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Product

What's more cajun than a mongolian grill in the middle of a grocery store, in the heart of cajun country? We can think of one thing. Cajun food in the middle of a grocery store, in the heart of cajun country. It just fits! This is why we propose the removal of the current, ill placed, mongolian grill (located at the entrance of every Rouse's Supermarket) in favor of a Cajun kitchen. We will also go into further detail of how it could be implemented, how it fits the GBAS (Goals, Boundaries, Activity System) Model, and what kind of financial results that are expected to be generated.

GBAS (Goals, Boundaries, and Activity System)

The addition of the Cajun Kitchen would mesh nicely with the original goals and boundaries of Rouse's, without too extreme of a change in its activity system. When looking at goals, it is easy to say that the replacement of the Mongolian Grill with a Cajun Kitchen would serve to cater to the local's tastes more effectively. This works with Rouse's image, considering that they brand themselves to be a local supermarket that primarily serves southern states. Another convenient end-goal would be the discounted selling of leftover foods after the kitchen closes for the day. Because they seek to buy most of their food products from local vendors, there is a certain level of freshness that most customers expect. By trying to push and sell most

of their cooked food on the day it was cooked, customers can be satisfied knowing that the food they buy was freshly prepared and isn't some pre-made frozen meal.

Regarding boundaries, the Cajun Kitchen would fulfill them better than Mongolian Grill ever did. First and foremost, most people that go to Rouse's are locals that enjoy local food. This means that people that shop here are more likely to purchase readily cooked Cajun food than Mongolian food. There is also a greater variety of food types, with many different food types and recipes to choose from. Recipes can also vary in what types of proteins are used, ranging from poultry and seafood to more vegetarian friendly options. Another boundary would be price, and the ability for the Cajun Kitchen to keep it relatively low without a loss in profit. This comes from the fact that a lot of Cajun foods are heavy in cheaper foods such as rice, beans, gravy, etc. The only time that the food becomes more expensive is in the case of seafood, which depends on the market prices.

And finally, we arrive at the changes in the activity system. As mentioned in the previous section, it would be a decent investment to go through with the renovations necessary. However, once these changes are complete the area would become much more spacious and have greater levels of utility than the Mongolian grill. However, this added utility would be counteracted by the fact that the activity system would become more complex. Mongolian Grill served to cook large amounts of food in a greater batch, whereas Cajun Kitchen would require more individualized cooking of specific foods according to specific recipes. Because of this, chefs would require a bit more training and skill along with access to a plethora of Cajun recipes and ingredients. The Cajun kitchen would prepare ready-to-go meals for local families at a best cost strategy. Currently, the only ready made meals Rouses offers are gumbo and jambalaya.

Implementations, Costs, and Results

The biggest cost to Rouses for this endeavour would be removing the grill and remodeling the area to support a small kitchen specific to Cajun food and not connected to the deli. The estimation prices will be between \$15,000-\$50,000 depending on the final size of the area and appliances. One company was quoted to be roughly \$250/square foot for small kitchen remodeling. This does not include employment or training costs.

Using costs from catering we can expect rice at \$0.47/person and gumbo at \$2.40-3.00/person. Average costs overall range from \$2.00-3.50/person for single serving portions. At one entree and two sides we can expect easily around \$6.50 per meal if we also include miscellaneous costs like containers and 30% profit. At 30% profit we make \$1.95/meal. $7693 \text{ meals } (\$15000)/50 \text{ meals per day} = 153 \text{ days to pay off renovation costs}$. Serving 50 meals per day is bare minimum and can always be higher.

In order for this venture to be successful, Rouses would need to market the fact that they have the new service separate from their weekly ads. Rouses wants to appeal to the local and nearby Acadiana areas and what better way to do so than by greeting the customer at the front door with the sights and smells of down-home cajun cooking saying, "Welcome home!?" The grocer can show off what consumers can do with its food and they can judge the quality for themselves. They provide a service with more meal varieties more in tune with local tastes and utilize the grocer's own supplies.