

CASE STUDY

Nina's Mexican-Style Restaurant

Nina's is a casual style, full service restaurant. The average meal ticket is \$14.63 per person. The waiters serve some of the finest Mexican-style food in the United States. They are primarily located in the South. The hours of service are 11:00 A.M. to 11:00 P.M. Sunday through Friday and 11:00 A.M. to 1:00 A.M. Saturday.

Nina's, surprisingly, currently prefers to take over well-located existing restaurant facilities and convert them into an area. A few restaurant facilities which are suitable for conversion to the Nina's concept are available for purchase or lease at attractive prices. Nina's major criteria for a great site location include the following:

1. *Building Size*—3,000 to 6,000 square feet to allow for 120 to 180 seating capacity; lounge seating for 30 to 50 people and parking for 70 to 110 or acceptable overflow
2. *Site Criteria Guidelines*—(A) strong traffic count of 20,000 plus, (B) excellent access to and from the site, (C) outstanding business/office employment in immediate trade area, (D) distant visibility of building and signage, (E) traffic generators, and (F) major retail shopping center
3. *Demographic variables*—(A) population of 35,000 to 50,000+ in primary trade area, (B) medium to upper income area (large percentage of white-collar workers), (C) age 20 to 45, with a median age of 35 or less, (D) good mix of single family homes and apartments, and (E) high education levels

Nina's is ready to build out across the southern states. What additional criteria should the company employ before building in your city?