

COMPASS CONSULTING SERVICES

A. CONCEPT DEVELOPMENT & STRATEGIES

Creating a new concept is a daunting undertaking with numerous unseen obstacles that can halt the process at any stop along the way. People with vision and persistence work through these obstacles and make necessary adjustments to achieve the end results. We at Compass RCR have an extensive success record at accomplishing these ends.

During tenure at Burger King:

- Created and implemented the original Drive Thru procedures for the Burger King System.
- Achieved becoming the youngest franchisee in the Burger King system in 1980 growing personal company from 1 to 6 stores.
- Successfully negotiated with Burger King Corp. 100% financing of the 1st store.
- Co-designed the Line Bar Scheduling system that allowed the reduction of labor an average of 2-3%. This system was used for many years throughout the restaurant industry.
- Successfully tested and launched three new products while in the Burger King system: original Breakfast Program, Salad Bar rollout, the Specialty Sandwiches platform.

During tenure at Checkers of NA:

- Reconfigured the Kitchen layout that resulted in improved productive efficiency and a 3% reduction in labor.

During tenure at Miami Subs:

- Led the Co-Branding initiative of Kenny Rogers Roasters concept with Miami Subs developing a cohesive system whereby both brands could function and co-exist with one crew resulting in increased sales through broader customer appeal for the two brands.
- Successfully launched 2 new systems within the chain on site: Bread Baking and roll out of the Neico Broiler.

While serving with National Restaurant Association:

- Co-developed the ServSafe program with fellow members which has allowed the restaurant industry to self regulate with a system that complied with HACCP Food Safety standards.

During tenure at Popeye's:

- Pioneered a co-branding system between Popeye's and Texaco that contributed to current day co-branding systems.
- Assisted in developing Zip Code targeted Cable TV marketing system that reduced costs by 60-70% for TV buys.

During tenure at Sonic:

- Re-designed the Drive Thru system by organizing the workflow that resulted in improved Drive Thru service times by 30 seconds.
- Played a key role in implementation of 4 new product rollouts: Salad program, Breakfast program, new Drink Tower, Pay-at-Stalls system and the new reimagining, all resulting in extending menu offerings, guest satisfaction and speed of service.

During tenure at CiCi's Pizza:

- Created an add-on sales program with Take-Out Cinnamon Rolls. Program resulting in additional residual sales and enhanced image with customers.

B. OPERATIONAL IMPROVEMENTS

The ultimate goal of any restaurant is to build a growing and profitable business. There are occasions where operations lack the efficiencies to make this happen. We at Compass RCR have an extensive track record of improving underperforming stores and markets.

During tenure at Burger King:

- Successfully turned around several underperforming stores – increasing sales & profits. One store in particular saw a 50% increase in sales and 80% improvement in profits.

During tenure at Checkers of NA:

- Oversaw the brand growth from 4 to 60 stores in two years - consisting of a mixture of Corporate and franchise locations. This growth launched the brand onto the national spot light paving the way for the Company to set up its IPO offering.
- Assisted in negotiating favorable contracts with suppliers/manufacturers resulting in 4-6% savings in food costs

During tenure at Popeye's:

- Successfully turned around the Sarasota, FL market increasing sales by 80% and profits by 500%.

During tenure at Sonic:

- Successfully turned the Mobile, AL market around (15 units) in one year by improving unit performance, recruiting and developing strong management teams thereby increasing sales 33% and profits by 300%

During tenure at CiCi's Pizza:

- Improved sales of existing market by 30% and profits of 50%.

C. IMPROVING TRAINING

Proper training and having efficient processes are critical components to achieving successful operations. Work flow must be in a synergistic and collaborative manner. We at Compass RCR have developed and/or improved Training and OPS manuals with a number of brands.

During tenure at Checkers of NA:

- Rewrote the OPS Manual utilizing a step process that organized and simplified work flow.
- Created a Training Manual that allowed a simple yet efficient method to properly train managers and franchisees during that early two year growth spurt.

During tenure at Sonic:

- Developed Disaster Recovery Plan for emergencies such as hurricanes, tornados, floods, etc. for the Sonic brand leading to reduced store closure time from as much as 6 weeks to as little as 1 day.

During tenure at CiCi's Pizza:

- Redesigned the “Bus” position, job description and re-titled to “Service Assistant” resulting in improved guest service and satisfaction and improved employee morale..

D. CONSUMER INSIGHT – MARKETING STRATEGIES

To make a restaurant successful requires customers. To attract and retain these customers a business needs to understand what they want, expect, need and value. Compass RCR's long success record of building sales plus the approach we take in our survey process demonstrates a clear understanding into the customers' motivations.

During our entire career:

- Whenever sales have been improved, one of the key components has always been utilizing a keen understanding of consumers.

During tenure at CiCi's Pizza:

- Led the entire chain in signing up customers into the CiCi's initial loyalty program initiative (Pizza Perks); signing up 2500 in less than 60 days.

Currently with Compass RCR:

- Created a unique Customer Survey that generates insight from a more practical consumer perspective of the economy, issues & concerns, and dining out habits.
- Was commissioned by Sargento to make a presentation regarding what trends consumers are focusing on with our "view from the street" approach.