

January 10, 2010

To whom it may concern,

Ludlow Enterprises was hired to improve our restaurant in Lake Mary Florida. The restaurant was struggling for sales, marginally managed, inconsistent and unprofitable.

Brian Ludlow started the project by looking at every facet of the structure, systems, staff, financials and operation. He would spend hours at all times of the day inside and out, observing customers, staff, and pedestrian behavior to determine the critical points for improvement. Inside he looked at the first moment of contact and how the customer was guided physically as well as through the menu offerings, service cycle and dining experience.

One of his first recommendations was to change the logo tagline from Liam's Fitzpatrick's Irish restaurant & Pub to Liam Fitzpatrick's restaurant & Irish Pub. Irish pubs have a great following and perception that he wanted capitalize on, while Irish restaurant doesn't create the desired image.

Ludlow made many appearance changes from adding exterior signage to communicate with guests, changing the exterior color, moving the greeting station outside, and numerous other themed items to bring "life" to the outside before the guests show up as he put it.

Operationally, the existing control systems were not very effective so he revised the systems along with management revisions to move the operation in a stable direction. During the whole process, Ludlow was planning for succession which was nice to see in a consultant.

The menu and several other printed materials were very confusing, hard to follow, so he revised them to a more user friendly simple format and font. His marketing pieces escalated the brand while communicating with the guests to return for the entertainment and other offerings such as our Snug for private functions. From training to uniforms from table placement, acoustics, entertainment offerings to tearing out a 20 ft couch, Brian did whatever it took to get the job done. He created several events, promotions and entertainment options such as Dueling Pianos that are still going strong today.

At the end of his one year engagement, management was stabilized, sales are up, costs are down, entertainment is consistent, the facility looks great, is lively, fun, and doing well. We thank Brian and his team for all the hard work and results at our facility.



Leman Porter  
Owner

Liam Fitzpatrick's  
*Restaurant & Irish Pub*