

## References

### Market Research Analysis Discussion

- "About the Food Services and Drinking Places Subsector." *U.S. Bureau of Labor Statistics*. U.S. Bureau of Labor Statistics, 15 Apr. 2016. Web. 17 Apr. 2016.
- "Create a Pie Chart." *Meta-Chart*. Graphing/Charting and General Data Visualization App, n.d. Web. 17 Apr. 2016.
- Spaulding, William C. "Economics." *Microeconomics and Macroeconomics*. William C. Spaulding, 2016. Web. 17 Apr. 2016.
- "State Statistics." *National Restaurant Association*. National Restaurant Association, 2015. Web. 17 Apr. 2016.

### Competitive Analysis

- "Arrow Coffee Co. - Manhattan, KS." Yelp. Yelp.com, n.d. Web. 19 Apr. 2016.
- Cooper, Ashley. "Five Best Places to Study in Manhattan." *Odyssey*. Olympia Media Group, 20 Sept. 2015. Web. 19 Apr. 2016.
- "Early Edition." Yelp.com. Yelp.com, n.d. Web. 19 Apr. 2016.
- "Early Edition, Manhattan - Restaurant Reviews, Phone Number & Photos - TripAdvisor." Early Edition, Manhattan - Restaurant Reviews, Phone Number & Photos - TripAdvisor. N.p., n.d. Web. 19 Apr. 2016.
- "Info." Arrow Coffee Co. Co. Arrow Coffee Co., n.d. Web. 19 Apr. 2016.
- "The Chef - Manhattan, KS." Yelp. N.p., n.d. Web. 19 Apr. 2016.
- "The Chef - A Breakfast Cafe - Manhattan, Kansas." The Chef - A Breakfast Cafe - Manhattan, Kansas. N.p., n.d. Web. 19 Apr. 2016.
- "The MHK." The MHK. The MHK, n.d. Web. 19 Apr. 2016.
- Thompson, Arthur A., John E. Gamble, Margaret A. Peteraf, and A. J. Strickland, III. *Crafting and Executing Strategy*. 20th ed. New York: McGraw-Hill Education, 2016. Print.

### Growth Analysis

- Brandau, Mark, and Ron Ruggless. "2020 Vision: The Future of Foodservice." *Nation's Restaurant News*. Nation's Restaurant News, 3 Oct. 2013. Web. 18 Apr. 2016.
- "City-Data.com - Stats about All US Cities - Real Estate, Relocation Info, Crime, House Prices, Cost of Living, Races, Home Value Estimator, Recent Sales, Income, Photos, Schools, Maps, Weather, Neighborhoods, and More." *City-Data.com - Stats about All US Cities - Real Estate, Relocation Info, Crime, House Prices, Cost of Living, Races, Home Value Estimator, Recent Sales, Income, Photos, Schools, Maps, Weather, Neighborhoods, and More*. N.p., n.d. Web. 03 May 2016.

"Cost of Living Comparison: Manhattan, Kansas - Lawrence, Kansas." Cost of Living Comparison: Compare Manhattan, Kansas to Lawrence, Kansas. N.p., n.d. Web. 18 Apr. 2016.

"Current Lawrence, Kansas Population, Demographics and Stats in 2016, 2015." SuburbanStats.org. N.p., n.d. Web. 18 Apr. 2016.

"Current Manhattan, Kansas Population, Demographics and Stats in 2016, 2015." SuburbanStats.org. N.p., n.d. Web. 18 Apr. 2016.

"Google Maps." Google Maps. N.p., n.d. Web. 18 Apr. 2016.

J, Ben, Amber S, and Tim Brown. "Managerial Interviews." Personal interview. 12 Apr. 2016.

Jones, Adam. "Welcome to Market Realist." Why Restaurants Are Targeting Millennials. Market Realist, 1 Dec. 2014. Web. 18 Apr. 2016.