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BAIN CAPITAL: OUTBACK STEAKHOUSE





Introduction

The strategic aspect of private equity and operational growth can be well understood by analyzing Bain Capital's experience with the Outback Steakhouse. With several successful investments in different industries, Bain Capital fixed its sight on Outback Steakhouse since it saw wide room for the company to grow and improve its operations.



Problems Encountered

Not that Bain Capital's partnership with Outback Steakhouse was without problems. Among them, one of the main challenges was to strike a balance between cost control and aspects of production, on the one hand, and the restaurant's friendly, professional, and exclusive service on the other.



Operational Improvements

Some of the other operational changes that were effected through Bain Capital included Integrated supply chain that was aimed at boosting the supplies to the restaurants, cost containment which was focused at the expenses incurred in running the restaurant, and operation efficiency which was aimed at managing the actual restaurants.



Conclusion

The case of Bain Capital, Outback Steakhouse co provides an understanding of how private players and suppliers of capital can improve operations in established organizations. Outsourcing decision supported by Bain Capital was to successfully manage the risks, improvements, and growth of Outback Steakhouse.



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