

Foodservice Re-Imaging Project

NACS
1998

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The Challenge

- **To increase sales and store profits**
- **Differentiate the foodservice offering**
- **Establish a consistent standard for foodservice procedures across Caltex's operating geographies**
- **Work within existing store plans**
- **Use a modular system to emphasize key food categories.**



The Solution

- An Offering Based On Local Tastes
- Key Product Bundles
 - Hot/Cold Foods
 - Dispensed Beverages
 - Baked Goods
- Comprehensive Food Training Program
- Merchandised in Help-Serve Mode
- Labor Optimization.



Sales Counter



Meal Station



Bakery Station



Drink Station



Overall View



The Results - Bangkok

- + 30% Against Average Store Sales - flat fuel sales
- + 40% Increase in Store Margins from 18% to 26%
- Fast Food % Total Store Sales from ~ 20% to 30%
- Fast Food Ranked 2nd Strongest Category
- Low cost installation will fuel quick roll-out
- 10 Stores - two months.



Key Take-Aways

- **Ownership: Management Buy-in**
- **Effective Project Management**
- **Phased Prototyping**
- **Challenge the Status Quo**
- **Celebrate Early Successes.**

