

4.2 Market Tests

For the past 10 years, Jeff and Betty have been catering part-time. Their home-style menu is very popular with family reunions. More often than not, the couple gets asked to open a restaurant full-time so that patrons can return again and again.

Through Constant Contact (an online marketing program) the couple has stayed in touch with their host and hostesses, and has been asked to return to provide catering services to several repeat events. Home-Style Catering has also grown by word of mouth.

The couple also co-authors a home-style blog - attracting foodies nationwide and globally, swapping recipes, compiling the most sought after home-style comfort recipes, and identifying current trends, for example, providing expanded menus for children and for those with food allergies.

The Wrights already have a customer base through their catering business and local blog visitors. These customers will be the first to be contacted when they announce the grand opening of the brick and mortar restaurant.

4.3 Target Market Segment Strategy

Jeff and Betty Wright selected the subject area for its restaurant primarily because of its location to the very busy intersection of Cherry Street and Camp Bowie. The restaurant located in a retail strip center is located on "going home" side of Camp Bowie. This will encourage families tired from a day of work to stop in for a home cooked meal they can enjoy – without the cleanup!

Cherry Road which runs North and South is connected to the busy Interstate 30 corridor, ½ mile north of the shopping center. Camp Bowie which runs East and West connects to the newer western suburbs of Fort Worth.

4.3.1 Market Needs

The Benbrook area is in great need of a family style restaurant. This section of Camp Bowie is commonly referred to as "fast food alley" The selection of fast food is vast however; the area is limited on its family restaurant choices. THR's nearest competitor, The Hedary Restaurant is located over 5 miles away from the location. Further, established in the 1970's the Hedary Restaurant's customers are older than the targeted family group THR focuses on.

4.3.2 Market Trends

According to the National Restaurant Association, the top 10 trends for are:

- 1) locally sourced meats and seafood,
- 2) locally grown produce,
- 3) sustainability as a culinary theme,
- 4) nutritious kids' dishes,
- 5) hyper-local items, (networked locally grown – like a Craigslist for restaurants)