

From: David Lara
To: Andrew Robertson
Subject: I Need Your Feedback ASAP

Andy,

The reason why I'm sending you this email is because the company is going through a big issue regarding the prices of turkey and corporate has said that they will remove Turkey Burger and Black Bean Burger from the menu if everything stays the same, and I need your feedback to help us solve this.

I have known you for quite some time and you have become one of my favorite customers. You started to consumer our product right after we announced that we were going to start selling Turkey Burger and Black Bean Burger, and not only did you start to come weekly, but you started consuming from here at least three times a week. It really means a lot to us.

I want you to give us your opinion as to why you think Turkey Burgers should stay in the menu and a suggestion (if possible) to try to avoid this issue. Your feedback would be of much valuable not only for us, but for Red, White, and Beef Burgers.

Hope you can come to the open house

Thank for your time,

David

David Lara, Franchise Owner
Red, White, and Beef Burgers

RED, WHITE, AND BEEF BURGERS

To: Restaurant Staff, RW&B
From: David Lara D. L.
Subject: Working on Sunday
Date: October 3, 2019

The purpose of this memo is to inform the restaurant staff that this next Sunday I will need your assistance in the restaurant because we will be having an open house.

Summary

Corporate has sent a letter saying that Turkey Burger and Black Bean burgers will be disappearing from the menu nationwide. There will be an open house to gather feedback from clients to see if getting rid of those items from the menu is the efficient option. I want everyone to come on Sunday to work.

Discussion

I have received a letter from corporate saying that prices of turkey and black bean have been increasing lately and due to the low sells on both the Turkey Burger and Black Bean Burger, they have taken the action of removing those to items from the menu.

Corporate has said that this will be happening in two months, but they gave us this time to gather feedback from customers to see if removing those items from the menu is the best option. To gather these feedbacks, it was decided that this Sunday everybody from the restaurant staff has to be present during the open house.

I believe that many customers that currently come to eat here will be very disappointed if those items end up being remove from the menu. That is why I will encourage them to come to the open house, so their voice can be heard, and I hope that I see 100% commitment from you.

Recommendation

This will be as demanding as any other regular day, so I want everybody to come with the best attitude and this doesn't happen that often so, I suggest you rest well and try to be 30 minutes before the open house starts.

RED, WHITE, AND BEEF BURGERS

To: All customers
From: David Lara D. L.
Subject: Needing feedback for crucial decision
Date: October 3, 2019

Summary

I would like to inform all customers that this Sunday we will be conducting an open house to talk with you all about a recent issue that has arisen regarding two items from the main menu that have the possibility of being removed.

Discussion

There has been an issue with the prices of certain ingredients and raw material that are making corporate take the decision of removing two items from the menu: Turkey Burger and Black Bean Burger. They have said that those two burgers will be removed because of the price of raw material to make them, plus the low numbers of Turkey Burger and Black Bean Burger sold.

We care about our people and we know that even though the numbers are lower than the other burgers that we sell, we believe that it is important those burgers stay in the menu for our customers, but we need to hear this coming directly from our patrons.

This Sunday, the restaurant will be having an open house to talk about this issue and here feedback from customers that have been loyal to our restaurant since the first Turkey Burger and Black Bean Burger that we sold, to the last Turkey Burger and Black Bean Burger sold.

Your feedback and opinion is crucial for this action of removal not to take place, so if you are a customer that really enjoy those burgers and don't want them to disappear, I want you to make the time to come on Sunday, it would really mean much for not only the restaurant, but to Red, White, and Beef Burgers.

Recommendation

This open house will be open for conducted for a few hours so, I would suggest everyone who would like to come to try to be as early as possible so we can get to talk with you.

Red, White & Beef Burgers

11223 S. McColl Ave. McAllen, TX 78503

October 8, 2019

RW&B Burgers
3214 W. Patty Drive.
Kansas City, MO 64114

Dear Vice President for Corporate Relations,

After conducting an open house here in our restaurant regarding the current situation of potential removal of two items from the menu, customers, restaurant, and I have sat down and discussed how can this be avoided.

During the open house, customers and I discussed if these items were that important due to the low numbers of sells that they were having and, although it is true that compared to other items from the menu, these two are not that purchased, they have told me that the reason as to why those items are not doing well is because we are not giving them the spotlight that we are giving other items from the menu.

Most of the beef burgers that we sell get attention due to promotions and deals that we have in social media, television, and newspaper. The Turkey Burger and the Black Bean Burger don't have any type of reach besides inside the restaurant.

I suggest that before removing the items from the menu, we should start promoting more the Turkey Burger and the Black Bean Burger for a couple of months and, after those months we see how sells for those two items go. If they the same, we will immediately remove them from the menu but, if sells start raising substantially, items can stay on the item.

Although numbers are low, we are here to make customers happy, and trying to find a solution that will make everyone happy has to be our priority.

Sincerely,

A handwritten signature in cursive script that reads "David Lara".

Mr. David Lara
Franchise Owner