

Applying the Ideas #2

My restaurant would be a sit-down family dining experience specializing in Vietnamese cuisine. I envision it being comparable in price and service to say, Applebee's or Chili's. The main attraction would be trying and experiencing Vietnamese food for both those familiar with the food and those looking for something new to try. It would also provide a mood and feel of ethnicity to experience Vietnamese culture in décor, music, clothing, etc.

There are several ways to exceed customers' expectations by perceived exceptional value and compete against other local Vietnamese restaurants.

1. Guarantees – My restaurant would offer a free switch to another entrée of equal price value if you don't like your original selection. This would be a great incentive for people to try new foods without the worry of not liking it and having to pay to get something else to eat. This would help with kids and other picky eaters.
2. Goodness of Product Fit – My restaurant would offer select American entrees in addition to Vietnamese cuisine. We would also be flexible in removing certain items from dishes if they aren't desired by the customer. If you don't want onions or cilantro in your Pho, you can get it that way. We would try to be flexible to the tastes of all customers instead of trying to force customers to only accept a limited selection of options.
3. Memorable Experiences – My restaurant would have a few things that would hopefully leave the customers with memorable experiences. The kids' menus could have activities on them to help them learn about Vietnamese language and culture, similar to Olive Garden's kids' menus. We would play Vietnamese music and have décor and art that reflected the Vietnamese culture.
4. Credibility – Credibility is about trust. Can you meet the promises you have made to customers? I would make sure my servers were well trained in explaining the menu selections and options and the guarantee on the food exchange if they are not happy.
5. Add-Ons – My restaurant would offer inexpensive sampler appetizers that could showcase a variety of ethnic foods like eggrolls, spring rolls, grilled pork skewers, etc. We would also give out daily free samples of certain menu items for people to try.

By following a few of these simple ideas, my restaurant could eventually stand out among the other local Vietnamese restaurants by offering customers perceived exceptional value that they couldn't get elsewhere. They would have a great atmosphere and experience, the ability to try something new with very little risk, and good prices and quality food.