



MEMORANDUM  
TO: [Name]  
FROM: [Name]  
SUBJECT: [Subject]

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SUBJECT: [Subject]

North, Chapel, Cowboy, Elm, Arling, Oak, Walnut  
**HOWDY'S**  
We have the best BBQ in town!  
Phone: (813) 881-2222  
333 W. Lake Street  
P.O. Box 1000



**Kevin Bennett**  
[Text]



**Appetizers**  
[List of items and prices]

**Entrees**  
[List of items and prices]

**Deserts**  
[List of items and prices]

**HOWDY'S**

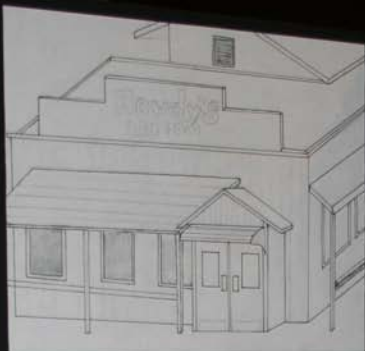


Flow Plan

Small images: a chair, a table, a person, a red arrow pointing down, a small portrait.

Small text at the bottom of the right panel.





**HOWDY'S**  
BBQ & GRILL

**Marketing Plan**

For an advertising budget of \$40,000, we will have a total of 100,000 impressions. This is a very good result for a small business.

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**Mission Statement**

The mission of Howdy's is to provide quality, friendly, and prompt service. We will provide the best BBQ and Grill in town. We will provide the best BBQ and Grill in town.



Boots, Chaps, Cowboy Hats. Nothing Else Matters.



We have the best BBQ in town!

Phone: 753-434-3212  
4348 3rd Street  
Merquato, TX 45185



**Appetizers**

- Onion Rings \$4.99
- French Fries \$4.99
- Chili Queso \$4.99
- Onion Rings \$4.99
- French Fries \$4.99
- Chili Queso \$4.99

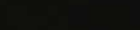
**Entrees**

- Beef \$12.99
- Chicken \$12.99
- Steak \$12.99
- Beef \$12.99
- Chicken \$12.99
- Steak \$12.99

**Drinks**

- Soft Drink \$1.99
- Beer \$2.99
- Wine \$3.99
- Soft Drink \$1.99
- Beer \$2.99
- Wine \$3.99

**Howdy's**



**Beef**

Beef \$12.99

**Chicken**

Chicken \$12.99

**Steak**

Steak \$12.99

**Drinks**

Soft Drink \$1.99





# Menu



Pyra's is a casual dining, stand alone restaurant. The cuisine offered will be pizza, sandwiches, and salads. The emphasis is on our wood fired oven.

Pyra's operation hours: 11 a.m. - 10 p.m.  
11 a.m. - 11 p.m.

Pyra's target market will be young families, school students, business clientele during the day, and entertainment venues in the area. The restaurant will fit into the income levels of our community. We will have televisions for the college crowd and other adults to watch special sporting/national events.

# Restaurant Lay



**Appetizers**

Pyra's Shrimp Skewers \$2.99  
Served with Pyra's Lemon Raspberry Sauce

Pyra's Crab and Chicken Avocado Dip \$2.99  
Served with our Creamy Garlic Herb Sauce

**Bar Menu**

Pyra's Shrimp Cocktail \$2.99

Pyra's Fish & Chips \$3.99  
Pyra's Crab Cakes \$4.99  
Pyra's Chicken Sandwich \$2.99

Pyra's  
Wood Fired Pizza

11111 Main Street  
Woodstock, VA 22594  
Phone: 703-555-1234

# Pyra's

## Wood Fired Pizza

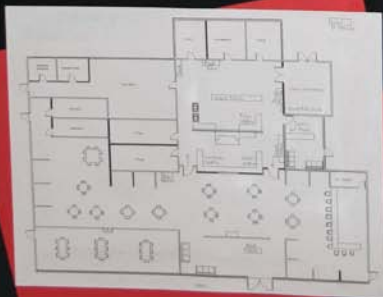


Pyra's is a casual dining, stand alone restaurant. Lunch and dinner will be served. The cuisine offered will be pizza, sandwiches, salads and pasta with emphasis on our wood fired oven.

Pyra's operation hours: 11 a.m. - 10 p.m. Sunday - Thursday  
11 a.m. - 11 p.m. Friday - Saturday

Pyra's target market will be young families, senior citizens, college and high school students, business clientele during the day and customers attending sports events and entertainment venues in the area. Our diversified menu has prices that will fit into the income levels of our community. A bar area with big screen televisions for the college crowd and other adults will be enjoyed by those who wish to watch special sporting/national events.

### Restaurant Layout



### Interior Colors

#### INTERIOR COLORS:



## Marketing



PYRO'S  
WOOD-FIRED PIZZAS

BUY 1 LARGE PIZZA  
GET 1 DRINK FREE!

BUY 1 DRINK GET 1  
OFF PIZZA. PURCHASE  
2 DRINKS

# Pyro's

## Wood-Fired Pizzas Birthday Parties

Come, Relax, and celebrate  
your child's birthday!

