

## Foodservice expansion and labor savings at convenience store

### CLIENT:

The client for this project was a convenience store concept that was looking to expand its food and beverage offering to drive sales without increasing the labor costs. The field observation and operations review revealed significant strengths of this convenience store.



### CASE:

FPG was asked to perform a field observation of their new prototype prior to opening to identify areas in their operation that needed to be improved. After the new prototype store was opened an operations review of the New prototype store was conducted by FPG to get an understanding of the dynamics of the convenience store and the potential recommendations for further improvement.

### OBJECTIVE:

The client's main objective was to expand in an optimal manner.

### FOCUS:

As a result of the field observations various areas with opportunities for improvement were identified and targeted.

- Footprint Reduction
- Consolidation of Functional Areas
- Labor Guidelines
- Storage and Guest Prep Areas
- Under-counter back up storage in Guest Areas

During the Operations review of the New prototype store there were 3 areas of focus.

- Sales Performance
- Operations Execution
- Labor Deployment

### RESULTS:

- Massive presence of brewed and post-mix beverages ✓
- Hot and cold ready-to-eat and cold ready-to-heat items implemented ✓
- Self-serve yoghurt: 8 flavors over 36 toppings ✓
- Register transaction times reduced over 30% ✓
- First prototype implemented, second in pipeline ✓