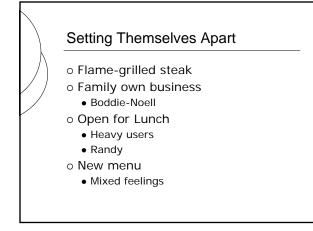


- \circ "casual Texas roadside steakhouse"
- Mainly steaks, but also have seafood and chicken



Similarities

- o Awesome Onion
- Outback & Texas Roadhouse
- o Pupu Tray
 - Texas Roadhouse

Promotions

- Coupons (\$5 off \$25 dinner)
- o Punch cards
- \circ Brownie cards
- Hotel keys
- \circ eCard membership program
- Radio spots

Recommendations

- Promote more to students
- \circ TV Commercials
- \circ Punch cards
- o Prices