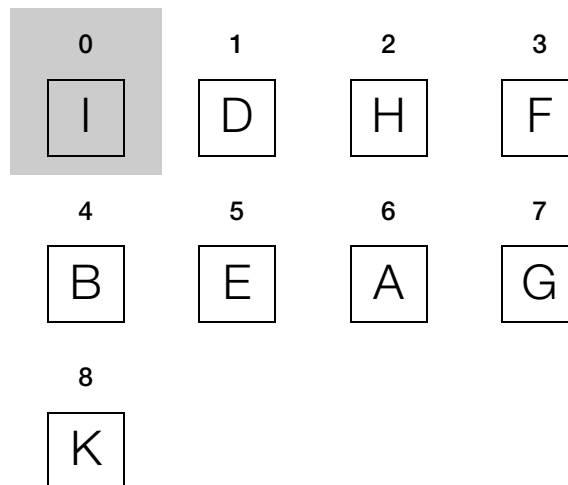


Korrekturhinweise

How restaurant chains survive the economic crisis



Justifications

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The speaker says: “The restaurant that sits on top of a campus hill always closes between quarters.” The restaurant on university grounds therefore doesn’t do business outside term time.

1

The speaker says: “Most of the chains that we see fail do not change.” Restaurants therefore have to close when they do not adapt.

2

The speaker says: “[...] just watch how customers have changed their dining habits.” The habits of people eating out have therefore altered.

3

The speaker says: “[...] companies reposition themselves for an expected economic upswing.” Failed businesses therefore often change their economic set-up before restarting.

4

The speaker says: “And so the restaurant chains that can possibly do well, have some money that they’ve saved, are going to go ahead and buy these things up because the low interest rates and because these locations are available.” Successful chains therefore use cheap loans to get new locations.

5

The speaker says: “That’s where you place your order and pay before your food is delivered to your table.” Customers of fast casual restaurants therefore settle their bills first.

6

The speaker says: “So they’re all going into this kind of segment because it’s comfortable, it’s fairly inexpensive to open and customers seem to really like it.” Fast casual restaurants are therefore opened because they require little investment.

7

The speaker says: “The biggest thing we look at is locations because we know we’re doing great in the locations we have now, but if we were to take on a location that wasn’t synergistic with who we are and what we serve, then we’d be in trouble.” The priority for expanding companies is therefore to acquire only suitable locations.

8

The speaker says: “[...] it’s a balancing act between snatching up great locations so you can grow – and not growing too fast and dropping your standards.” Chains therefore control their expansion so as to retain their quality.