

## Marla’s Restaurant Supplemental Intro Activity

### Trade-Offs!

Marla is considering opening a restaurant because she gets so many compliments on her authentic Mexican cooking. She is trying to decide what kind of restaurant to open by studying the restaurants in her town. In some of them, diners sit down and place orders with a waiter. In others, guests walk up to a counter and place their order with a cashier. In still others, customers walk by an assembly line and point out exactly what they’d like to an employee who builds their order in front of them.

Marla has observed that in all of these scenarios, the restaurant is making trade-offs: For example, a sit-down restaurant might charge more for an entrée than a fast food restaurant, making the price unattainable for some customers. However, the quality of the food they serve would be higher, ensuring that they would attract customers who are willing to pay more for higher-quality food.

**Task 1:** Using the table below and on the next pages, consider all the listed possible components of restaurant dining.

- Explain to Marla the benefits and the detriments of each.
- Next, briefly summarize the “trade-off” Marla would be making with each option.
- Finally, indicate with a “yes” or a “no” if you believe the trade-off is worthwhile to Marla. When deciding this, base your opinion on how successful you believe the feature would be in your own community.

Check out the example in the first row of the table. ↓

Component	Benefits	Detriments	Summarize the Trade-Off	Worth it?
<p><b>EXAMPLE</b></p> <p><b>Using canned or pre-processed ingredients</b></p>	<p><i>This would reduce preparation time, saving Marla money on labor and enabling her to charge less for her food.</i></p>	<p><i>The food might not taste as fresh or unique.</i></p>	<p><i>Marla would be sacrificing quality for savings. If her prices are very low, she might attract more customers who are looking for quick and cheap food. However, there would be less to set her apart from other fast food restaurants, and “foodies” wouldn’t want to eat at Marla’s.</i></p>	<p><i>No. Lots of fast-food places already exist in my community.</i></p>

Component	Benefits	Detriments	Summarize the Trade-Off	Worth it?
Offering a limited menu of cheap dishes that can be prepared quickly				
Offering an extensive menu of moderately priced dishes that customers need to sit down at tables and wait for				
Offering free refills on sodas				

<b>Creating a customer loyalty program, such as a punch-card, for free food</b>				
<b>Serving exclusively organic food</b>				
<b>Allowing small children to eat free at certain times</b>				

<b>Including a bar area in the restaurant</b>				
<b>Hiring a band to play live music</b>				
<b>Serving an all-vegetarian menu</b>				

**Task 2:** Based on your responses in Task 1, compose an essay in which you persuade Marla what kind of restaurant format she should open. Make at least three suggestions to her based on your findings in Task 1, and include evidence to back up your suggestions. Feel free to include real-life observations you have made about restaurants in your own community.