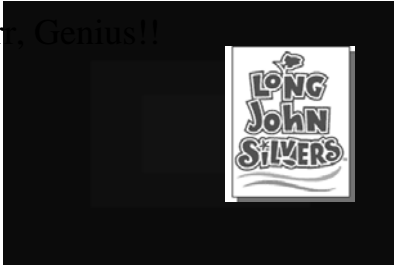


Long John Silvers!

Yarr, Genius!!



About

- Radford Long John Silvers serves approximately 350-500 people a day accumulating between \$1500-3000 a day
- They spend over \$7000 a week on food, utensils, condiments, and cleaning supplies
- They currently employ 14 workers: 4 managers and 10 crew members
- Their hours are from 10am – 10pm Sun-Thurs.; 10am – 11pm Fri and Sat
- There are two dining rooms, a main kitchen, a back kitchen, two stock rooms, a walk in fridge and a walk in freezer.

Creation

- Long John Silver's was inspired by Robert Louis Stevenson's book Treasure Island, and the first store opened up in 1969.
- Within 27 years, has grown to the worlds most popular and largest Fast Food Seafood chain.
- There are over 1,200 restaurants world wide

Consumers

- Long John Silvers target customer is between the ages of 40-60. Most of the customers are middle aged to elderly
- Most of the workers are High school and College Students
- Unlike Burger King and Mc Donald's, Long John Silver's relies more on repeat customers than mass quantity of customers



Main Focus

- **Cleanliness:** How clean was the store and the surrounding areas?
- **Hospitality:** Was the staff courteous and were you greeted in a polite fashion?
- **Accuracy:** Was your meal, what you ordered?
- **Maintenance:** Was the outside of the store nice and well kept?
- **Product:** Was your meal fresh, did it taste good, was it well portioned?
- **Speed:** Was the overall speed of the store acceptable? Did you have a long wait?

Advertising

- Normally uses wacky commercials that attract your attention and make you want to try something
- Example: Have it all!!
- Signs
- Relies on customer feedback and spreading of the word



Market Segmentation



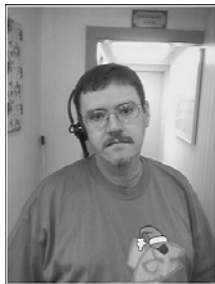
Bill

- Restaurant General Manager
- Worked at Long Johns for over 27 years
- He will never leave!!
- Very good with customers



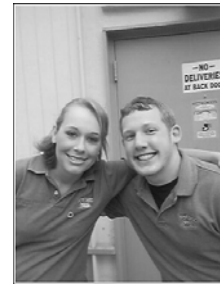
Drive-Thru Guru

- Ron
- "Assistant Manager"
- Been at Radford LJS for 7 years
- Degree in English from JMU
- Degree in History from JMU
- Hates kids
- Always rude to customers
- HE DOESN'T CARE!!



The Southern Bell and the Fry King

- Ashley
- Team Leader
- Been at Radford LJS for 5 years
- She is a cleaning Machine!
- Everyone loves her.
- Chris
- Team Leader
- Been at Radford LJS for 3 years
- Only cook there better than me
- Attending NRCC for business



Parent Company

- Yum Brands Inc.
- Long John's was acquired in May, 2002 after nearly going bankrupt after 23 years of service to the American public
- Taco Bell, Kentucky Fried Chicken, A & W All-American foods, Pizza Hut, and Long Johns are all owned by Yum.
- David Novak is the President and CEO

Menu

- MMMM Gooood!!!



Yarr Genius!

- Family Meals
- Variety platters
- Combos
- And Mores
- Specialty meals
- Snack Boxes
- Pies

OOO...a commercial

- <http://www.youtube.com/watch?v=G1C5DcKaq68>

Recommendations

- Serve healthier foods
- Make the kitchen and the dining rooms larger. More room means more customers.
- Change the scenery every once in a while, Long John's never changes.
- Make the restaurant more accessible to the college students here at RU, maybe have discounts



- <http://www.youtube.com/watch?v=YMOvsTRexTQ>