

Our research team elected to analyze the profitability and marketability of expanding First Watch Daytime Café to Manhattan, Kansas, through market, competitive, and growth analyses. The market analysis utilizes primary data from a questionnaire and focus group to identify 1) the makeup of local consumers, 2) the demand present for Daytime Eatery restaurants and, 3) the common expectations shared by all consumers. The market analysis focuses on two primary factors: consumer feedback on the top three Daytime Eatery restaurants in Manhattan and consumer demand for the expansion of First Watch into the Flint Hills region. The competitor analysis implements a SWOT analysis to identify local competitor Strengths and Weaknesses and environmental Opportunities and Threats. The demand for consistent customer service is an example of an untapped opportunity that First Watch could leverage to achieve successful market entry. Additionally, increases in consumer demand and insufficient producer supply in the current Daytime Eatery market produce an inefficient market shortage. This shortage equates potential profit for First Watch, should they enter the market. The growth analysis is based on internal intelligence collected from interviews with managers of the top three local Daytime Eatery establishments.

The managerial assessment is compiled into three sections: location, atmosphere, and customer service. Each of these areas bears significant impact on the presence of the restaurant in the Manhattan community. Through creating an efficient strategy based on the data and information collected in this report, the First Watch Leadership Team will be able to effectively diagnose the numerous environmental and company-specific factors that make investment in the Flint Hills regions profitable. The use and application of the three analyses in this report were designed to enable First Watch Daytime Eatery to successfully enter and establish a strong competitive advantage in the Manhattan, Kansas, daytime eatery market.

Ultimately, the research team believed it was best to rely on the collection of primary data to support our claim and petition. As such, the majority of sources consulted, approximately 90%, were generated from interviews with local entrepreneurs and business managers. Furthermore, any outside secondary data collected was validated through online sources.

Hale Library Resources were used, however, given the nature of the project the team deemed it best to rely on current data reflective of community growth figures and demographics. Unfortunately, most sources discovered using the library's search engine were not complimentary to the desire to focus on recent data. That is, data collected no later than three years to date. Moreover, the research completed in this project focused on the specific issue of daytime eatery and restaurant demand in the Manhattan community. Given the specificity of this project, most resources found through the library's search engine were not related nor conducive to the end-goals of the report.

The team summarized that the most effective demonstration of community demand was through the detailing of current use and present consumption patterns. It was the aim of the team and the objective of the report to generate a strong and numerically supported conclusion that the Manhattan community would benefit socially, economically, and materially through the introduction of a popular business chain whose vision and mission is executed through the support of local producers.

The team is confident that the aim of the report has been realized and that the claims presented in the project are well-supported. It is the final objective of the team to submit the proposal to the executive team of First Watch Daytime Eatery in the hopes of leading to the actualization of our team's findings: the expansion of a First Watch to Manhattan, Kansas.

