

## **HFT 3813 Restaurant Marketing**

### **Case Study #1: The Recipe Deliver Service Industry**

#### **Identifying new business ventures and trends in the food industry**

You are currently doing your internship for Darden Restaurants in Orlando. For the last month you have been reading and writing about various issues related to the upcoming trend of Recipe Delivery Services. The desk research you will be conducting is covering issues related to the increase trend of consuming food away from home either from restaurants or grocery stores (*grocerants*), to the up and coming Recipe Delivery Services (*suburban home chefs*), and a lot more in between. You've been selected to prepare a report for the Marketing Team at Darden, which includes the Marketing VP, Regional Managers, and potential investors. The main purpose of the report is help identify opportunities for Darden related to the Recipe Delivery Services. Your report is intended to provide an overview if of the potential feasibility for traditional “Brick and Mortar” restaurants such as Darden to jump into the RDS category. Before the company commits to expand their service into RDS they need to understand the product and services offered, who the major players are, and the potential market share.

#### **The main objective of the report is to is to**

- Identify the major competitors in Recipe Delivery Service (RDS)
- Describe the target market of RDS (type of customers)
- Describe the size of Recipe Delivery Service (RDS)
- Explain if Recipe Delivery Service (RDS) can become a threat or an opportunity to restaurants
- Compare and differentiate how restaurants and RDS craft the “eating experience”.
- Generate a summary that explain why or why not RDS should be considered by Darden.

**EXPECTED OUTCOME: The final outcome for this task is to prepare a 5-page report (double spaced) and present your findings guided by the objectives previously mentioned.**

**This assignment will be due on ENTER DATE. Please bring a hard copy to class to complete a peer review with your classmates. After the peer review and the professor provides you with feedback, you are allowed an extra week to revise and resubmit your report.**