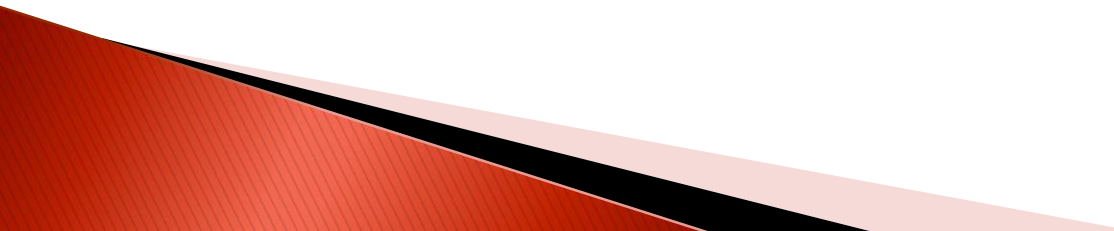


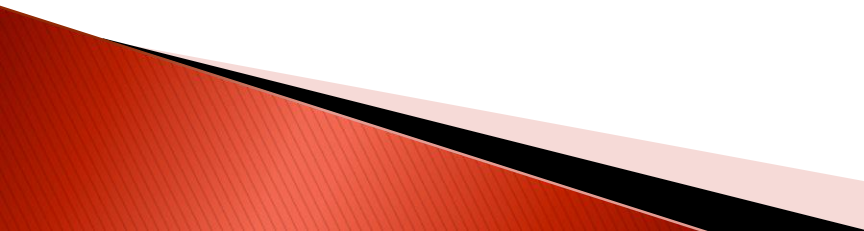
What is a “Flash Report”?

- ▶ A one page Excel form that you input data each day to measure your performance, learn what is not meeting standards, and make adjustments the following week to reach success.
 - ▶ A Flash report is “real time” vs SAP reporting which is 30+ days after closing.
- 

Flash Reporting

- Every Decision you Make is a Financial One!
- What are the financial decisions you make?
- How often do you make them?
- What is their impact to your activity?
- Which one(s) are the most significant?

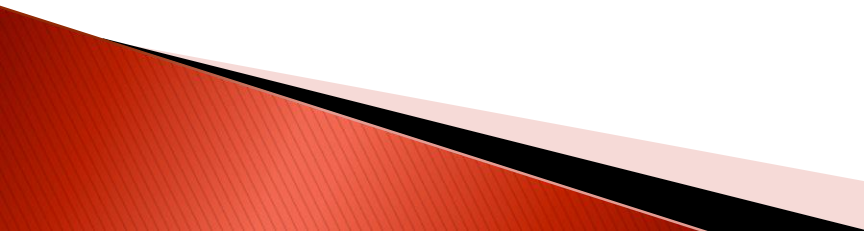
How long is this going to take?

- ▶ Completing a Flash Report takes between 10 to 15 minutes at the end of the day to complete once trained on how to populate the form.
 - ▶ This allows for immediate adjustments in many areas to stay on course for sales promotion and cost containment.
 - ▶ By day 13 to 16 of the month your percentages are set for the month no matter what you do after these dates.
- 

Will this work with any POS?

- ▶ Yes
- ▶ The data is available on the “manager reports” for the following POS systems deployed in MWR.
 - Rec Trac
 - Micros
 - Qubica

Flash Report has 8 brief parts

1. Revenue composition (daily)
 2. Expense composition (daily)
 3. Prime Metrics (daily)
 4. Top 10 items by sales dollars (weekly)
 5. Events on Base to notice (weekly)
 6. Competitive Promotional impact (weekly)
 7. To Three priorities for next week (weekly)
 8. LTO performance for past week (weekly)
- 

1-Revenue Composition

Catering
Contracts

(1) Revenue:	\$	%
Food	\$0.00	0.0%
Catering Food	\$0.00	0.0%
Drinks	\$0.00	0.0%
Alcohol	\$0.00	0.0%
Total Revenue	\$0.00	0.0%

Non
Alcohol

Automatically
Calculates for
you!

2-Expense Composition

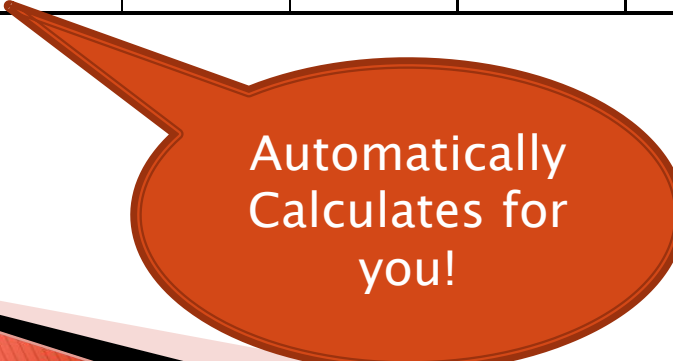
(2) Expenses:	\$	%
Food Purchases	\$0.00	0.0%
Alcohol Purchases	\$0.00	0.0%
Labor Cost	\$0.00	0.0%
Employee Meals	\$0.00	0.0%
Food Waste	\$0.00	0.0%
Paper Purchases	\$0.00	0.0%

These are your
Prime Costs!

