Simplified Methodology of restaurant selection
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Overview

SeaD Consulting has a protocol to randomly choose restaurants to include in the testing program to reduce the possibility of bias.

Step 1: Locate the region to be tested (City or region)

Step 2: Using the data available through the licensing of food establishments by the local health department/s generate a list of restaurants.

Step 3: Apply key words to search this list for possible targets (such as Captain, Boat Seafood etc)

Step 4: Generate a secondary list of targets.

Step 5: Once this list is generated apply a random number protocol to select restaurants to be tested, including at least 15% alternates in case of closure or duplication.

Step 6: Format this list and visit and test samples of these chosen restaurants.

THIS IS A BASIC METHODOLOGY AS THE ACTUAL PROCESS IS THE INTELLECTUAL

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