(#151) Dear Management:

September 24, 2019

Let's say I'm the new Chef you hired for your upcoming restaurant venture.

However, you haven't decided the type of restaurant you want to open.  So to help I have explained that I cook two mean dishes. Chicken Cordon Bleu or Chicken Stir Fry.

Obviously the Cordon Bleu restaurant will be more upscale, higher patron touch, more overhead in time and ingredients, while the Stir Fry restaurant will be more fast food, patrons in and out, less overhead in time and ingredients.

So what type restaurant do you choose? AND you CAN'T choose both in the same sphere.

Why?

Because they are opposing business models in EVERY way, from overhead to patron experience.

IF you have resources for both, THEN open up two different restaurants.

Otherwise, PICK a dish and eat the profits...

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