

**OPERATIONS  
IMPROVEMENT**



**TECHNOMIC**

Food Industry. Facts. Insights. Consulting.

## *Do you want to improve the unit-level economics of your OPERATION?*

**F**oodservice operators are often faced with a key management challenge—improving unit performance and profitability. We have helped operators enjoy significant improvement in their bottom line by examining their existing operations and providing actionable solutions that make a real difference.

When existing units are underperforming, we can help you identify the reasons why and recommend steps to enhance their profitability.

Specifically, we can help you by:

- Evaluating over 100 **operating attributes**—to benchmark your units' execution against industry standards or that of key competitors.
- Identifying where short-term **profit improvements** can be made and quickly implemented.
- Conducting **consumer research** to assess how customers perceive and rank your concept.
- Evaluating existing operating systems to ascertain where **inefficiencies** are restricting profits.
- Creating (or updating) monitoring and coaching systems for **Quality, Service and Cleanliness** (QSC).



***Our services are CUSTOMIZED to meet your needs.***

Here are some specific examples of how we have helped other foodservice clients pinpoint improvement areas and enhance profitability:

**A top quick-service restaurant chain** was concerned about declining average unit volumes in their c-store units. They asked Technomic to identify the factors behind the decline and recommend ways to improve volume.

- ▶ **Results?** We determined that marketing programs were not the primary cause of the sales decline. Rather, the problem resulted chiefly from operational and organizational issues within the franchisee organization and structural problems related to the chain's c-store field support. Utilizing our recommendations, average unit volumes subsequently increased 3 percent. The client also retained Technomic to conduct other studies.

**A regional chain** of ice cream shops was experiencing production bottlenecks that resulted in slow customer service. They hired Technomic to evaluate the existing situation and recommend actions for improving the efficiency of their units.

Technomic developed and analyzed optimal production and customer flow models. Our recommendations were then incorporated into the chain's foodservice and retail components.

- ▶ **Results?** The new store design had a positive impact on retail sales volume. Having proven the value of Technomic's new model, the chain subsequently began retrofitting all existing units with the new design.

**A regional supermarket chain** was experiencing substantial losses in their foodservice operations. We conducted an evaluation of the chain's foodservice, deli and bakery operations. The client received a 60-point action plan covering five key categories—product quality, product cost, labor cost, human resource development, and systems measurements.

- ▶ **Results?** Significant changes to the product offering lowered shrink while focusing customer interest on higher margin items. The new program generated a 5 percent increase in samestore foodcourt department sales and a 7 percent improvement in profit contribution.

***These are just a few examples of how we've helped other restaurants and foodservice companies improve their unit-level economics. To begin exploring ways to make a measurable improvement to your bottom line, please call us at 312-506-3929.***

## ABOUT TECHNOMIC

Founded in 1966, Technomic is the leading management consulting and marketing research firm specializing in the restaurant industry and related foodservice businesses. Our clientele includes many of the top 200 restaurant companies and emerging chains, as well as on-site foodservice operators, supermarkets, convenience stores and financial institutions serving the foodservice industry.

We provide thought leadership to the industry by excelling in:

**Experience:** Our consultants are among the most respected professionals in the industry, with decades of management, operations, marketing, design and consulting experience. Practice leaders have worked inside over 100 successful chains.

**Problem-Solving Methodology:** Our methodology combines the latest best practices with proven, time-tested approaches. We customize the work plan for your specific situation.

**Concept Knowledge:** Our consultants travel extensively, both domestically and internationally, experiencing and evaluating new, successful concepts first-hand.

**Industry Data:** Tracking developments since 1966, our research database and full-time library staff provide an unparalleled resource for industry information, trends, directions, and insights.

Our unique resources combined with your firm's understanding of your unique concerns provide the thought leadership which can help your company prosper.

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