

## ***International Food Lover***

*International Food Lover* will offer a wide assortment of a truly international fusion of Italian, Mexican, and Oriental foods. It will be perfect restaurant for those who are willing to try multinational foods not spending a lot of money.

Corporate strategy includes mission statement, environmental scanning, and core competencies.

- **Mission Statement of *International Food Lover***

*International Food Lover* is a wonderful place with diverse and delicious multinational foods at low prices served in a friendly atmosphere. I would like to create unique restaurant by offering different and tasty multinational cuisines, low prices, and a social atmosphere.

- **Environmental Scanning of *International Food Lover***

Environmental scanning monitors trends in environment for potential opportunities and threats and helps to be ahead of the competitors. In the past, Bahrain was in the different system. Bahraini didn't have opportunity to try international cuisines. Now Bahrain people, especially young people who will be my major customers, are open to try diverse foods. I believe that they will be pleased to welcome different cuisines and different tastes.

Moreover, my competitors will be cafeterias, pizzerias, and restaurants that serve only fast food. There isn't any multinational restaurant in the neighborhood.

- **Core Competencies of *International Food Lover***

The most important core competencies for *International Food Lover* will be workforce as well as systems and technology. Workforce needs to be well trained and flexible. I will need chefs with international cooking experience. I think that hiring students as waiters and hosts will be a good idea since they will have direct contact with customers who will be mostly students. They will understand each other's preferences and needs. My customers will feel comfortable being served by students. In addition, I will care about my workforce. For instance, I will give students flexible working hours especially during midterms and final exams and promote a friendly atmosphere. I will remember that college must come first.

Besides workforce, I need to take into account systems and technology. I will implement new technologies and applications in order to gain efficiency and provide better service. For example, I will install the Delphis Software AROS which is an online ordering system that lets a customer not only select specific food options but also add any special instructions (Kooser).

- **Market Analysis of *International Food Lover***

Demographic and psychological factors determine market segments of *International Food Lover*.

Demographic Factors:

- Types of customers: students, residents of the neighborhood and employees of the University, as well as tourists.
- Location of *International Food Lover*: campus of UoB
- The number of students at UoB is over 14,000 .

Psychological Factors:

- Seek wide variety of different cuisines and
- Seek affordable prices

Accordingly, *International Food Lover*'s customers will be students, Staff of UoB, and tourists. In addition, clientele will include people who like affordable international cuisines.

- **Competitive Priorities of *International Food Lover***

Competitive priorities will be low cost operations and variety.

Low cost operations will be a crucial priority because the major customers will be students who usually don't have a lot of money and cannot afford expensive food. To keep low cost, I will hire students as my staff. Moreover, I could also reduce the total cost if I "lower the cost of ownership of the kitchen equipment by developing a procurement strategy that considers all of the elements that impact life-cycle of kitchen equipment and selecting industry partner that will help to execute that strategy".

Another competitive priority will be variety. I plan to have menu that includes different kinds of food offerings from Italian and Mexican to Oriental cuisines. I also would like to have all different types of meat as well as vegetarian dishes. I want to provide full bar with diverse drinks.

- **Capabilities/Gaps of *International Food Lover***

The key to operations strategy will be the competitive priorities. I cannot apply all the competitive priorities. I must be aware of tradeoffs and make the appropriate choices.

There are four planned capabilities will support low cost operations and variety. I will give lower importance of quality and time. However, if in the future my competitors will open restaurants similar to mine; I will compete with them by adding on-time delivery as another priority. I will offer delivery service in the neighborhood. By introducing fast delivery, I will close gap. I still will keep low cost operations and variety as my competitive priorities.

- **Service Strategy of *International Food Lover***

There will be two ways how customers can purchase food. They can dine -in and get a full service from a waitperson or order a take-out.

I would like to offer a wide assortment of international dishes that are not popular in Bahrain, served in a friendly atmosphere. In addition, I will provide my customers with specialized services such as the Internet access, phone, and fax or internet ordering.