**Mission and guidance**:

* Create a 2 page document to present a company called HomeBistrot, active in managing company restaurants in Switzerland. The use of the designed document will be given to all our prospects and could be use for our corporate communication. Our clients are typically a delegation from a large company that are evaluating different providers to manage their in-house restaurants.
* We are going against the trend of presenting very long company presentations and want to focus on our two main advantages: our group has known a very big growth over the past 4 years (so our team is knowledgeable), and we are the only ones in the market to design restaurants from scratch, 100% adapted to the company.
* The document will be a A4 format, printed recto-verso, either landscape, portrait or both
* Attached you will find a powerpoint. The two first pages contain all the date we need on both pages, but can be arranged as you see fit. We translated all the information in English in this document to let you understand exactly what part means what so that you can organize it effectively.
* The use of icons, bars, and every graphic element you could think of will be appreciated, as we really want the reader to understand the information quickly and effectively.

**What do we want to find on the document?**

1. **The timeline**

**Translation: included in the powerpoint**

**Brief:** We hand-picked a few important milestones (you’ll find their translations in the powerpoint file if needed), and it would be really cool if we could have a graph that with the amount of employees each year merged with that timeline in the same graph. The bubbles contain the amount of employees in the group at the beginning of each year: 2014-2016-2017-2018.

1. **Qui sommes nous?**

**Translation: “Who are we?”**

*45 collaborateurs* : 45 employees

*26 étoiles Michelin d’expérience* : « we worked in restaurants worth in total 26 michelin stars”

*35 ans de moyenne d’âge* : The average age is 35 yrs old

*4 marques de restauration réunies au sein d’un même groupe* : 4 food brands inside the same group

**Brief:** If you could find icons for each of these feats, or present them in a cool way using infography tools we’d be very happy!

1. **Pourquoi HomeBistrot?**

**Translation: “Why choose HomeBistrot?”**

*Nous sommes le seul restaurateur d’entreprise labellisé “Fait Maison”: même la mayonnaise est artisanale.*

We are the only company restaurant operator who received the “Home Made” label: we even make our own mayonnaise.

*Tous nos chefs sont issus de restaurants étoilés*

All our chefs come from Michelin-star restaurants

*Chaque solution est pensée en détail pour chaque client: logistique, type de menus, budgets, etc…   
Reprenez le contrôle!*

Every solution is tailor-made for our clients: take back control of your restaurant!

**Brief:** Please find new icons / ways to present this information. The orange “Fait Maison” thing is the official logo for that label (it’s in the files), but the other two are just placeholders and should be changed.

1. **Notre famille**

**Translation: “Our Family”**

**HomeGourmet**

*Service Traiteur: plus de 400 évènements par an, rien qu’avec des produits frais!*

Catering service : over 400 events per year, all of them made with fresh ingredients!

**HomeBistrot**

*Seul restaurateur d’entreprise de Suisse à avoir reçu le label « Fait Maison »*

The only company restaurants operator with the “HomeMade” Label

**Tribeca**

*Havre de paix niché en plein cœur de Lausanne, notre restaurant fait notre fierté!*

A quiet and refined restaurant in the heart of Lausanne

**Le Rhino Féroce**

*Salle d’évènementiel & bar à cocktail en plein cœur du Flon*

Event location and cocktail bar in Lausanne

**Brief:**

This is a breakdown of all four brands that are inside Home Group; if you could find a cool way to present them we’d love it! All the logos are provided in the files.

1. **La Méthode HomeBistrot**

**Translation: “The HomeBistrot Method”**

1. *L’équipe de HomeBistrot passe du temps avec vous, afin de comprendre vos priorités et la manière de fonctionner de votre entreprise.*

We spend time with you to understand exactly how your company works

1. *De retour chez nous, nous organisons une série de brainstormings créatifs en invitant des membres de chaque équipe du Home Group, et la plupart du temps quelques «outsiders».*

Back at home, we organize a series of creative brainstormings with members from all the group’s brands as well as a few outsiders when necessary.

1. *Nous retenons les meilleures idées et les emballons dans un concept logistique visant à maximiser le rapport qualité-prix selon vos propres critères, et nous vous présentons l’offre en détail.*

We pick the best ideas and package them in a logistics concept that maximizes value, and we present this version to you.

1. *Vous décidez de ce que vous souhaitez garder, et le vrai dialogue commence. Vous proposez des idées, notre équipe les traduit en procédures: ensemble, nous jetons les bases d’un restaurant qui corresponde vraiment à votre entreprise.*

You decide what you want to keep, and we start a dialogue. You come up with new ideas, our team translates them into procedures: we create your perfect restaurant together.

1. *Nous vous proposons une «dream team», qui passent avec vous des entretiens d’embauche: dès la validation du contrat, notre équipe a commencé les recherches, en collaboration proche avec l’équipe HomeBistrot. Nous ne recherchons pas des individualités mais essayons de former une équipe qui puisse se souder rapidement, et accueillir vos collaborateurs avec sourire, rigueur et professionnalisme.*

We hand pick the perfect employees. We don’t select strong individuals but strive to chose team players who will do their best to operate your restaurant with a smile.

1. *Une fois le restaurant en opération, nous surveillons de près la satisfaction de vos clients ainsi que vos contraintes budgétaires. Nous vous présentons les chiffres à la fin de chaque mois, nous vous rencontrons tous les trois mois pour un point plus poussé, et organisons une collecte de feedback une fois par an au minimum.*

When your restaurant is open, we closely monitor every variable. We present you with detailed financial analysis at the end of the month, organize feedbacks and meet with you 4 times a year to make sure you’re happy.

**Brief:** This is the most important piece of the document, as it outlines our way to do business (which is different from everyone else who just copy/paste restaurant concepts). Here it’s shown as being alone on the page, but it could be linked with something else as you see fit.

We’d like the client to understand the fact that it’s a process, and if you could find visual representation of each step (icons, or anything else), we’d be very happy.

Here are the websites of the brands:

HomeBistrot (company restaurant, the one we’re trying to sell here 😊: <https://www.homebistrot.ch/en/>

HomeGourmet: <https://www.homegourmet.ch/en/>

Tribeca : <http://www.tribeca-lausanne.ch/>

Rhino Féroce : <http://rhinoferoce.ch/>

And the Group that’s holding these brands: <https://home-group.ch/>

**Ressources**

* Logos are provided
* Powerpoint file explaining all the ideas