

Tigist Mengeste

TGFF Restaurant

Traditional Tastes and Delight

Business Type: Traditional food
Restaurant





MISSION

My mission is to provide original Ethiopian food, Excellent customer service, and a welcoming place where people from all cultures can enjoy original flavors of Ethiopian tradition hospitality.

The market problem how I solve it

The problem

Many Ethiopian restaurants are combined with grocery stores, so customers may not have a quiet comfortable dining experience.

The solution

TGFF restaurant will provide a clean, relaxing and welcoming restaurant focused only on dining with original Ethiopian food, reasonable prices, and good customer service.

MARKET RESEARCH (GROWTH, SUPPLY AND DEMAND)

There is growing interest in international and traditional foods in Seattle. Many people enjoy trying new cultural foods, so there is demand for original Ethiopian cuisine. TGFF Restaurant will meet this demand by offering quality food. good service and a comfortable dining experience.



(TARGET CUSTOMERS)

My target customers are Ethiopian people, local families, students, workers and people from all cultures who enjoy trying traditional Ethiopian food.

●
Business location

My restaurant will be located

WHAT MAKES US STAND OUT

(PRODUCT/ SERVICE)

TGFF Restaurant stands out by offering original Ethiopian food, reasonable prices, a relaxing dining environment, and excellent customer service.





(PRODUCT/SERVICE DESCRIPTION)

TGFF Restaurant will offer traditional Ethiopian food and drinks for dine in and takeout. The restaurant will provide

fresh, original meals friendly customer service, and a clean and comfortable dining experience

BUILDING COMMUNITY

(COMMUNITY Influence)



- **TGFF Restaurant will bring people together, share Ethiopian culture and food, create local jobs, and support the community through good service and future community involvement.**

RESOURCES REQUIRED

1. Kitchen equipment
2. food supplies
3. Restaurant space, and furniture
4. employees, permits/licenses
5. start up funding

