

Administrative / Back Office – Case Studies

Project Management

A multi-unit Franchisor utilized our Project Management platform to execute their Strategic Plans for over 200 stores with 100+ Franchisees. Over the course of 2 years the brand began a turnaround to achieve the first positive Same Store Sales (SSS %) quarter for the brand in over 5 years.

Accounting Outsourcing

Several brands saved thousands by converting in-house or local outsourcing accounting services to our platform. We have found our savings to be 25-50% savings when compared to their current provider. The service provides you with a dedicated team with a certified CPA.

Franchise Development

With our Franchise Shared Service platform that will work with you to develop a franchise model from your existing operations. This includes the ability to help with Franchise Development, Construction, Site Selection, Legal, Accounting, and Marketing support. The platform has allowed over 10 brands to effectively launch Nationwide Franchising ability without having to carry the burden of hiring an experienced team.

Franchise Evaluation

Our experience includes a variety of franchise concepts on both the Franchisor and Franchisee side of the business that will help you determine if the brand you are looking at is the right opportunity for you! We will work with you to determine your goals, passion, and skills to ensure it is a great fit.

Construction Management

We work directly with you from blueprint to your open date. We have directly managed projects that grew a regional chain with 6 units to 15 units over the course of 2 years. Those projects were managed closely through site visits, general contract meetings, vendor management, and financial modeling.

Business Insurance & Worker's Comp

Several brands partnered with us to complete a full analysis of their business insurance and worker's comp coverage that resulted in substantial savings. Most recently we were able to execute a change in coverage that resulted in \$60k in savings, which was over 40% less than their previous coverage.

Financial Analysis

Creation of an annual budget that was accurate within 3% of sales allowed a multi-unit regional brand to effectively plan for future cash flow needs. The strategic plan put in place was able to effectively be executed due to the consistent and accurate forecasting we provided on a daily/weekly/monthly basis.

Supply Chain / Purchasing – Case Studies

Supply Chain / Distributor Contracts

Experienced in setting up regional and national contracts based on your needs and business size. We have led projects to consolidate distribution, taking a national franchise system that held 40% of the system with no local distributor for proprietary goods into a single national distributor. This brought consistent pricing, increased brand purchasing power, and expansion into new markets with full distribution capabilities.

Fountain Beverage Contracts

We have worked with several beverage providers, including Coca Cola and Pepsi to ensure you are getting the best possible deal on pricing and rebates. We recently secured a new contract that included \$5k in gift card promotion, \$1k per location rebate annually, and annual purchase rebates. This effectively increased total rebates 100% annually.

Key Vendor Contract & Deals

Through data analysis and reporting we helped a client identify that the top 10 vendors resulted in over 80% of their purchases. We continued work to solidify direct deals that resulted in a reduction in cost for several key items. One item was negotiated to double the current rebate per case as well as cut the margin from the distributor by 50%.

Cost of Goods (COGS) Analysis

Utilizing an existing vendor platform we were able to highlight the current COGS for the entire product line, which resulted in strategic price increases of 20% spread out over an 18 month period that allowed for minimal impact to transactions for the business.

Pricing Analysis

We cross-referenced competitor analysis with COGS development to effectively price products accurately and resulted in a reduction in COGS and increase to total EBITDA from 9% to 13% (+4%) over a 2 year period.

Operations – Case Studies

Online Ordering / App Implementation

We converted an existing online ordering platform to a new online ordering platform that also included a branded app, catering menu addition, and in-house delivery capabilities. We increased online ordering from 6% of total sales to 12% through a variety of campaigns, ease of use, and other initiatives in-store over 12 months.

Music Platforms

Our client had consistent issues with music not being on, going down, or being the wrong music. We identified and implemented a multi-unit solution that allowed for remote monitoring, troubleshooting, and brand specific music. The client has had minimal to no issues with music since implementing.

Point of Sale (POS) Integrations

We have experience in integrating a variety of platforms into several Point of Sale (POS) solutions to include, but not limited to:

- Mobile Delivery Platforms | Loyalty, Online Ordering, and App | Sales Tax Automation | Workers Comp | Payroll

Operation Manual Development

Developed a brand specific operations manual that satisfied all requirements of a national franchise to increase capabilities in training and brand standards. This led to a variety of in-store tool improvements that resulted in further efficiencies at the store level and scalability.

Store Audit Implementation

Implemented several store audits at multi-unit concepts that increased the level of accountability and adherence to brand standards. Clients were able to ensure each unit was measured consistently and accurately with the development of a platform that was objective.

Mystery Shop Program

Implemented a mystery shop program for a regional chain to increase the level of insights and opportunities by seeing the guest experience through the lens of the consumer on a regular basis. We were able to implement and tracked through improvements in scores over time by double digits.

Dashboard Creation & Reporting

By creating a weekly and monthly dashboard for a regional multi-unit chain we were able to provide managers with near real time information on their performance. We saw an increase in competitiveness in the system and sharing of best practices that led to a 4% overall reduction in controllable costs.

Marketing – Case Studies

Loyalty Programs

We conducted industry analysis to determine best practices among loyalty programs to implement the best for a regional multi-unit chain. The loyalty program included a variety of tiered rewards that prompted return visits and loyalty building. The platform we chose to implement allowed for proper guest segmentation and purchase trend analysis to launch automatic campaigns to increase brand loyalty. This platform grew overall digital presence, which increased digital sales from 10% to over 30% of sales over the course of 18 months.

Marketing Outsourcing

Through a partnership with a large, shared service provider we are able to offer a full agency range of productivity at a fraction of a cost. The partnership currently has over 10 brands leveraging the shared buying power to reduce their marketing expenses while increasing their capabilities.

Social Media Platforms

Through a partnership with a large, shared service provider we can offer a discount and proper recommendation of a social media platform. The partnership currently has over 10 brands leveraging the shared buying power to implement a proper social media platform to more efficiently manage their digital presence.

Website Design & Search Engine Optimization (SEO)

We are your project manager in this area and that will help you navigate the highly competitive space of graphic and web design. We have created and implemented a variety of websites that was curated to meet the brand's needs and feel. Let us help you update that outdated website!