

Unit Sales & Profit Performance Audit

Case Study



*Project conducted with Technomic.

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The Situation

A Multi-concept Operator Calls for a Performance Audit



A multi-concept operator wants a performance audit of their restaurant business – evaluating sales, profits, and the competitiveness of customer service levels.

- ▶ Concepts include: fast food court, carts, sports bar, casual dining, fine dining, and catering.
- ▶ Multi-million dollar revenues down significantly.
- ▶ Amusement park venue in need of new concept.
- ▶ Restaurant self-operations in question.

The Actions

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CA consultants conduct an audit of guest service levels, sales and profits using a proprietary method that includes data analysis and qualitative evaluation.

- ▶ Business unit sales and profit levels are quantified.
- ▶ Poor performers are evaluated for strengths and weaknesses.
- ▶ Manager and staff skill levels evaluated.
- ▶ The concept mix strategy is analyzed for poor offers.
- ▶ Location and traffic patterns are evaluated.

The Results

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CA consultants prepare and present a comprehensive report identifying several significant design, management, and operational problems.

- ▶ Report presents 3 business management alternatives.
- ▶ The mall theme park is re-developed.
- ▶ Client decides to exit the self-operation business.
- ▶ CA locates qualified contract operators.

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