

Texas Steakhouse & Saloon

Ashley Spradley

Mission Statement

Our service, food quality, and cleanliness will exceed our guest expectations.

About Texas Steakhouse

- First restaurant opened in Oct. 1989
- 33 throughout Virginia, North Carolina, and West Virginia
- Managed by April Danner, Randy Vandyke, Patrick Kelley, Michael Bay



About Texas Steakhouse

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

Setting Themselves Apart

- Flame-grilled steak
- Family own business
 - Boddie-Noell
- Open for Lunch
 - Heavy users
 - Randy
- New menu
 - Mixed feelings

Similarities

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

Promotions

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

Recommendations

- Promote more to students
- TV Commercials
- Punch cards
- Prices