

Restaurantchains.net has Developed an Analytical Research House Pinpointing the Restaurant Leaders of Tomorrow

Restaurantchains.net has developed an analytical research house pinpointing the leaders of tomorrow. Named the RCO2000, they have developed a system that traces momentum growth in chains.

Irvington, NY (PRWEB) April 25, 2007 -- Restaurantchains.net has developed an analytical research house called the RCO2000 based on its core business of tracing restaurant chains.

Complimentary to other services provided including sales leads and directory fulfillment, they now have the ability to trace momentum in growth chains. Since 2004 they have closely monitored more than 7,000 restaurant concepts throughout the U.S. and Canada. In addition the company publishes more than 45,000 new restaurant openings per year.

"The combined effort," says publisher, Keith Gellman, "enables us to track restaurant chains that are far off the radar screen. We have taken a large subset of 2,000 chains in which most have less than 50 units. Then, we contact each company every trimester taking a hard look at their location unit counts and company specific changes."

The database offers many fields for cross tab analysis including city, state, cuisine, service style, meal periods, alcohol license, initial period tracked, most recent verification, total time tracked, change in unit count, raw percentage change, annualized change, rank in segments and projected future growth.

Using a market research approach with an outbound contact method, they have been able to produce a rock-solid analytical model. Clients can create a number of useful reports by using this archive for in-depth analysis.

Restaurantchains.net, a leading provider of qualified restaurant market intelligence, publishes the RC2000. In addition to RestaurantChains.net the company also publishes FoodserviceReport, a weekly bulletin on new restaurant openings and changes of ownership in the US. Founded in December 1996, Research Report for Foodservice currently serves thousands of clients in the foodservice and related industries.

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