

CORRESPONDENCE

FISH CITY GRILL CASE STUDY #2

Date: 8/5/2020

Party Size: 3

Time of visit: 11:30 AM

Weather: warm and sunny

(We did not call the restaurant ahead of time)

Appearance of Restaurant (Outside):

The appearance from the outside did not stick out to me from a distance. The sign above the restaurant grabbed my attention as I approached the door. The outside brick looked clean and unique. It's located directly next to a patch of landscape, and it looked very upkept.

Fish City Grill's exterior condition is very clean and inviting. The restaurant's patio provides a scenic setting, and is surrounded by plants and greenery. It adds a nice addition to the restaurant for guests to enjoy.

Cleanliness/Good Condition:

Windows and Doors: Both the windows and doors looked very clean. The windows were tinted.

The windows and doors are in great condition and are very sanitary. The windows also had sun blocking shades, in order for the guest to control the level of sun they wanted while dining.

Inside of Restaurant: The inside of the restaurant had a fun atmosphere. The aquatic theme was prevalent in the decorations. The tables, chairs, and booths all looked clean. We sat on the patio, and the seating arrangement was convenient and comfortable. The patio had large fans to keep the customers cool and also had string lights to add to the atmosphere.

The interior of the restaurant was sanitary and had a pleasant atmosphere. There was a variety of seating inside, which accommodated all guests.

Hostess Area: The hostess area was very clean. Everything was neat and organized, and it was located right in front of the door for convenience.

The hostess area was neat and organized in a nice manner.

Menus: The menus were very organized and clean. They were presented on paper. The menus were very organized and weren't made of paper.

Tables, Chairs, and Booths: All of the tables, chairs, and booths were very clean. There was an option to sit at a booth or a table, and there was a large variety of both. All of the seating and chairs were in excellent condition and provided comfortable seating.

Trash Cans: The trash cans that were visible, sanitary and not filled. I did not see any trash cans during my visit to Fish City Grill.

Interior Lights: The interior lights were set at a low level. This added to the atmosphere and made the restaurant feel relaxing. String lights also hung above the patio, and this created a brighter space for customers to enjoy an outside meal.

The interior lights were dimmed and provided a comfortable atmosphere in the restaurant. There were no concerns about the lighting.

Temperature:

The temperature was at a very comfortable level. The fans helped to cool off the patio.

The temperature of the restaurant was at a comfortable setting.

Music:

The music genre was appropriate for the setting of the restaurant. The music choice created a fun and upbeat atmosphere.

The music genre in the restaurant was appropriate, but it was a little loud on the patio.

How busy was it? Capacity?

Fish City Grill maintained a steady flow of people going in and out throughout our meal. They kept people socially distanced for Covid-19 reasons.

Fish City Grill was not busy at the time we attended. There were a couple other parties on the patio when we were eating, and there were only a few parties inside the restaurant.

Are they following Covid-19 Rules and Guidelines?

Fish City Grill required masks upon entrance. They also provided hand sanitizer for anyone that wanted to use it. The staff wore masks and customers were socially distanced.

Fish City Grill did a good job following and enforcing the Covid-19 rules. A mask was required upon entering the establishment, and hand sanitizer was enforced. The tables were also all socially distanced. Staff members also were wearing masks as well.

Aesthetic On a Scale of 1-10:

I would rate the aesthetic a 8/10. The deep sea atmosphere was very prevalent throughout the entire restaurant. The color scheme and decorations matched well together, and I felt that the restaurant used its space very strategically.

The aesthetic of the restaurant was an 8/10 in my opinion. I think they did a good job creating and decorating the space, and matched the furniture with the vibe of the restaurant.

Drinks Refilled/Condiments Stocked:

Our drinks were refilled in a timely fashion. There were no condiment caddies on the patio.

Our drinks were refilled in a timely manner and there were not any condiment caddies at the patio tables we were sitting at.

Parking/Valet:

Easy/Accessible: Parking was very easy and accessible. There was a large parking lot located right outside of the restaurant, and there were plenty of spots available.

The parking was very easy and there was a lot of availability in that regard. The parking consisted of a big parking lot in the shopping center that the restaurant is located in.

Surrounding Road Conditions: The surrounding roads were all in good condition. Since this restaurant was located in a shopping center, there were also sidewalks to access the restaurant.

The surrounding roads and the parking lot were in great condition. They were all paved well and the lot provided much parking.

Safety: I felt safe throughout my whole experience.

I felt safe throughout my whole experience.

Valet: There was no valet service available

There was no valet service available.

Problems: I did not have any problems with parking.
I had no issue with parking.

Restrooms: The restrooms were in excellent condition and very sanitary.

Environment/To-Go Boxes:

The restaurant did not advertise the use of recycled napkins, and the straws were made of plastic. The to-go containers were made of styrofoam.

There was no advertisement for recycled napkins, and the straws were made of plastic. The to-go containers consisted of styrofoam.

Locally Sourced Foods:

Fish City Grill's menu did not advertise locally sourced food or ingredients.

There was no advertisement of locally sourced food or ingredients.

Host/Hostess:

Wait time before being greeted: I was greeted as soon as I walked into the door.
We were greeted and taken to our table as soon as we arrived at the restaurant.

Greeter's: Appearance: The greeter was dressed appropriately for the setting of the restaurant.

The greeter was dressed appropriately for the setting and style of the restaurant.

Smile/Eye Contact: Our host greeted warmly and with eye contact.
The host was very polite and greeted us with a smile and eye contact.

