

Name:

JJ Healy



Title of Research Project:

Creating a Framework of Critical Success Factors for
independent Restaurants

Name of Supervisory team:

Dr Máirtín Mac Con Iomaire and Dr Elaine Mahon

School of Culinary Arts and Food Technology, TU Dublin – City Campus

Brief overview of the thesis topic: This thesis intends to investigate the significance of Critical Success Factors (CSFs) in the operation of successful independent restaurants in Ireland. The idea for the research was formed after the author read an article by Parsa et al written in 2005, called Why do restaurants fail? It asked the question sub consciously 'Why do restaurants succeed?

A three-stage exploratory methodology is employed consisting of: Netnography, Field Interviews, Confirmatory Group Interview. Bourdieu's Theory of Practice underpinned the conceptual framework of this study, his concepts of "praxis", "habitus", "field" and "capital" resonated with the researcher at all stages of the project. Forty restaurant owners who met the criteria which defined the parameters of success were interviewed. The resultant data collected and collated using thematic analysis, along with the observations and personal experience of the researcher allowed for the creation of a framework of CSFs. This framework will be benchmarked against existing models to capture similarities and points of difference. It is hoped that this thesis will be of benefit to those working in the hospitality industry, those about to enter it and to those studying it.