

## **The “Origins” Restaurant Project**

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Nowadays, deforestation, climate change, pollution, waste of energies and water endanger the Earth. In an urgent need to protect the planet and to respect future generations, a real worldwide awareness of these problems has been emerging. Therefore, consumers’ behaviors have been changing and new needs have appeared.

In order to fulfill this emerging demand, **our mission** will be to develop and manage an affordable organic restaurant chain in France which will be named “Origins”, referring to Charles Darwin whose scientific work *On the origin of species* is the guideline of our project. This represents an occasion to match gastronomic pleasure, healthy food, and respect of the environment, with the willingness of promoting organic agriculture. The “Origins” restaurants will have a seating capacity of 40 to 50. The restaurants will be fully renovated with sustainable materials. Water and energy consumptions will be controlled to reach the lowest consumption as possible by using sustainable energies, water regulators, etc.

The competitive advantage of our product will be evident in the decoration and atmosphere of the restaurants. The dining room will be up on a mezzanine. On the ground floor, there will be a kitchen garden where fruits, vegetables and aromatic plants will grow under sustainable organic production, using such innovative light sources as "sun pipes". During their meals, guests will be able to enjoy nature through the mezzanine flooring made of glass. The decoration of the restaurant will be bright, simple and sober – natural and authentic like our origins.

**Our vision** is to sell the practice of using local, organic, seasonable products to our guests. These quality fresh products will be transformed into dishes prepared by qualified chefs who believe in organic food, and will enable our guests discover the natural taste of those products.

At Saturday and Sunday lunches, for instance, we will also propose a discovery of organic production for groups of up to 20 people using an interactive program. This program will start inside the kitchen garden, with an interactive discussion about the proprieties and advantages of organic production. Then, it will go on with the preparation of an organic dish with the chef’s advice. Finally, it will end by the tasting of the prepared dish.

We also believe that our employees are part of the project success. In order to provide them with high work life quality, we will insist that they be treated well and with respect among themselves and by customers. To be sure that our employees are motivated, qualified and involved in their work, they will be trained to answer any questions the customers might have about our products and their origins, but also wide-ranging questions about organic production, climate change, and other topics which impact of our consumption on Earth. Regular meetings will be organized between managers and employees in order to clearly understand the employees’ needs and expectations, to set mutual goals to perform better and to integrate them in the firm's life.

Thanks to strong **values** such as environment protection, sustainable development, healthy food, relaxing atmosphere and valorization of personnel, our organic "Origins" restaurant chain project represents not only the opportunity for us to create a green and profitable business but also a win-win situation between customers, employees, employers, society and environment.