



Case study no. 1

Title of Case study / Good practice	EZZA Steak & Cocktail Bar
Keywords (meta tag)	Brainwriting and brainstorming
Provided by	UNIDU
Language	ENGLISH
Case study	<p>The EZZA restaurant in Dubrovnik opened in August 2021 with the plan to operate all year round. The original idea behind EZZA Steak & Cocktail Bar was to create a fantastic place that would offer the most passionate meat lovers a variety of culinary options, adding a special flair to the steak and cocktail bar culture in Dubrovnik. At EZZA Bar, guests can enjoy a truly unforgettable experience of sharing and sampling tapas-style food.</p> <p>Unfortunately, EZZA had to close its doors over the winter months in November 2021 due to the great challenges of these uncertain times.</p> <p>Case Questions:</p> <p>With the above information and the techniques you learned to come up with creative ideas, try to solve the problem faced by EZZA owners, in particular:</p> <ol style="list-style-type: none">1. Define the problem and formulate the goal.2. Using the brainwriting technique, list activities that EZZA could take to stay open in the winter.3. Use the brainstorming technique to discuss the ideas from the brainwriting.
Reference Link (if any)	https://ezzarestaurant.com/#how-it-started https://dnevnik.hr/showbuzz/celebrity/edin-dzeko-zatvorio-svoj-restoran-u-dubrovniku-do-proljeca-2022---685837.html
Type of material	CASE STUDY

(Suggested answers on the next page)



Suggested answers

Proposed solution

Problem: Difficulties in business – risk of closing

Main goal: Stay open through the winter

Most obvious solution: Create a list of activities that will take place at the restaurant during the winter to attract customers.

List of possible activities:

- Themed nights;
- Musical events,
- Humanitarian actions;
- Auctions;
- Loyalty programme
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