



Memo

To: William Mattingly, CEO, Painted Paradise Golf Resort & Spa
From: Alberto Dimas, Restaurant Manager
Date: 10/16/2018
Re: Customer Analysis Report

During the past year, the number of guests at the Indigo5 Restaurant has continued to increase each month. Since the holiday season always shows a growth in numbers, we will add new items to our menu. We will offer them as a seasonal selection. Based on the feedback we receive, we will decide whether or not to make the selections a permanent part of our menu.

The decision to add these items was based on marketing analysis and feedback from our guests. We will add three more chicken selections and two more vegetarian dishes. We will also add one entrée each for fish, pork, beef, and pasta.

Our staff will continue to monitor the results of these menu changes in order to increase our restaurant revenues during the first months of the year. As you can see from the chart below, business normally drops during the first few months of the year, and we hope to reverse this trend.

