

BUSINESS PERFORMANCE REPORT FOR BT'S SMOKEHOUSE

Performance Item	Score	Researcher notes	Explanation
Do you have a downloadable brochure? How appealing is it?	100%	Your downloadable brochure is superb. Few have them.	
How well defined are your products and services? Are they too broad? Too narrow?	100%	Focus is fine. You have everything related to a southern style Bar-B-Q. In addition, catering and a food truck works as well.	
Do you have a blog? Is it updated regularly? Is it informative and somewhat personal?	40%	While not strictly necessary for a restaurant, a blog would be a competitive advantage, and add a personal element. It should be on the website.	<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, resulting in higher revenues.</i>
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	60%	The Mission Statement is good, albeit more lengthy than one should be. I'd like to see a Corporate Mantra, and a Social Values Statement, while not commonly seen for restaurants, would be appealing as well.	<i>In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.</i>
How is your Google ranking, both locally and within your county?	60%	In a search for "Southbridge MA barbecue" you are on page 1, excellent. A broader search for Worcester doesn't find you on the first 4 pages. In a crowded market this might be difficult to improve upon.	<i>Most of our marketing performance enhancement strategy units together act to increase your Google ranking. The result is higher revenues from greater recognition.</i>
If appropriate, do you have an email or newsletter signup?	90%	Good work. An email sign-up would be nice, but you've got such a great social media sign-up that it more than makes up for it. The email signup would be the final touch.	
How attractive is your website? And how complete is it (calendar of events, news, product announcements)?	80%	The website is fine, lacking only a blog.	
How frequently do you add content to your website?	70%	Pretty darn good. Having the events tab draws customers to your site. I'd also like to see a blog, with all kinds of thoughts about what turns people on for food.	
How persuasive are your scripts?	100%	Your scripts are fine. You know how to write. There's a blend of detail and emotional appeal.	
When was your last product announcement?	80%	It would be nice to see specials mentioned on the website. I realize that Southern Style Bar-B-Q isn't tailored to specials, but it would be one more source of activity for the site.	
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	100%	Your Foursquare profile and reviews look great. Nice work.	

How active are you on Facebook?	100%	You are the role model for Social Media advertising on Facebook.
How strong is your Brand Image?	100%	Your Brand Image is spot on, that of a southern-style Bar-B-Q.
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	100%	Your corporate presence is larger than your ACTUAL presence, suggesting that it's time for expansion.
Are you on Google Places? Where do you place?	100%	You are right up there, not only for Sturbridge, but also for Worcester MA! I rarely see county-wide presence like this among businesses this size.
What do your negative (and credible) Yelp reviews suggest for improvement?	100%	4 1/2 stars and 429 ratings! How rare is this?! Again suggesting expansion. From personal experience and reading the bad reviews, you need either a
What do your Angie's List <u>reviews</u> suggest?	100%	Angie's doesn't apply here.
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	100%	Angie's doesn't apply here.
Is your email address a dedicated domain?	100%	Your email address is its own domain.
How do you compare to your competitors?	100%	The competition isn't very good. Bucky's has poor reviews and I've eaten there and agree.
How prepared is your business for expansion? Do you have most of your ducks in a row?	100%	BT's is ready for expansion, mostly into a second and/or larger restaurant. Also, into subsidiary product lines.
How unique are you in your industry?	40%	I don't see uniqueness here. While excellent products and prices is a good thing, even better is to be unique in something, or in its delivery. The result is higher profits from less competition.

Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze this and then suggest adjustments to your business concept.

BUSINESS PERFORMANCE SCORE: 86% This is OUTSTANDING performance, typically found at the level of publicly held corporations or those ready for an IPO. At this level you are ready for expansion either across product lines or geographically. Clear up whatever issues prevent you from bringing performance to 100%.