



fast forward delivery

GWS Case Studies

Rochester Area Restaurants

Global Web Solutions (GWS) has developed over 1500 website projects over the last 6 years across many industry sectors. We would like to provide the following profile and case study as a reference document. You are welcome to use this information under your own letterhead if required. Please email info.gws@iemsupplier.com if you require more information.

Rochester Area Restaurants is a subsidiary of WSI Web Solutions. It was created to meet the demand by restaurateurs for low cost targeted marketing.

Case Study – Restaurant Portal Strategy

Client: Rochester Area Restaurants URL: www.rareguide.com



Description:

The R.A.R.E. Guide is a portal website designed specifically for restaurants. It serves as an online dining guide to allow people to search for the restaurant that best fits their needs. The website includes advanced searches, restaurant profiles, maps, ratings, menus, and more. The market area is Rochester, Minnesota, about 60 miles south of Minneapolis. Over 100,000 people live and work in this area and there are over 200 restaurants. Every restaurant in the area has been included in the guide to insure usefulness. The listing is free to the restaurant and the guide is free to the public. Information from the Guide is also available in printed form to increase advertising

income and create awareness of the website. For more information on the products and services offered by Rochester Area Restaurants, see Appendix.

Target Market

There are two markets. The primary market is all the public restaurants and businesses located in Olmsted County. This is the source of advertising income to the business. The secondary market is the public who will be using the directory services provided.

Industry

Online directories are rapidly replacing the phone books of the past. Consumers want instant, accurate, and current information. That is what the Internet was designed for. Directories are becoming more specialized and can do more things. It is already commonplace to order and pay for your food online. WSI has web products that are already capable of these functions.

Objectives

To promote the benefits of WSI through example.

To sell targeted advertising to local restaurants and related businesses.

To provide convenient access to dining and entertainment information.

Income Opportunities

Banner System – advertising

Website Development – WSI Web Solutions

Upgraded Listings and links – fees

Newsletter – advertising

Future Income Opportunities

Website builder within the site -development

Reservation System -participating restaurants

Intranet – authorized restaurant updates

Products Selected

Scalable Internet Solution

New Functional Design

Content Management System

News Page

FAX Page

Site Map

Custom SQL Databases

Custom Searches

Banner Ad System

Flash Header

HTML Mailer

Top 10 List

Cookies

Project Management Hours

Appendix: R.A.R.E. Products and Services

R.A.R.E. Guide (Website)

A portal website for restaurants. People can search for the restaurant that best fits their needs. Each restaurant has a profile of basic information. For example, a patient at the Mayo Clinic wants to find a restaurant that serves dinners between \$10 and \$20, accepts credit cards, offers low fat menu items, is in the southwest part of town, and has onsite parking. The results include a list of each restaurant that meets the criterion. Links are available to provide additional information about each restaurant. Optional links may be added to a restaurant's website or menu. There will also be links to local entertainment such as movies