Invitation, games, food, and  
birthday cake **PROVIDED!**

Call 111-888-9999 for more information.

## Interior Colors

### INTERIOR COLORS



## The Menu



Crispy Tofu and

Pepper Tofu

Insalata Caprese



Fire Roasted Salad



Wild Mushroom Risotto



Bello Bello Burger

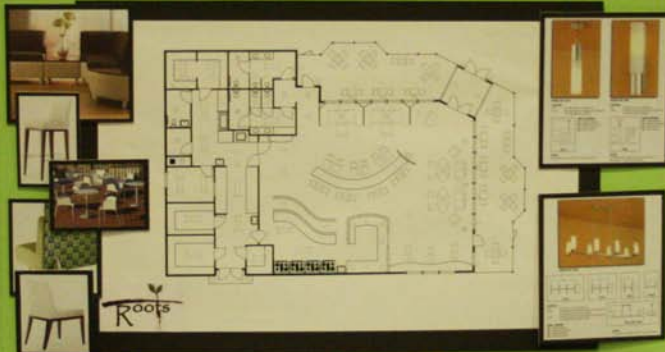


Vegan Tofu

Chocolate Cheesecake



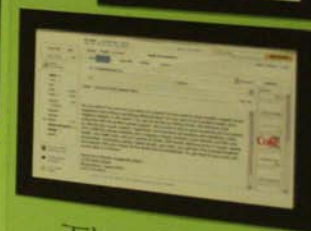
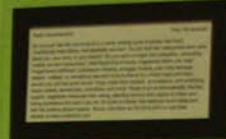
Eco-friendly, Vegetarian Bistro:  
The Local Restaurant with Global Impacts



## The Design



## The Marketing



## The "Green"



# The Menu



Crispy Salt and

Pepper Tofu



Insalata Caprese



Fire Roasted Salad

Wild Mushroom Risotto



Bella 'Bello Burger

Vegan Tofu

Chocolate Cheesecake



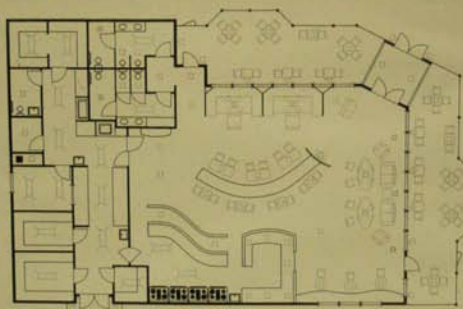
Eco-friendly  
The Local Re



The De

# Roots™

Eco-friendly, Vegetarian Bistro:  
The Local Restaurant with Global Impacts



Roots



The Design

DESIGN  
10X

DESIGN  
10X

DESIGN  
10X



# The Marketing

Public Advertisement

Time: 30 seconds

Do you ever feel like you're stuck in a never ending cycle of greasy fast food, unattractive meal choices, and apathetic service? Do you feel that restaurants don't care about you, your food, or your planet? Do you want to break the unhealthy, unexciting routine, but don't know how? Meet Roots Eco-Friendly Vegetarian Bistros, the "holy grail" of fast-casual, sustainable dining. Forget those inefficient, wasteful, energy-hungry, part-time wage-slavers. Instead, try something new and come to Roots for a fresh meal and fresh service you can feel good about! Every meal from scratch, non-toxic, and satisfying organic, seasonal, farm-to-table, smoothies, and more! Roots is an environmentally friendly, organic, vegetarian restaurant with caring, attentive servers who aspire to make your dining experience the best it can be. So come to Roots, the obvious local restaurant with the positive global impact. Roots. Call them at (913) 615-2818 or visit their website at [www.rootsbistro.com](http://www.rootsbistro.com).

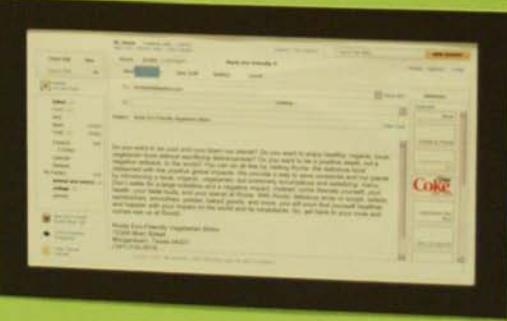
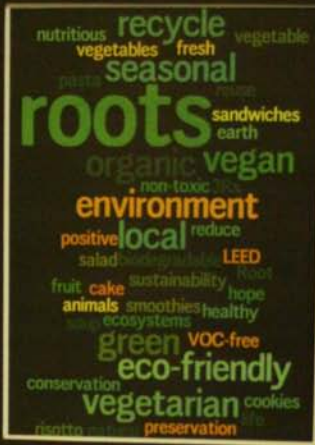
Business Card Front



Business Card Back

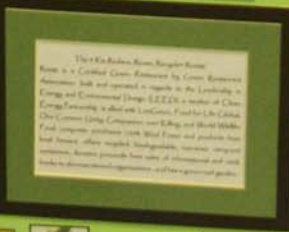


Form Templates



# The "Green"

The 4 R's: Reduce, Reuse, Recycle, Reuse



ES™

an Bistro:  
Global Impacts

