

## WHO KNOWS? RESTAURANT

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### RESEARCH ARTICLE

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#### Abstract

WHO KNOWS? is a special fusion restaurant concept, redefining the dining experience with its innovative approach of "up to the chef, not up to you!" Empowering customers to be a part of creating their culinary experience by inputting personal preferences, dietary requirements, mood, and special occasions, through this data-driven approach, clients can effortlessly customize their reservations. The restaurant is located in culturally diverse urban hubs like Paris, targeting a demographic of curious, open-minded aged 30–60, individual or couples international cuisine enthusiasts. Missions of the Four Pillars: First, answering the ubiquitous dilemma of "what should I eat today?" Our menu promises delightful surprises based on the customer's data. Second, accessible fusion: inspired by the founders' global travels, we offer fusion cuisine as a harmonious blend of diverse culinary traditions that is enjoyable for every guest. Third, storytelling with rich dish histories and seasonal ingredients promotes sustainability, supporting local farmers and the environment. At WHO KNOWS? Every dish is a combination of chef's inspiration, ingredient choices, and cultural heritage.

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**Key words:** Fusion food restaurant, personalized dishes, curiosity, Who knows? Application, seasonal ingredients.

## INTRODUCTION

*Over the years, the restaurant business has never ceased to evolve. Today's restaurateurs face new challenges.*

The first challenge is to respond to customers' demands and desires. *The Evolution of the Restaurant Business: A Culinary Journey Through Time* illustrates these changes: "From the humble beginnings in ancient eateries to the sophisticated and diverse establishments of today, the industry has been shaped by societal shifts, technological advancements, and the ever-changing palate of the consumers. Indeed, restaurateurs have to keep up with the times, making room not only for new technological advances but also for increasingly demanding customer requirements, such as ethnic and environmentally-friendly cuisine. As a result, the industry has adapted, and we now find a wide variety of restaurants worldwide, from fusion restaurants to green star awards.

The second challenge is to create an experience through the food, but also through the restaurant itself. They expect to live an experience, a moment that is out of their daily lives. To achieve this, restaurateurs are turning to new technologies, whose usefulness has been proven by the pandemic in 2019-2020. QR codes, apps and digital interactions are being implemented in restaurants more than ever. What's more, since the early 2000s, chefs have been stepping out of their kitchens, more and more of them becoming public personalities, taking the liberty of developing their cuisine towards more personal and artistic inspirations. These notions, as the *Global Tech Award* document explains, are changing the environment and the experience, reinforced by the identity and world of the chef: "Restaurant Technology is not just about digital tools; it's a journey that enhances the culinary

experience and transforms traditional dining norms.

As already mentioned, the Covid 19 pandemic has had a major impact on restaurants. In fact, no restaurants were open at that time. Since the reopening of the restaurants, this experience has played on customers' expectations and desires. Today, restaurant technology and human interaction must be on a par. Technology allows us to be as efficient as possible, while interaction is the primary reason why people return to eat out. In France, the culture of the meal has always been strong: the diner is not just the dish, but the people and the conversations that take place around it. In the article *Évolution des envies des Français en matière de restauration*, we observe that the three most important desires for customers are: "Gourmandise and the pleasure of the senses", "Technology has been put at the service of restaurateurs to give customers confidence" and "the desire to return to human ties".



## MATERIAL AND METHODS

### SWOT analysis



WHO KNOWS?" The restaurant's chef-driven, personalized dining is set to thrill adventurous foodies around the world. By perfectly combining tech and culinary art to tailor meals to individual tastes, and focusing on sustainable, local ingredients, it hits all the right trends. With its unique concept and high engagement, this startup is a promising winner in the urban food scene! *(WHO KNOWS? We could be the NEXT Unicorn!)*

### Target group

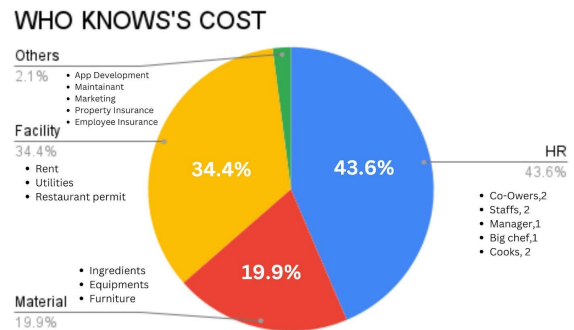
If you have a huge curiosity, are open-minded, or perhaps consider yourself a traveling lover who enjoys international cuisine and is ready to pay for a premium as well as special food and dining experiences, Who knows? extends a warm invitation for you to step through our doors tonight!

