

COLUMBO

Situation:

Columbo wanted to regain their market position in the refreshment quick service business.

Their Need:

Chef Services Group was hired as its operational external expert to coordinate all developmental aspects of the project



Primary Services Provided:

- Menu development
- Creation of all recipes/formulas with yield and methods of preparation
- Coordinate all related operational procedures to deliver the brand integrity
- Develop total systems operational infrastructure from guest service to product preparation and production management
- Coordinate development of the menu board
- Cost all recipes and develop retail pricing
- Establish theoretical food and operations costs
- Write operations manual, covering all pre-opening and opening processes
- Provide design direction to deliver a functional facilities plan
- Develop all internal system operator guides
- Design and deliver training to 3 sites
- Work with staff to ensure execution of branded products and services
- Conduct post-opening site assessments to evaluate system procedures to measure operator
- Compliance to branded systems

Results:

The Columbo Refreshment Center opened at the University of Southern California and successfully operated in the student union for over 5 years.



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