reasonable and not too high. Third, the promotional tools used will be advertising, publicity and public relations. Each promotional tool will help position the restaurant as an excellent place to eat Italian food. Finally, the location of the restaurants will be at such places that the distance from target customers will not be very high. The customers can easily visit the Italian restaurant (Rubino & Taylor, 2000).

The competitive advantage will be achieved through differentiation. First, the food will be differentiated, for instance the authentic flavors of the food served will *wow* even an Italian food expert. Each dish on the menu will have ingredients that will be fresh and authentic. The Italian restaurant will take great efforts in making the food authentic, for example the freshest olives will be imported from Italy on a weekly basis. Other ingredients will also be imported at such intervals that the food served will have an authentic flavor and freshness. Second, some of the most experienced Italian chefs will be employed in the restaurant. These will be selected on the basis of references and experience. They will also be tested before they are selected. It is expected that the expert chefs will impart a special taste to the food. The restaurant expects that through the word of mouth, the good food that the restaurant is serving will increase the clientele increasing the revenues and profitability. There will be strong advertising support for the restaurant. The restaurant will be positioned as a high quality authentic Italian restaurant. This strategy will enable quick growth of the restaurant and as the number of restaurants increase there will be an increased awareness of the brand of the restaurant. The maintenance of good quality will ensure that popularity of the Italian restaurant will increase rapidly (Evans, 2007). 

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