



Improved profitability at Fast Casual Bakery Café

CLIENT:

The client for this project was a fast bakery concept which had high AUV's and was fueled by three day parts experiencing poor return on investment. The client had a unique themed menu with extraordinary freshness which created an incredible lunch time demand for the business however other aspects of the business resulted in lack of improving business conditions and sought performance improvement options.

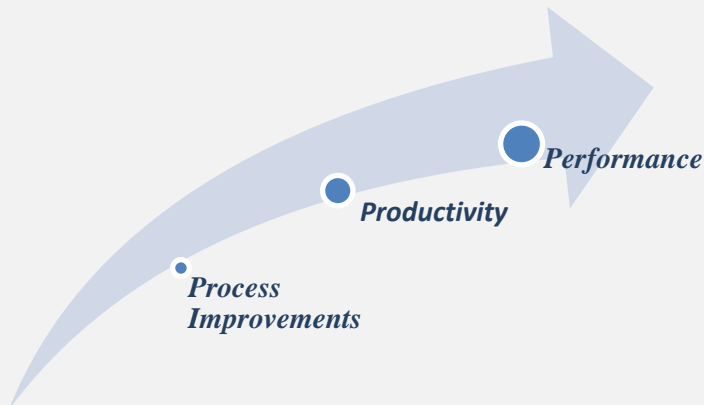
CASE:

FPG was asked to identify performance issues as compared to typical industry norms specifically to identify improvement opportunities.

OBJECTIVE:

The client's primary objective was to improve overall performance. Profitability was limited due to the facility being oversized, Guest experience was being affected by inconsistency and poor speed of service contradicted by high labor costs.

FOCUS:

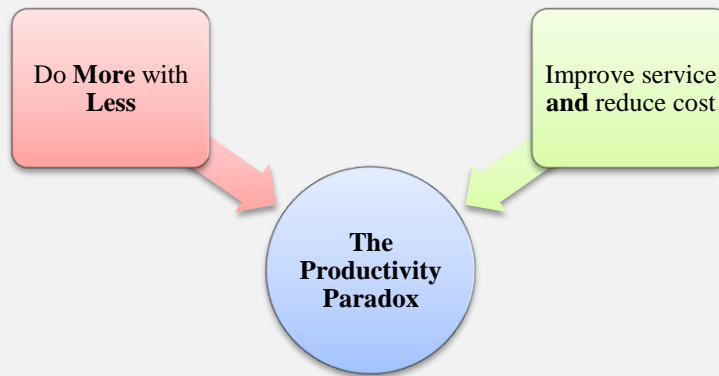


FPG commenced project by gathering business data and completing the restaurant sampling studies to gain the thorough understanding of the operation. The review of the operations of the Breadline by FPG resulted in several observations that were critical to the functioning of the business and needed to be targeted for improvement and also maintenance.

- Service
- Service System
- Facility



RESULTS:



- The client was converted from a Bakery Concept into a Pre-Pay Semi Serve ✔
- Work Stations were consolidated to reduce Labor Costs ✔
- Speed of Service was improved ✔
- Facility was optimized to a Competitive Footprint ✔
- New Prototype developed ✔
- Three implementations of the new prototype_in the pipeline ✔