OGSM Example – Tony's Italian

Objective	Tony's aims to expand beyond its delicious pizzas to become a trusted Italian restaurant where families feel at home by offering enjoyable, freshly cooked Italian meals.				

Goals	Strategies	Measures			
		Metrics	Initiatives/Actions	Caretaker	Timeline
• Sales $50K/month • 50% of sales from non-pizza • 30% awareness in tri-state area • 70% repeat customers • 80% indicate "family-friendly" and "homely" • 80% recognize "high quality" • 90% customers "enjoy" meals • <1% dishes returned	1. Offer dishes the entire family will love by developing an authentic Italian menu with Tony's all-time classics and rotating seasonal specialties	2/3 non-pizza choices >5 kids items 10 shareable appetizers 5 new items/season 2 new wines/season	• Create new food menu by reviewing existing menu and adding new Sicilian choices • Create new drink offering by reviewing existing drink list and adding an Italian wine list • Develop new, shareable food items by combining inspirations from the local area and Sicilian food culture	Stefano Stefano Stefano	Q2 Q2 Q2
	2. Serve great-tasting, freshly cooked food by sourcing most ingredients fresh from the tri-state area	80% customers recognize 'freshness' 75% ingredients local <30% food costs	• Learn customer tastes & preferences by creating a short survey for guests • Identify new suppliers of fresh vegetables by contacting local vendors	Jen Stefano	Q1 Q3
	3. Turn customers into guests who feel at home by designing cozy restaurant interior that reminds people of Italian small-town trattoria	80% customers "feel at home" 50% customers comment on "Italian feel"	• Make guests feel like family by Tony or Stefano greeting guests • Design restaurant interior with inspirations and family photos from Sicily	Tony Jen	Q4 Q2
	4. Hire and train experienced employees who embody Tony's values and make guests feel at home	80% employees have 2+ years experience 100% employees are 'happy', feel like 'family' 100% employees can tell Tony's story	• Make employees Tony's ambassadors by Tony and Stefano personally training each new hire and telling them Tony's story • Make employees feel like family by regularly sharing meals and activities	Tony Tony	First month of hiring >Once/month
	5. Make people in tri-state area aware of the new Tony's by implementing marketing initiatives that create interest to give Tony's a try.	~5% of sales for local media & marketing 30% people in tri-state area know of Tony's >500 Facebook shares & likes/month	• Rebrand Tony's from pizza parlor to Italian family dining by writing & telling Tony's story • Get the word out by creating Facebook page and designing social media marketing campaign • Encourage guests to share their Tony's experience on Facebook by creating little offers and fun prizes	Tony & Jen Brian Brian	Q1 Q3 Monthly