

**ERIE RESTAURANT
CONSULTING**
CENTERED ON ERIE**Matthew Platz****Founder and Owner**Erie Restaurant Consulting
Erie, PA
Erie County**Industry:**Management/Business
Consulting**Year Founded:**

2021

Consultant: Jacob Jones**SBDC Assistance:**Marketing assistance,
business planning,
forecasting, market research,
Website design and
development**Gannon University SBDC**Center for Business Ingenuity
900 State Street, Suite 100
Erie, PA 16501
P (814) 871-7232
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gusbdc@gannon.edu
www.sbdcgannon.org**Erie Restaurant Consulting: Centered on Erie**

For many of us, the experience of going out for lunch or dinner is exciting. We sit with friends and family, sharing a meal while enjoying the social environment. Over the past year, that has been missing for most of us. Due to Covid-19, restaurants were

forced to close, reduce capacity, and muddle through as best as possible. Matthew Platz saw an industry he has worked in and cares for in dire need of help. He began Erie Restaurant Donation to help the struggling restaurant and service industry of Erie, Pennsylvania, and the surrounding area. Since April 2020, the group has raised over \$10,000 to help restaurants and their workers.

However, Matthew wanted to take assisting restaurants one step further. He decided to offer his experience and expertise in the foodservice industry to become a restaurant consultant. In early 2021, Matthew contacted the Gannon Small Business Development Center to start his business. After meeting Jacob Jones, Business Consultant, Matthew was confident that Erie Restaurant Consulting had a bright future. Jacob and the SBDC assisted with business planning, marketing assistance, competitor research, and market research. Matthew was also able to receive assistance from the Tech Team, who offered website design assistance.

Matthew Platz has worked in the restaurant industry, serving as a dishwasher, cook, and head-line cook. Through each position, he has learned what is needed to run a restaurant properly. Matthew's experience is in the development of organizations and effective marketing strategies. Matthew has worked for over 17 years in higher education in several roles, which gave him valuable insight into marketing. Recently Matthew has served as an advocate for Erie,



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Pennsylvania, during the Covid-19 indoor dining shutdowns. Matthew was able to raise \$10,000 for restaurants and their workers and dedicated citizens of the city.

Matt had this to say about his work with the SBDC, "I really appreciate everything you and your staff did to get the business launched. In the short few weeks of operation, I have three clients wishing to use me." After launching in April 2021, Matthew is off to a great start with his consulting in high demand.

Check out Erie Restaurant Consulting and all it has to offer at <https://www.erierestaurantconsulting.com/>.

Success Story