

HUNAN WOK

Chinese Cafe



Team 5

Jennifer Hu

Alan Arant

Michael Crowder

Allison Redinbaugh

About Hunan Wok

- Corporation
 - C.C. & James Inc.
- Founded
 - March, 1997 by C.C. Fang and James Hu.
- Chinese restaurant in Midlothian, VA.
 - It is located at Sycamore Square Shopping
- Hunan Wok is an owner's focused company
- Primary focus
 - local residents
 - work-force

Marketing Issues

- Employee requirement
- Business hours
- Poor Advertisement
- Competition



Involving the Class

- Who has been to Chinese restaurants?
- What are some likes and dislikes about Chinese restaurants?
- What are some things you think that should be changed?
- What are some of the advantages you think Hunan Wok has?
- What would make you order Chinese food at Hunan Wok rather than another restaurant?

Suggested Improvements

- Extend business hours by hiring more help
- More advertisement
- Create online features
- Expand the menu to allow for a greater variety of food

This conclude our presentation.
Questions or Comments?