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WRD 110-038
2014-10-21

Food Ethnography Proposal

For the food ethnography assignment, I would like to expand upon the previous Food Memoir. To wit, I believe there is still more to learn and expound upon the Druthers' Franchise. The question I would ask is fairly straight forward:

Can a regional level business survive in today's market?

The answer I think is a bit more mercurial. It's obvious that big chains are here to stay, and there will almost certainly be a niche for the "mom and pop" establishments. The mystery is what happens when the mom and pop grows enough to attract notice. My family owns a long standing small business, and we are all too familiar with the growing pains that encompasses. Too large to manage on a small scale yet lacking the resources to obtain grander markets, let alone take on the big boys. It's a delicate balancing act to be sure.

I believe that Druthers' Systems is a fine example of this challenging market niche in action. Despite enjoying a lasting popularity, the chain ultimately failed within the span of a decade and now exists in name only. What caused this? Mismanagement? Overreaching? Cashing out? Stamped out by larger players? Or perhaps the ostensible popularity is merely an illusion created by a few passionate devotees.

- Review basic franchise design and locations.
- Obtain interview with owner of last standing example.
- Research business records.
- Compare regional influx of competitors.
- General economic influences.

After obtaining this information and analyzing accordingly, I believe a definitive answer may be found. If the concept is found appropriate, further steps will be taken immediately.