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**“PORCINI’S PRONTO”: “GREAT ITALIAN
CUISINE WITHOUT THE WAIT!”**





Introduction

Pronto is an appendage of Porcini's Restaurants which is an Italian dining establishment well-known across the country. The company wanted to penetrate into fast-casual dining level with Pronto which promised the consumers 'Great Italian food without the delay'.



Problem Identification

The main pressures are associated with the process of moving from a fine dining Italian restaurant to a fast food outlets which Porcini's Pronto is trying. Some of these are: quality control of foods that would maintain brand image and standard of foods, and how to handle operational issues as a result of quick turnaround time.



Strategic Analysis

To address the situation at Porcini's Pronto, therefore, the following strategic plan was developed; Building on Porcini's established brand image while at the same time creating a new, customer-oriented business model for Porcini's to compete effectively in the fast-casual market.



Conclusion

Consequently, Porcini's Pronto represents the possibility of a new segment for the brand since the fast-casual dining business is still untapped in the region.



Resource

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