### The difficulties

1. Supply and Logistic management: Ingredients.
2. Staff: chef, services, software team due to high expertise and difficulty of finding the replacement.

3. Demand fluctuations and Marketing (to be able to go Viral and well-known).
4. Customer's satisfaction and Expectation; to be able to satisfy the customer's expectations.
5. Variable costs management: restaurants generally have many components and costs to be carefully considered and managed.
6. Restaurant System management: to effectively manage the restaurant on a daily basis.
7. Others uncontrol factors

### Cost Analysis



At "Who knows?" restaurant, our costs primarily fall into four main categories: human resources, facilities, materials, and other expenses. The majority of our expenses are allocated to human resources because we prioritize the happiness and satisfaction of our employees, believing that their joy translates into exceptional service and the high quality of our food. Our chefs are seasoned experts in international cuisine, drawing from rich experiences and extensive travel to create fusion dishes that cater to our diverse clientele. The second significant expense category is facilities, particularly in our location in Paris, a vibrant tourist hub known for its diverse nationalities, cultures, and lifestyles, which significantly impacts our rental costs.

Despite these challenges, we remain committed to providing an unforgettable

dining experience

that captures the essence of authenticity and satisfies the discerning tastes of our international customers.

The third component of our expenses is attributed to materials and ingredients. At "Who knows?", we prioritize the highest quality ingredients sourced from around the globe to ensure the utmost satisfaction of our cherished patrons, all within the framework of our fusion cuisine concept. However, we maintain a commitment to utilizing European-sourced staples such as bread, grains, dairy, meat products, and seasonal fruits and vegetables, procured directly from local farmers. This not only guarantees freshness and quality but also fosters sustainability by supporting local agriculture—a cornerstone of our ethos.

Additionally, the unique demands of fusion cuisine necessitate specialized cooking and preparation equipment, often sourced globally and contributing to higher costs.

Lastly, miscellaneous expenses encompass vital aspects such as application development and maintenance, marketing, and insurance. While these constitute a smaller portion of our budget, they are pivotal to our operations. To optimize marketing expenditure, we focus on online platforms and tailor our content to align with customer trends. Software development is outsourced, with regular maintenance intervals based on customer feedback. Moreover, comprehensive insurance coverage—including Property Insurance, Cyber Liability Insurance, and health insurance for all staff—ensures protection and support in times of illness or emergencies, both for our valued employees and our establishment as a whole.

### **Marketing Strategies through 4 Ps: Product, Price, Place, Promotion**

**1)Product:** curiosity, the unique selling proposition of personalized, chef-driven fusion cuisine, premium taste and quality from the seasonal locally sourced ingredients, a surprisingly wide range of tastes and dietary preferences.

### **Our proud logo**



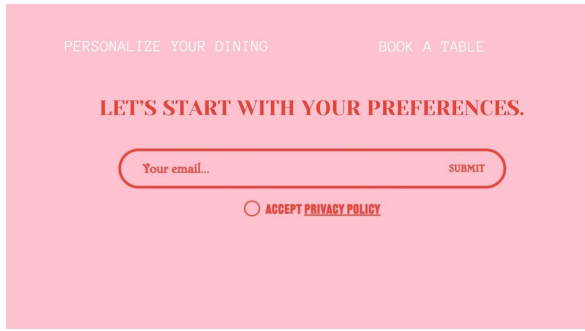
### **What can you expect from WHO KNOWS?**



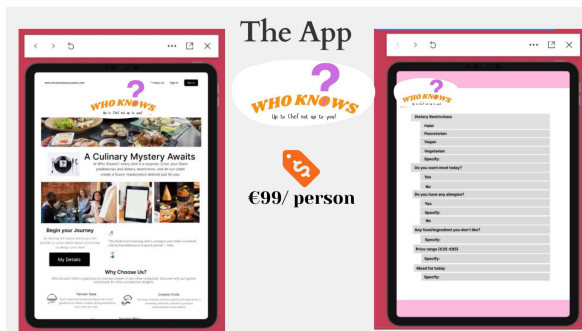
### **Method of reservation**

Interest —> Download a WHO KNOWS?  
Application —> Filled in your informations —  
>Make a reservation —> Wait for your special moment (dine-In)

### **WHO KNOWS? Application**



**What is inside ?**



**2)Price:** Premium price strategy with 99 EUR/ person and limited 30 customers per night, psychology pricing strategy through old number which is 99 EUR.

