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**The Bitter Truth**

**Organizational context**

The bitter truth is a group of restaurant consultants with over 24 years of combined experience that have decided to take the knowledge learned through school and personal occupations and put it to use. We will offer consulting that will assist any size or type of restaurant from fast food to high-end establishments. The goal of the company is to review different aspects of failing businesses and help them improve the service and overall success. In our research we analyze, in detail, how the businesses’ sales staff treat their customers. We do this using **the data collected by ‘virtual customers’ such as social media outlets.** We would go in as an actual customer and do a complete evaluation of the employees, customer service, work ethics and all front of house responsilbities. The business will then receive a detailed report of everything that we saw and experienced throughout our visit. The point of the evaluation is to find weaknesses in the sales process and for opportunities for improvement.

**Mission statement**

By helping our customers in helping theirs, change is possible.

**Vision statement**

We put our customers in the center of our attention and treat them with trust, respect and integrity. We will remain aggressive in our focus to improve the quality and success of the business in the best way possible.

**Business opportunity**

The target market is going to be restaurants, hotels, bars and any establishment that deals with customer service. Overall improvement will always be something businesses strive for and with our services it can be easily achieved. Customer service is a crucial part of a successful business and without it, it fails. There will always be a need for better customer service which makes our company more sought after.

**Competitive strategy**

**Need for improvement**

Unsatisfactory results **can be** attributed to a number of factors; management, work organization, lack of information, communication. Our services can help to correct these issues or stop them from happening all together. It can range from customer service, overall happiness, and teamwork all the way to the success of the business.

**Customer Service**

Our evaluation will increase customer satisfaction and thus more regular customers, as well as the advantage of attracting new ones. It can also help improve sales which brings profit. Better customer service means better social media reviews which is a popular way to review a new establishment before trying it. Many companies with bad reviews are struggling because of the bad experiences or reviews people have written.

**Reasonably priced**

The price of the service would depend on the type of business and the specific details of the evaluation. However we are willing to work with the company in order to find a happy median that works for both parties.

**Convenient**

Our services are easy and convenient to obtain. We will come to the customer for the evaluation so little work is done on the client’s part. We will do all the necessary research before we start the evaluation so we know what to focus on.