

CLIENT RESULTS - TURNAROUND

PROJECT: Liam Fitzpatrick's Restaurant & Irish Pub

BUSINESS: Hospitality/ Entertainment / Restaurant

MARKET: Consumer Food and Alcohol Service- retail.



OVERVIEW: An Irish Pub in Lake Mary, Florida facing many sales and operational problems. The management was inconsistent and the facility lacked curb appeal and outside marketing presence. Upon entering, the interior layout was confusing and created an uncomfortable initial customer experience. The acoustics were poor and seating arrangement less than ideal. Operationally, service was extremely inconsistent and the level did not match the price point. The menu was confusing, not easy to navigate and some offerings didn't align with the customer base.

ACTION:

- Changed the name from "Irish Restaurant & Pub" to "Restaurant and Irish Pub"
- Revamped the outside appearance, everything from the lighting levels to painting the exterior from Black a burgundy with gold accents, added signage, promotional posting areas and quality table umbrellas for dining comfort. Overall made it more inviting.
- Revamped seating and created a greeters stand to create a warmer and less confusing initial contact. These changes, signage, and procedures resulted in better first impression.
- Completely revamped marketing materials, website and in-house promo items.
- Revised menu and promotional materials to a professional look with emphasis on easy of ordering and placement /sizing to encourage customer selection.
- Established a consistent entertainment schedule with events and shows such as Dueling Piano's which was a great success and kept customers in the pub after dinner.
- Replaced management and staff as needed with specific job descriptions and duties.
- Created and implemented cost controls and reporting in all areas which were absent.

RESULTS:

- Nearly doubled sales while improving costs dramatically. Strong communication.
- Provided consistent marketing and promotional efforts. Secured vendor participation.
- Improved dining atmosphere, experience and consistency of food quality.

BUSINESS PRACTICES/ LESSONS UTILIZED:

- All businesses boil down to people and process.
- Never lose fresh eyes. Walk in the customers shoes. Ask the market how you look.

GRAPHIC ILLUSTRATIONS RESULTS

NAME & CORRESPONDING LOGO:

- Changed from “ irish restaurant “ to “irish pub “ . Everyone likes an Irish Pub, cant find too many who are excited about and Irish restaurant. People had the impression it was Irish food rather than the full offerings of traditional American items on the menu.



CURB APPEAL & MARKETING :

- Outside has no action prior. I started with putting greeting stand outside, then adding branding and life to building. To add more life, I painted the building a burgundy with gold accents like old world traditional “ Irish Pubs”. Created marketing
- In the retail world, your building should have “life to it” prior to any people showing up.

Before

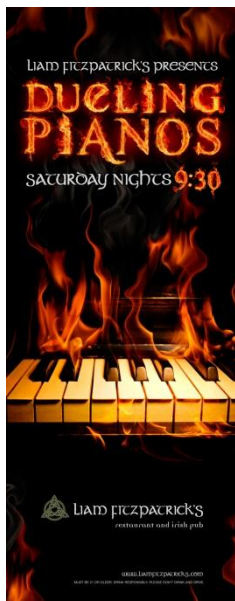


After



MARKETING & PROMOTION:

- Marketing, cross promotion events – examples.



Designed templates so they could be printed in house professional looking weekly promos and signage.