With 99 EUR/ person, the restaurant capability of having maximum 30 customers per night

**Table 1. Cost and Revenue Comparison**

<b>REVENUE</b>	€99/person,	30
	customers/Night(EUR)	
Per Night	2,970	
Per Month	77,220	
Annual Revenue	926,640	
<b>Cost / year</b>	454,159.92	
<b>Profits/ year</b>	472,480.08	

**3)Place:**

- Strategic locations in culturally diverse urban hubs like Paris to maximize visibility and foot traffic. Plus it is easy to access due to the good availability of public transportation.
- Create an inviting, cozy and comfortable dining atmosphere that reflects the fusion concept with an open kitchen for the customers to enjoy their special moment.



**4)Promotion:** Utilize digital marketing channels such as social media (Instagram, Facebook, YOUTUBE and TIKTOK), and online advertising to reach and engage with customers. As well as partner with local influencers, food bloggers, and media outlets to generate buzz and word-of-mouth publicity.

Follow US !



## RESULTS AND DISCUSSIONS

As setting the price at 99 EUR per person resulting in 926,640 EUR revenue per year while we are trying our best to minimize the costs which come out to be approximately 454,159.92 EUR per year meaning there is a possibility to make a profit in the first year about 472480.08 EUR. However, while the restaurant's focus on premium taste and quality is commendable, the high pricing strategy of 99 EUR per person may pose a barrier to entry for some potential customers. Also, considering the high price of dine-in, meaning the high level of satisfaction, to cope with these expectations, good management and carefully monitoring feedback and food quality are the keys.

Secondly, the significant investment in human resources, particularly chef expertise and customer service, underscores the restaurant's commitment to delivering exceptional dining experiences. However, this reliance on skilled personnel may also introduce operational risks, such as turnover or labor shortages. It's essential for "WHO KNOWS?" to implement robust recruitment, training, and retention strategies to mitigate these risks and maintain consistency in service quality.

Furthermore, the emphasis on locally sourced ingredients and sustainability aligns with current consumer preferences and industry trends. By supporting local farmers and prioritizing freshness and quality, the restaurant not only enhances its culinary offerings but also strengthens its brand identity as a socially responsible establishment. Nevertheless, maintaining this commitment to sustainability amidst fluctuating market conditions and supply chain challenges may require ongoing diligence and adaptability.

Lastly, the restaurant's marketing strategies, including digital outreach and partnerships with influencers, demonstrate a proactive approach to building brand awareness and driving customer engagement. While these efforts are essential for attracting new patrons and maintaining visibility in a competitive market, continuous monitoring and optimization of marketing campaigns and customer feedback are essential to ensure effectiveness and return on investment for the future.

## CONCLUSIONS

Today, the aim of our fusion restaurant concept, Who Knows? is to respond to customers' desires, while offering them a surprising gustatory and human experience.

Customers will be able to enter all their personal information (allergies, cravings, dislikes, etc.) on the restaurant app. This data will be accessible to the chef who, with the help of his brigade, will prepare a unique dish for each customer. As soon as the dish is ready, the waiters will be able to explain the composition of the dish, the ingredients and the chef's reflections on the plate in question. At the end of the service, the chef himself will meet the guests in the dining room to get their feedback. In this way, we address all the issues raised in this article. Not only are our customers' desires the basis of our recipes, but the use of electronics does not encroach on the human touch and warmth of our waiters. Thank to them, but also to the dishes of the chef and his brigade, we are convinced that each and every one of our customers will leave this restaurant conquered and positively surprised.

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Facility	Rent	11000	132000
	Utilities	2000	24000
	Restaurant permit	16.66	200
	<b>Total</b>	13016.66	156200
Others	App Development	100	1200
	Maintainant	50	600
	Marketing	100	1200
	Property Insurance	30	360
	Employee Insurance	500	5000
	<b>Total</b>	780	9360
	<b>Total</b>	37846.6	454160

### ANNEX:

Type	Sub type	Monthly (EUR)	Annually (EUR)
HR	Owners, 2 peoples	2000	24000
	Staffs, 2 peoples	3000	36000
	Manager, 1 people	3500	42000
	Big chef, 1 people	5000	60000
	Cooks, 2 peoples	3000	36000
	<b>Total</b>	16500	198000
Material	Ingredients	7000	84000
	Equipments	350	4200
	Furniture	200	2400



	<b>Total</b>	7550	90600