Wait to be seated: We were seated immediately.
We were seated right when we walked in the door.

Server:

Name: Our server's name was JG.
Our server's name was JG.

Greeting: Our server greeted us with a smile and joke around with our party throughout our visit. He was very personable.

Our server was very friendly and was great at his job. He added a lot to the restaurant experience.

Attire: He was dressed in appropriate attire for the restaurant's atmosphere.
He was dressed in appropriate attire for the restaurant's setting.

Knowledge/Upsell: Our server seemed to know the menu well, and he did not try to upsell anything.
Our server was very knowledgeable about the menu and did not try to upsell.

Suggesting an appetizer or beverage: Our server immediately asked us what beverage we wanted. No appetizers were suggested.
Our server got our beverage orders right away. He did not suggest any appetizers.

Food Arrival: Our food arrived in a very timely manner.
Our food arrived in a timely fashion.

Proactive: Our server was very proactive and helpful. He checked in multiple times to take care of every concern or request that we had.
Our server was proactive and checked on us throughout the meal several times.

Special Requests: A separate party member asked for splenda, and our server went to get it immediately. I also dropped my silverware and was quickly provided with a new set with no problem.

A member in our party requested some splenda packets, and our server brought it immediately. Another member also dropped her silverware and it was replaced in a timely manner.

Bill Settlement: The bill was settled in a very timely fashion. I did not feel rushed to leave or finish my meal.

The bill was settled in a timely fashion and we did not feel rushed at any point.

Invitation to return: We were told to have a nice day and were invited to come back to Fish City Grill again.

We were invited to come back to Fish City Grill.

Demeanor: Our server was very polite and joyful. He seemed happy to be there.
Our server's demeanor was very friendly and personable.

Recommendation to Others: I would definitely recommend our server to others. He made sure that our table was taken care of throughout our entire visit at the restaurant.

I would 100% recommend our server to other people. He was very good at his job and was friendly.

Team Members:

Demeanor: Every team member I encountered was helpful and kind.

Each team member had a very upbeat and positive demeanor.

Manager Interaction with Team: I did not see the manager interact with the team, but we were sitting on the patio.

I did not see the manager interact with the team.

Manager Interaction with Customers: The manager came around to our table multiple times to make sure that everyone was taken care of.

The manager checked on our table several times throughout the meal.

Visibility of Manager: We sat on the patio, so the manager was not visible at all times.

We sat on the patio, so the manager was not very visible, but he came to our table several times.

Customer Experience (Scale of 1-10):

My customer experience was a 9/10. The food was great, and the fun and calm atmosphere made for an enjoyable meal. The patio had fans, so we were able to enjoy the outdoors without overheating.

My customer experience was a 8/10. Our server was great, and the food was really good. The vibe of the restaurant was very relaxing and enjoyable as well. The patio offered a wonderful experience.

Impression of Menu:

My impression of the menu was that they specialized in seafood but had other options as well. They had a detailed description for each meal and a variety of different items. It was a well constructed menu.

I had a great impression of the menu. It was specifically a seafood grill, however there were many options that did not include seafood to accommodate every guest. I thought it was well planned and very versatile.

Impression of the Meal:

I ordered the Salmon, Quinoa, and Kale Salad. The food was of great quality and tasted very fresh. I would rate my meal a 9/10. It was a large salad, but I felt that it was an appropriate portion size. The presentation of the meal was very neat and organized, so I would rate that aspect a 9/10. The temperature of the salad was normal (10/10). I did not order dessert and drank water with my meal.

I ordered the Cobb Salad and it was great. The quality of the food and the freshness was very appetizing. My salad was refreshing and a really good size. I would rate the quality 8/10. My salad was presented nicely, so I would rate the presentation a 10/10. The temperature of the salad was normal, therefore I would rate it a 10/10.

Cost:

The cost of a meal for 3 people was \$55.00.

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Competition:

I would consider Fish City Grill's competition to be other places in the Wolf Ranch Shopping Center. I also think that places such as the Catfish Parlour are competition because they have the same kinds of foods (particularly fish).

I would consider Fish City Grills competition to be other sit down restaurants in Georgetown, along with the other Wolf Ranch Shopping Center's establishments.

Hours:

The hours of Fish City Grill are 11am-9pm Monday-Thursday, 11am-10pm Friday-Saturday, and 10:45am-9pm on Sundays.

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Recommendations:

I would definitely recommend this restaurant to family, friends, and coworkers.

I would recommend this restaurant to other family and friends.

Description/ Would you return?:

I would describe Fish City Grill as a relaxing, easy-going restaurant with southern hospitality. It's a great place to get together with friends or family. I will return to this restaurant.

Fish City Grill is a family-friendly restaurant that is relaxed and values the aspect of hospitality and customer service. This is a great place for a variety of events and meetings. I will return to this restaurant.

Media:

Website: I was able to find the website for the restaurant easily by google search.

<https://fishcitygrill.com/menu/> .

Social media: I was able to find the main Instagram account for Fish City Grill and the Georgetown account on Facebook.

I was able to find social media accounts for Fish City Grill via Instagram and Facebook.

Branding: The branding was consistent across the board. All of their symbols/signs on the exterior, interior, and menus were the same.

The branding was consistent throughout all of the Fish City Grill platforms, including social media.

Overall Ratings:

Quality: 8/10, 8/10

Service: 10/10, 10/10

Cleanliness: 9/10, 8/10

Value: 10/10, 10/10

