

TPM1x - 5.1 - Case Burgerz

Hi, I am Joey, and welcome to Delft, this beautiful city with canals, architecture and of course, the thousands of students. And I am here, with my restaurant, Pure Funky Burgerz.

So this is my restaurant Burgerz. I would like to show you something inside. Why don't you come with me?

So here at Burgerz we do about 24 different burgers, ranging from beef, chicken, lamb, vegetarian, but now also vegan. All the ingredients we use come from local farms within a 100 kilometers. Here we also raise our cattle.

Come into our kitchen. I would like to show you how we work.

Here at Burgerz we have one rule. We use no freezers and keep everything fresh. So let me show you, these are our salads, and, as I said before, we do vegetarian burgers, for example our pumpkin burger or our mushroom burger. And also we keep our meat fresh.

Everybody knows the fast-food hamburger. Cheap, unhealthy and greasy. I want to serve real, pure hamburgers from a full service restaurant.

I want to run a successful restaurant based on these principles. I want my clients to know this. And I find it difficult to communicate this. Use the techniques of this course and analyze my situation from many perspectives, my clients, myself as an owner and the people I work with.

So I want you to help me out. Be my advisor and my consultant. Come up with ideas and suggestions on what I can do. I am very curious.