



Brief Summary of Findings and Recommendations

August 2022



Service: Business consultancy

Sector: Hospitality



Location: Occitania, France

Town/Village: *Not disclosed for confidentiality*

Background



Locality

- Business located in a small rural village of 1100 inhabitants.
- No public transport connecting it with other places.
- Growing percentage of people older than 50 years old.
- Economy: Low volume primary sector economic activities and services related with them.
- Village enterprises: Grocery shop, pharmacy, hairdresser salon and a bakery, all with limited opening days and hours.
- Closest towns for shopping, entertainment and other services at 14 km and 31 km.



Business

- Restaurant with bar, offering international dishes for eating in and take away (orders are placed by phone and online).
- The bar is the main source of income. The second is takeaway pizzas.
- Space for 50 covers. Opens daily on evenings only.
- Busiest evenings: Fridays, Saturdays and Sundays when there is not a local event. Least busy evenings: Tuesdays and Wednesdays.
- Competition: Take away offerings of local traditional dishes and pizzas (three days per week mainly). Occasional evening events in surrounding villages or hamlets and, in a daily basis, the closest towns' restaurants as the main means of transport are private cars.

PURPOSE OF THE CONSULTANCY: IDENTIFY LOCAL AND BUSINESS FACTORS THAT COULD CONTRIBUTE TO INCREASING FOOD SALES IN A CONTEXT OF LOW DEMAND DUE TO DIVERSE REASONS

Main Results of SWOT Analysis

STRENGTHS

1. Main street and village garden location. Plenty of parking space.
2. Well equipped professional kitchen.
3. Reliable providers of inputs.

WEAKNESSES

1. Resistance to change.
2. Poor public relations with local stakeholders.
3. Relies on voluntary non-qualified staff.



Business
SWOT
Analysis

OPPORTUNITIES

1. Purchasing power and specific demand of the growing population of older adults.
2. Festivals and other events in and around the locality.
3. Televised live sport events.
4. Young families moving to rural areas.

THREATS

1. Lack of reliable services for fixing kitchen equipment and appliances.
2. Growing underemployment.
3. Lack of local economic development policies based on local and regional needs and characteristics.

Main Recommendations



01

HR & Opening Days

Hiring at least one person as full-time staff in order to be able to offer a consistent good service and a stable high quality of dishes. Closing one of the historically least busy evenings while the improvements are put in place and have the expected positive effects.

02

Business Adaptability

Being flexible and willing to respond creatively to competition. For example, when an evening cultural event with food provision is organised and represents competition, the restaurant can offer a special afternoon menu instead of its regular evening service.

03

Amenities & Menu

Enhancing its amenities to profit from live sport events and introducing set menus or special packages for these occasions. Tailoring some dishes to older adults tastes and needs. Offering a delivery service for them. Introducing a children's menu and amenities in the restaurant's garden for attracting young families.

04

Public Relations

Improving public relations with local people, businesses, authorities and other regional stakeholders to benefit from festivals and other events, as well as coordinate with them seeking to develop win-win situations. Pursuing together a solution for the lack of timely and reliable services in relation to maintenance and fixing of equipment.

05

Marketing

Investing in a comprehensive marketing campaign of regional reach highlighting its most popular dishes, location, amenities and flexible options.



Services from a local development perspective

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