



ANITA ROBERTS

WEST ROWAN GRILL

FIVE YEAR GOAL FOR OUR BUSINESS

- Build a strong recurring customer base while offering food services
- Build a business that supports our community and gives back
- To make it a family oriented and clean place to work and eat
- Begin growing so the business becomes self sufficient
- Begin to make enough over head so we can make money

CONTACT

704-657-6960

Jimmy36roberts@yahoo.com

MARKETING NEEDS

- Attracting employees
- Reaching customers
- Website (creating or improving)
- Print Media (creating & distributing)
- Community outreach
- Social media (Twitter, Instagram, Facebook, etc.)
- Event planning (promotion, celebration, etc.)

COMMUNICATION METHODS

Anita Roberts would prefer students to communicate with her via phone call.

MEETING

Students will be able to meet this business on Tuesday, February 11 from 9:45-10:35 AM. Students will be told when they can have additional meetings with this business.

BUSINESS DESCRIPTION

We are a small family oriented, local restaurant located in Cleveland NC serving breakfast-lunch-dinner from 5:30 am-8pm daily Monday-Friday and 5:30am-2pm Saturday. We advertise and market our business through all social media accounts such as SnapChat, Facebook, Instagram, Twitter, basketballs with our name and number to support the high school, various websites, signs in front of the restaurant and word of mouth.