

## COMPETITION ANALYSIS

|                             |  |  |  |  |
|-----------------------------|--|--|--|--|
| <b>Restaurant name</b>      |  |  |  |  |
| <b>Location</b>             |  |  |  |  |
| <b>Type*</b>                |  |  |  |  |
| <b>No. of seats</b>         |  |  |  |  |
| <b>No. of staff</b>         |  |  |  |  |
| <b>Meals served (B/L/D)</b> |  |  |  |  |
| <b>Average check</b>        |  |  |  |  |
| <b>Ownership**</b>          |  |  |  |  |
| <b>Customer age</b>         |  |  |  |  |
| <b>Promotions or events</b> |  |  |  |  |
| <b>Significant features</b> |  |  |  |  |

\*Type: fine dining (FD), take out/limited seating (TO/LS), family style (FS), hotel restaurant (HR), bistro/pub (BP), ethnic (ETH), fast food (FF)

\*\*Ownership: owner operated (OO), chef owned (CO), franchise/chain (F/C)