

J. KINGS

QUALITY
1974

Food Service Professionals, Inc.

TOUGH TIMES?



FIGHT BACK!

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1991

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TOUGH TIMES, THEY'RE HERE AND THEY'RE NOT GOING AWAY

- Change is no longer an option, it's now a strategy
- How should we adapt?
- How quick can we change will determine our success.



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QUARTER
124

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- Nothing can be done without your people.
- The good news is you're in charge!
- Hold a meeting – invite your staff and your Kings Business Building Specialist to bring information on how you can build business



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OFFER VALUE

- More value than you have in the past
- The consumer is demanding it!



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SERVICES

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VALUE

= Service & Quality ÷ Price





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RE-TRAIN YOUR STAFF WITH THE BASICS

- Greeting
- Cleanliness
- Warmth
- Make 'em glad they came!



#1 RULE

- Give people a reason to come more often
 - Variety
 - Value
 - Experience
 - I.e. Rotisserie chicken, soup & salad



WHAT'S EVERYONE ELSE DOING?

- Exxon Gas Stations
 - Buy large coffee for \$1.89, get a small Poland Spring Water n/c
 - Why not put a small cooler on your counter?



WHAT'S EVERYONE ELSE DOING?

- Dunkin Donuts
 - Egg white flat bread (300 calories)
with medium coffee for \$1.99



WHAT'S EVERYONE ELSE DOING?

- 7-11
 - Two taquitos (only .20¢ more) with medium coffee \$1.99
 - Free banana with a yogurt purchase



WHAT'S EVERYONE ELSE DOING?

- McDonald's
 - Blast email coupons (Digital Motion)
- Burger King
 - Junior Whopper \$1.00



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WHAT ARE YOU DOING?

- Tomorrow?
- Next week?
- Next Month?

Plan your work,
work your plan.

