

Services

CA Partners Provide Expert Support for Key Functions.

- ▶ Strategic Planning
- ▶ Corporate & Regional Operations
- ▶ Consumer Research
- ▶ Menu Research & Development
- ▶ Human Resource Development
- ▶ Accounting & Finance
- ▶ Information Technology
- ▶ Site Development

The logo for Chain Associates is located in the bottom right corner of the slide. It features the company name "CHAIN ASSOCIATES" in a bold, sans-serif font, enclosed within a stylized, glowing oval shape that has a white center and a blue gradient border.

CHAIN ASSOCIATES

Strategic Planning

We develop the plans and insights necessary for growth.

- ▶ Strategic development plans
- ▶ Competitive intelligence & positioning
- ▶ Brand SWOT analysis
- ▶ Corporate development plans
- ▶ New business planning

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Operations

We install or upgrade for corporate & unit best practices.

- ▶ Corporate support team systems
- ▶ Rightsizing and downsizing
- ▶ Regional management systems
- ▶ Unit systems: standards, training and manuals
- ▶ Performance benchmarking and trouble-shooting

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Consumer Research

We develop custom, brand-specific answers and insights.

- ▶ Brand evaluations: image, promotions, rankings
- ▶ Testing: Concept, menu and product
- ▶ Qualitative: VOC, triads, focus groups
- ▶ Surveys: On-line, intercepts and mail
- ▶ Panel development and management

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Menu R&D

We seek the perfect marriage of business and quality.

- ▶ Menu performance optimization: sales and profits
- ▶ Competitive set research: trends and benchmarking
- ▶ Menu and recipe costing, sourcing, books
- ▶ New product development: creation and testing
- ▶ Food management and quality control

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HR Development

Our approach empowers your team to deliver their best.

- ▶ Corporate leadership strategies and training
- ▶ Corporate functional development
- ▶ Unit team development
- ▶ Unit HR systems and documentation
- ▶ Unit manager and staff training

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Accounting & Finance

We design, install and audit for accuracy and compliance.

- ▶ Financial reporting systems – Corporate
- ▶ Financial reporting systems – Unit
- ▶ Accounting systems – Corporate
- ▶ Accounting systems – Unit
- ▶ Acquisition due diligence

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Info Technology

The information you need, when you need it.

- ▶ Information strategy development
- ▶ Document and report system development
- ▶ Technology system selection: Software and hardware
- ▶ System upgrade management
- ▶ IT performance assessment and trouble-shooting

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Site Development

We base site selection on your customers' behavior.

- ▶ Regional development strategies
- ▶ Market launch and backfill plans
- ▶ Site parameter development
- ▶ Site identification and evaluation
- ▶ Existing site evaluation and trouble-shooting

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Professional Partners

We maintain relationships with leading, national firms:

- ▶ Architects and designers
- ▶ Advertising agencies
- ▶ Real estate firms
- ▶ Banks, equity funds, venture capitalists
- ▶ Product suppliers and distributors

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