PROFITALITY®

Designing Profitable Hospitality www.profitality.com

Industrial Engineering Consulting Improving Unit Economics

Impact through the application of Ergonomics and Industrial Engineering

Financial/Investment Impact

- -Increase Unit EBITDA
- -Decrease Capital Costs
- -Decrease Operating Costs
 - -Food, Labor, Utilities
- -Optimize Investment Model (ROI)
- -Increase Brand Growth

Operating Impact

-Simplify Operations -Improve Employee Ergonomics -Increase Peak Throughput Capacity -Improve Customer Service -Support Menu Innovation -Improve Product Quality & Consistency

Support the Growth of Private Equity Firm's Investments!

Pre-Acquisition/Due Diligence

Profitality will evaluate the overall operational execution and capital efficiency of all pending acquisitions/investments. We go beyond financials and objectively analyze and quantify the fundamentals of the concept, including a comparison to industry leading benchmarks. We will help determine the accurate current value of the investment and uncover the "low hanging fruit" that can drive immediate improvements to the bottom line.

Post Acquisition/Growth of Asset Value

Once a concept is in your portfolio, Profitality can develop and implement a **Strategic Investment & Operations Engineering Plan** that will significantly grow the long term value of the concept, including:

- 1) Optimizing existing store profitability
- 2) Streamlining new facility capital costs
- 3) Reducing operating prime costs
- 4) Streamlining labor costs: powered by WILABORGURU
- 5) Implementing industry competitive "best practices"
- 6) Eliminating service and throughput bottleneck
- 7) Facilitating "efficient menu innovation"

Our team's experience spans through the last 4 decades, working with Private Equity Firms, as well as over 160 retail and foodservice concepts, including 60% of the "Top 100" Foodservice Brands (NRN June 2020 Report).

> Contact us: 305-336-1688 info@profitality.com

