**Homework 2: Part 2 of the semester long project:  
Added Value, Competitive Advantage, and Cost Leadership**

Woojin Kang, Jaehyun Jeong, Inyeong Jeong, Yearan Seo

**Overall Feedback:**

**Please refrain from using the first person “we” in formal writing. Refrain from using contractions. Make sure that you indent each paragraph. Format this as a paper and not a series of unrelated, numbered paragraphs. The word franchise should only be capitalized if it is the first word in a sentence. There are consistent issues with verb/noun agreement.-2**

**Total Score: 16/30**

**Congratulations! You have completed your initial plan. Now, the leadership team at the stadium would like some additional information.  For this assignment, you will need to focus on three areas: added value, competitive advantage, and cost leadership.**

1. **Describe how you will achieve a competitive advantage. This section needs to include:  
   - What you are doing that will be different and innovative.** Please address the fact that the McDonald’s kid toy is free and yours will be for a price. **- What will be the competitive advantage of being a franchise vs. an independent concession stand.** The first two sentences should each have an in-text citation. -0.5 **- How will both of these things (creative idea and the franchise) create a market-place advantage.** In the first paragraph you stated that your innovative idea was selling kid’s toys. In the paragraph, you stated it was selling alcohol. Which one is it? Do not just write your sections in isolation. Read what the other group member wrote and make sure you are consistent throughout the paper. This section also does not address how the interaction of the creative idea and being a franchise will create a market-place advantage.-2.5 **- This section is worth 9 points. 6/9**
2. **Cost leadership. You will complete the financial cost analysis worksheet provided on Canvas to create a budget for your restaurant. You will be forecasting the revenue and expenses for your department for the next 5 years.**

**Spreadsheet:** You are paying the kitchen manager below the poverty level and your hourly wages are very low. Would you work for this small amount of money? Please research salaries and wages and revise. -2  
You have kid’s toy and you have other revenue. What is other revenue? Why is it so much? This is not explained and it looks like you are artificially inflating your numbers. Either take it out or label it and explain it. -2 **In the written section, you will explain:  
- How did you decide on your revenue forecasts.** Take out the conversational tone and write this section as you would to present to an investor. -1 **- How did you decide on payroll expenses.** This section is only one sentence and just discusses wages over times. Essentially, this is missing. You need to add a paragraph that explains how you decided on your wages with references. -2 **- Why did you decide to charge the prices you choose to charge?  
- How do you expect to perform outside of football season?** This section should include research regarding how other stadiums due during times of non-sporting events. This section should be completely re-written. -2 **- The combined excel sheet and written section will be worth 21 points. 12/21**

1. **You are expected to do research to find this information. You cannot make-up the information regarding the price of robotics and salaries. Please make sure you cite your references using APA style. This means you must have a list of references at the end of your homework in alphabetical order AND you must have in-text citations. An in-test citation looks like this: Previous research suggest that consumers value the relationship they built with hosts while staying at an Airbnb-style accommodation (Belarmino, Whalen, Koh, & Bowen, 2017).  
   Failure to include citations will result in a loss of points.  
   Failure to follow the correct citation procedures outlined below will result in a loss of points.**[**https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/general\_format.html**](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)
2. **Assignments without names will not be graded. Your names must be on both the excel spreadsheet and the written portion.**