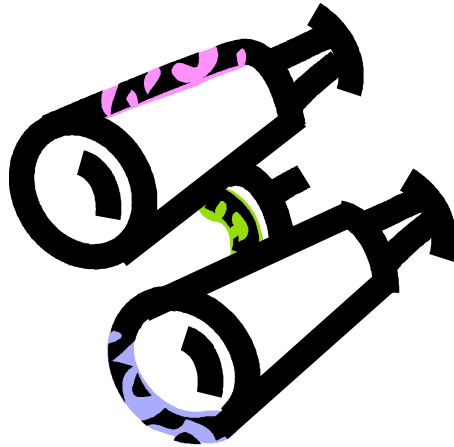


3. YOUR TAKEOUT FOCUS



This tool will assist you in determining which customer needs to fulfill with your takeout program, and review the many opportunities that are available.

#3 OBJECTIVE:

Check the list of customer, takeout offerings, delivery, and order placement options to identify for the specific parameters of your program.

CUSTOMER OPTION CHOICES:

Neighborhood

Business Park

Office Complex

School/ University

Hotel/Motel

Community Centers

Organizations

Government/Municipal Facilities/Services

Mall/Retail Stores

TAKEOUT OPTION CHOICES:

Breakfast Takeout Option

Lunch Takeout Option

Dinner Takeout Option

Limited Menu Offerings

Full Menu Offer

Special Item Offerings (whole pies, rolls, stew, chili, etc.)

Volume Beverage Takeout (coffee, tea)

Partially prepared Offerings (to be cooked off premise)

DELIVERY CHOICES:

To be Picked Up At Current Facility

Delivery Options

Catering Options

ORDER PLACEMENT CHOICES:

Customer Call in Option

Customer Fax Option

Customer E-Mail Option