

Abstract

This paper takes an exploratory approach in the field of sustainable sourcing and seeks value drivers that lead to successful operations in the restaurant business. The two pillars the research is based on are an extensive literature review and empirical research in form of three questionnaires and a semi-structured interview, all drawing information from business owners and an executive chef. The combined learning drawn from these two pillars are then critically assessed and six value drivers in two categories are identified. These categories are operational value drivers, including *operational agility, focus on core activities* and *choice of suppliers*, and customer value drivers including *price premiums, positioning* and *promotion methods*.

Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

20. 1. 2017

Date

Signature