



Situation: Client was considering the acquisition of a leading family casual style restaurant chain in the Pacific Northwest. Company sought strategic advice regarding strength and uniqueness (USP) of the target brand and identification of critical growth areas.

Approach: Mount Vernon Strategies (MVS) designed and executed a customized consumer intercept survey with the goal of understanding the key drivers behind consumer decision making and purchasing in the family casual style dining category, and at the target in particular. In order to better understand the competitive landscape, approximately 100 interviews and a comprehensive analysis were completed to assess the degree of differentiation of the target relative to major competition. Interviews with top Shari's executives were conducted to gather company information regarding the current strategies and thought processes. Finally, MVS evaluated the feasibility of extending the Target Company's services into other categories and/or adding new locations.

Result: The Client relied on the MVS research and final report with its capital providers as a core component of its due diligence and completed the acquisition of Shari's Restaurants on December 28, 2005.