

### 2.3 Company Overview for Lettuce-Do-Lunch



James Hungry, owner of Lettuce-Do-Lunch, loves the beach lifestyle in Shoreline City. Like many other people, James enjoys running on the beach, surfing, and just spending time outdoors. As a fit and active person, he tries to take care of himself and eat healthy foods as much as he can. When James would drive down the city's

streets, looking for a place to eat, all he saw were burger joints and fast-food restaurants. I want something to eat that's healthy *and* delicious, thought James. He realized that Shoreline City needed a restaurant that specializes in healthy foods, like salads and sandwiches, as well as scrumptious desserts to satisfy his sweet tooth. And that's how Lettuce-Do-Lunch was born. Lettuce-Do-Lunch is a small restaurant that caters to local Shoreline City residents. The owner's goal is to always keep his customers "hungry" for more. If Lettuce-Do-Lunch can continue to build its business in the community, the owner will be able to seek potential investors and possibly expand his business to include restaurants in other local cities. This is James' first experience with owning and running his own business. He relies on effective, professional promotional materials, such as menus and posters, to create interest in his restaurant and attract new customers.