Competition Analysis

Competitor: \_\_\_\_\_\_\_Al’s Italia\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Overview:

Al’s Italia was established in 1967 by the Carducci family. The restaurant has been a local favorite for many years and by it’s location next to the courthouse does a very strong lunch and early dinner business. The menu is very traditional 1970’s & 80”s Italian American cuisine, heavy on cream sauces and pastas.

The décor features banquet style chairs with glass tops over white tablecloths. There are Chianti Bottles with candles and Italian Tourist posters on the walls.

|  |  |
| --- | --- |
| **Strengths**  Established in Market  Good Following  Located next to courthouse  Traditional menu  Live Entertainment | **Weaknesses**  Not Innovative – menu does not change  Limited Service Hours /days  Lack of parking or validation  Entertainment not offered for families  Dated interior |
| **Opportunity**  Offer new fusion style cuisine  Offer Delivery option  Develop Catering plan  Validate Parking | **Threats**  Other restaurants targeting same area  Many restaurants failed in area  New chef at restaurant  Many moving away from Italian food for health reasons |

Competition Analysis

Name: Al’s Italia

Location: 100 West Central Blvd (Orange Ave & Central)

Established: 1967

Sources of Business & Volumes:

M-F Lunch High Volume 11:30 – 2:00 pm – Typically Business People

M- F Dinner – busy 5:30 – 7:00 – Strong take out, Families

Hours of Operation: Monday – Friday (11:00 am – 9:00 pm)

Saturday – Sunday (closed)

Menu Style: Heavy on pastas and salads, traditional American Italian. Excellent Dessert menu

Average Check: Estimated at $16.95.

Service Style: Table Service

Seats: 75

Beverages: Beer and Wine only

Entertainment: Accordion player on Fridays

Promotional efforts: “Bakers dozen” dessert,

Chain Affiliation: None

Reviews: Generally good – Scott Joseph “FLOG”, Yelp 4 stars, Urban Spoon 4 ½.

Website: [www.Alsoldtimefood.com](http://www.Alsoldtimefood.com)