



BUSINESS PERFORMANCE REPORT FOR ZORBA'S PIZZERIA AND TAVERN

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	20%	the Home Page not only doesn't tell who this restaurant will appeal to (Target Customer Group) but it doesn't have any text whatsoever. Your catering page DOES specify who you are suitable for.	<i>By appealing directly to your Target Customers you do two things. You gain an edge over broad-brushed competitors. You also build rapport with the customer who meets the person you are looking for.</i>
How well defined are your products and services? Are they too broad? Too narrow?	80%	Zorba's has terrific menu selections. There is some uncertainty in whether it is a Greek or Italian restaurant. The offerings are fine, but the brand needs to be strengthened.	
How effective is your Profile Statement? Does it describe management and company history?	10%	There is no Profile Statement (typically About Us) describing your background, philosophy, specialties, and key managers/chefs.	<i>Customers like to trust businesses they buy from. In You Have a Website Campaign we design a Profile Statement that includes your history, philosophy, unique strengths... and does it all in a way that influences customers to buy.</i>
Do you have a well-written set of mission statements?	10%	There aren't any Mission Statements, Vision Statements, Values Statements or even a Profile.	<i>Mission Statements create Corporate Presence, resulting in greater revenues. In You Have a Set of Mission Statements we create all 5 of them.</i>
How is your Google ranking, both locally and within your county?	100%	Superb. In a search for Greek restaurants Sturbridge MA Zorba's is #1. Nice job!	
If appropriate, do you have an email or newsletter signup?	100%	This isn't relevant to a restaurant.	
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	80%	I'd like to see a blog, on which you can talk about the food, events that were held, upcoming specials, and anything else that comes to mind. Everything else is fine.	
How frequently do you add content to your website?	10%	There isn't anything new. It's a static site. No news, new menu offerings, blog, calendar of events, or true specials.	<i>You Have a Website Campaign determines what content is most influential and results in an Editorial Calendar to tell you what to post to your site, and when. This increases your Google ranking and gives you something to advertise.</i>
How persuasive are your sales scripts? Are they cliched? Too salesy? Influential?	80%	On the menu page I like the way you appeal to my senses. There are some cliches (freshest ingredients) but balanced by believable content. Overall, okay.	
When was your last product announcement? Was there a planned rollout for it?	70%	I'd like to see dated specials so that we know they are truly specials. This will increase your google ranking as well. Any activity does.	
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	100%	Great coverage on Foursquare plus great reviews.	
How active are you on Facebook? How appropriate are your posts?	100%	Can't be beat. You have the perfect Facebook fan page. Nice work!	

How strong is your Brand Image?	10%	Surprisingly, there is no About Us page on the web-site, describing its history, owners. Likewise, there isn't enough material to give us a "feel" for the place, its class, price range, ambience, whether it's for families, or other brand image items.	<i>A defined Brand Image increases your appeal, and facilitates target marketing. We'll help define that image through Your Products and Services are Defined then plan implementation across your marketing channels.</i>
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	80%	The fact that you have two restaurants does wonders for your Corporate Presence as does having separate sites for each. I'd like to add something that ties the two together.	
Are you on Google Places? Where do you rank?	100%	Google places is now not in use, but they appear number one in the slides listing.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	60%	The reviews are mostly good, but the bad reviews suggest some employee training is necessary to ensure consistency. I also have found that the quality at the Worcester restaurant is higher, again suggesting consistency management. Especially as Zorba's continues to expand (which I think is a great strategy) it will be necessary to ensure consistency among the restaurants.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them. Your Efficiency is Cutting Edge and Your Customer Service is Exemplary contribute to great reviews.</i>
Do you have a blog? Are the postings tailored to your Target Customers?	10%	There isn't a blog. Nowadays, blogs are one of the hottest tactics for on-line marketing, particularly for retail customers. It would be nice to see it on the web-site.	<i>In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise,</i>
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	100%	Not applicable.	
What are your Yelp and Angie's List ratings? Are there many of them?	50%	Interestingly, the Worcester restaurant has much higher ratings. The Charlton ratings are marginal, suggesting some consistency improvements are recommended.	<i>Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that.</i>
Is your email address a dedicated domain?	10%	I'd like to see an email Contact Us. Millennials don't like to call. So anyone evaluating numerous caterers is likely to skip over you.	<i>A free email address will decimate your Corporate Presence. A few of our strategies are designed to boost your Corporate Presence. A larger presence translates to pricier customers.</i>
How do you compare to your competitors?	100%	I know Zorba's well and you do well versus your competitors. You offer a unique combination of elements.	
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	10%	No brochure (menu) is available for download.	<i>We'll put together a brochure that highlights your unique strengths and incorporates the latest trends in influence. It will increase profits by appealing to your Target Customers.</i>
How prepared is your business for expansion? Do you have most of your ducks in a row?	80%	Yes, you are ready for expansion, though I'd like to see the above issues sorted up first before expanding further.	
How unique are you in your industry?	70%	You specify that you specialize in Greek yet the name tells us that it's not solely a Greek restaurant. This is reasonable, though I sense you could become more focused.	

BUSINESS PERFORMANCE SCORE: 61% This is an **OUTSTANDING** rating for a business. It shows that you are doing a lot with what's available to build business presence. This level is a good stepping stone towards further growth, where your business transitions into a larger one, towards your grand vision. At this level we suggest expanding towards a strategic vision, such as product expansion, franchising, or acquisition.

RECOMMENDED STRATEGIES: Your Mission Statements are Impressive
Your Customer Service is Exemplary
You Expand Your Business