Automatically
Calculates for
you!


3-Daily Metrics

(3) Daily:	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Totals
Covers	0	0	0	0	0	0	0	0
Avg Check	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Daily Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Daily Waste	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Meals	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Catering Sales \$	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Daily Labor	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Daily Labor %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



Automatically
Calculates for
you!

Waste Sheet

Waste Sheet					
		Date Sheet Collected:		Manager:	
Date	Shift	Item	Cost	Employee	Reason for Waste (over production, re-cook, dropped etc...)
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
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			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
			\$0.00		
Total			\$0.00		

4-Top 10 items (\$\$)

(4) Top 10 Decending Dollar Items This Week: What's Hot What's Not		# Sold	Price	Revenue
1				\$0.00
2				\$0.00
3				\$0.00
4				\$0.00
5				\$0.00
6				\$0.00
7				\$0.00
8				\$0.00
9				\$0.00
10				\$0.00
Totals		0		\$0.00
Top 10 as a Percentage of Total Revenue			0.0%	

5-Events on Base Impact

(5) Events On Base Impact:

Record what is happening on base last week that has a +/- impact on sales in your activity

6-Competitive Promotional Impact

(6) Competitive Promotional Impact:

List promotions offered by competition; NEXCOM, on/off base that impact your revenue levels. Can you find out in advance to react before (prime costs)?

7-Top Three Priorities & Action Items for next week

(7) Top Three Priorities & action items for next week:

Item #	Priority	Action Step(s) & who will do them?
1		
2		
3		

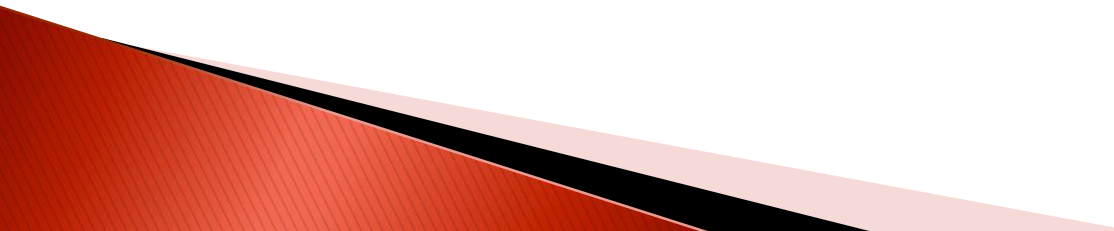
Items such as; Labor adjustments, Local Marketing/upselling, Food cost & Waste are common.

8-LTO Performance

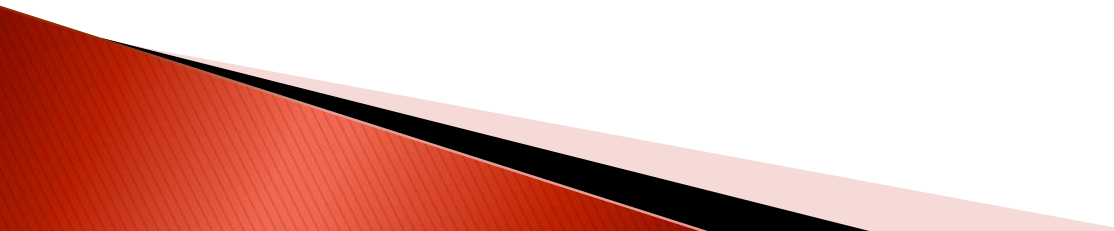
(8) CNIC Authorized Marketing LTO's	Did these LTO's increase sales over last week in total?					
Item(s)	Price	Cost	# Sold/wk	Yes	No	

LTO is Limited Time Offering aka "Special". The strategy is to increase sales over the prior week.

Decisions & Benefits

- ▶ What decisions can you make from this data?
 - ▶ How can it benefit you in your activity?
- 

Sample Flash Reports

- ▶ Assemble yourselves without changing seats into groups of at least 5+pp.
 - ▶ Take the handout you are given and as a group document for sharing at least 3 action items for next week based solely on the information on the Flash Report.
- 

Group Feedback & Discussion

- ▶ What did you discover?
 - ▶ Assign a spokesperson.
 - ▶ Tell us in 2 minutes or less.
- 