

Student Name: Evan Vance

Business Name: Chinese Express

#### Project 4: Premortem

Biggest Risks of Failure / Potential Challenges	Cause(s)	How to Reduce or Eliminate the Effect
<b>Risk # 1</b> Outdated menu and ordering system	No collaboration with Doordash, Uber Eats, and Grubhub	Contact delivery businesses and set up collaboration to tap into new market
	Restaurant serving same buffet items since open	Experiment with new menu items, offer certain items on specific days of the week
<b>Risk # 2</b> Business is not making large profit, often breaking even	Meats and vegetables used in buffet expensive to ship and order	Consider alternate vendors, different menu offerings
	Lack of heavy customer crowds	Consider reopening business on Sundays to accommodate large Sunday crowd
<b>Risk # 3</b> Aging workers/management make up “backbone” of the restaurant	Same cooks, owners, some waiters since opening	Search for potential replacements ahead of time to avoid conflict
	Lack of new reliable employees	Consider turning business over to family members/close friends to avoid slowdown in business

### Summary:

Based on analytical research conducted regarding Chinese Express and its future, the restaurant is in financial danger if certain aspects of the business are not monitored and altered as needed. A lack of delivery option hurts profit levels and cuts a significant portion of people out of the potential customer base. Despite not having a dedicated delivery service, nearly all restaurants in the area offer customers the chance to have their food delivered through applications such as DoorDash or Uber Eats. Chinese Express is lagging behind in this regard and missing out on a previously unmolested market area. Countless times customers are forced to take their business elsewhere when they are informed that the restaurant does not offer delivery services; a collaboration with these services would change that and also give the business a better chance at turning a yearly profit. The expenses of ordering and having food delivered are higher than they have ever been before, and these expenses are hurting the restaurant. While the money made from buffet and to-go customers may be sufficient enough in keeping Chinese Express alive presently, rising costs and inflation levels may prove this to be difficult in the future. While some customers may value the consistency of the menu and the ingredients used, it is important to consider alternatives when costs become too high. According to research done by the USDA, prices for essential items such as pork and eggs will continue to rise in the future, which could significantly disrupt Chinese Express' menu prices (Sweitzer, 2024). Different food vendors may offer the opportunity to reduce costs and experiment with new menu offerings, allowing a greater chance for profit. The heavy crowds that come with Sunday lunchtime hours are also a simple way to stay on the positive side of the bank, due to the oftentimes large families and heavy foot traffic that enter Chinese Express. Lastly, while the same core employees have been serving the restaurant for decades in the past, it is quickly approaching the time when those who are reaching retirement age will need successors. Many of the cooks and management are nearing the end of their employable life cycle, and a drastic change in employment could disrupt the business. Tackling this issue in manageable, small steps allow the transition to be smooth, in addition to adequate time for training periods.

## References

Sweitzer, M. (2024, March 25). *Summary findings*. USDA ERS - Summary Findings. <https://www.ers.usda.gov/data-products/food-price-outlook/summary-findings/>