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The Future of Chain Restaurants

Bibliography Williams, C. (2017). The Future of Casual Dining: What to Expect. *HVS Global Hospitality Report*, 7-8.

Primary Subject The article at first talks about how in the past couple of years, the restaurant business has declined. More specifically chain restaurants have declined. By declined the author means that sales have declined. After talking about declining sales, the author then goes on to talk about there are now new trends for restaurants on the market. The author lists and describes these trends and then suggests that if restaurants follow these trends then they will be more successful.

Primary Facts Some facts that the author states are "A casual dining industry analysis shows that during 2016 the sector experienced more rapidly declining sales and traffic than others." The author then says, "new casual dining trends worth incorporating are: free wifi, local foods, and saving the planet." The author also remarks, "Casual dining industry statistics showed franchise restaurants are the most common of all restaurant types comprising one third of all venues in the U.S." The author concludes by saying, "restaurant brands in this space would do well to focus on three critical areas in their effort to remain relevant. These are: innovative menu planning, which means demand for healthier options based on locally-sourced produce. Improved service delivered by competent trained staff.....The use of technology and automate processes, especially client-facing ones."

Conclusions Drawn by Authors The conclusions drawn by the author is that he knows restaurants, especially chain ones, are starting to fail or are at least having a bad time. The author seems knowledgeable about this subject. He gives suggestions and tips to what he thinks would help restaurants succeed in this new day and age with this new generation. Although the author seems negative about restaurants right now, he is optimistic that if restaurants follow these tips and stay on top of trends then they will have success. Overall, it would be important for restaurants to read this article to help their business,

Position Statement I think this article was very interesting. I have seen what this article is talking about and agree with the points that the author has made. The author seems to understand my generation and future generations and knows what they want. I appreciate that the author respects my generation and does not criticize my generation for wanting more technology or locally based foods. This subject matter will have a big effect on my life. If I had to work in a restaurant or decided to go into restaurants I would have to keep up with the trends that this article suggests and future trends to keep my customers happy and my sales happy. If I do not follow this trend I could lose my job in restaurants because restaurants could be failing again. Even if I go into hotels, I would have to use these trends in the restaurants and room service inside my hotels to keep my customers happy and my restaurants in business. The author's views of saying to incorporate these trends into the restaurants affect me because these trends are what

the next generation wants and if restaurants do not start incorporating them, I could not have a job to go into.
