

# *Buying Prime on a Burger Budget*

Welcome to the Quality Bistro:  
A Premier Quality Franchise



For Conferen

# *Objectives for Today*

- ✓ Look at the viability for a Quality Restaurant franchise
- ✓ Identify critical operating components for a Quality restaurant business
- ✓ See the benefits of choosing and implementing the Quality Bistro business model.



# *Quality Restaurant Viability*

## Why Quality Bistro?

- Is there a real need for a new business model for a Quality Restaurant?
  - TCBQ (4 Star high end quality chain)
  - OQQ (organic/home grown quality chain)
  - ICBIQ (market leader for fast quality)





# *Why Quality Bistro?*



- Existing quality restaurants provide “one size fits all” quality
  - cater to “niche” customer base
  - quality menu limits customer choice

Question – Where do you go for a First Date or Initial Meeting with a Potential Customer?



# *Quality Dining Experience*

## Who are you?

- How Many Quality Providers?
- How Many Quality Customers?
- How Many Quality Investors?

Think back and remember your first quality restaurant dining experience.....

- Positive, pleasurable experience?
- Want to go back in future?
- Recommend to others?

WHY??



# *Quality Restaurant Franchise Business Model Factors*

- Quality Ingredients
- Quality Menu
- Quality Atmosphere
- Quality Service
- Quality Cost
- Quality Consistency
- Quality Improvement



# *Quality Ingredients*

- **Suppliers**

- Menu content
- Preparation and delivery equipment/tools

- Reliable, adequate quantities
- Reasonable cost
- Timely distribution, delivery





# *Quality Menu*



**Variety**



**Flexibility**



**Consistency**

# *Quality Atmosphere*

## **Location! Location! Location!**

- **High Customer Traffic**
- **Safe neighborhood**
- **Easy access**
- **Pleasant, Comfortable, Decor**



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# *Quality Service*

**Customer Focus**  
**Consistent**  
**Attentive**



- **GOAL – Quality Dining Experience**

# *Quality Cost*

## VALUE FOR MONEY SPENT

- **Customer Satisfaction**
  - Portions and quality
  - Service, atmosphere
- **Success Measures**
  - Return business
  - Referrals/recommendations
  - Increased customer base





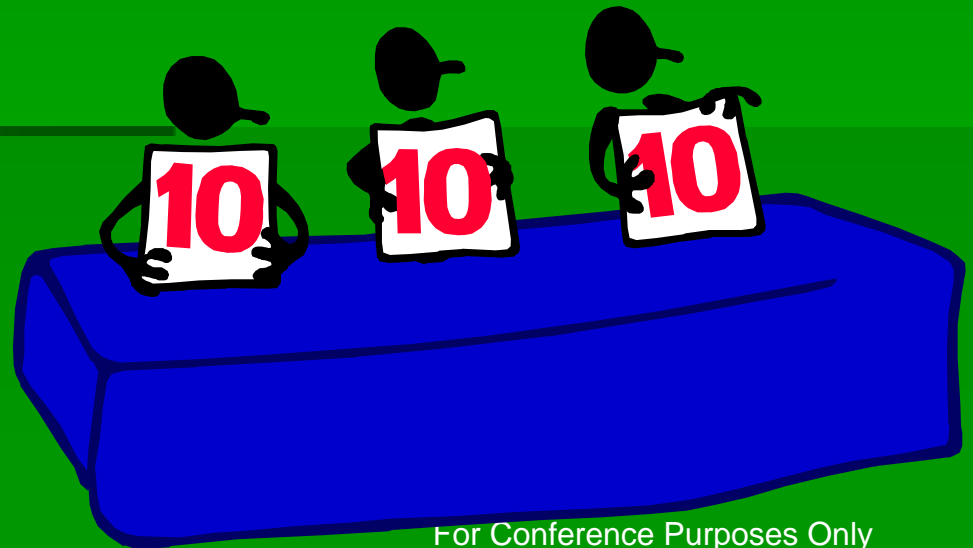
# *Quality Consistency*

- **Feedback**
- **Training and Education**
  - **Staff**
  - **Customers**
  - **Suppliers**



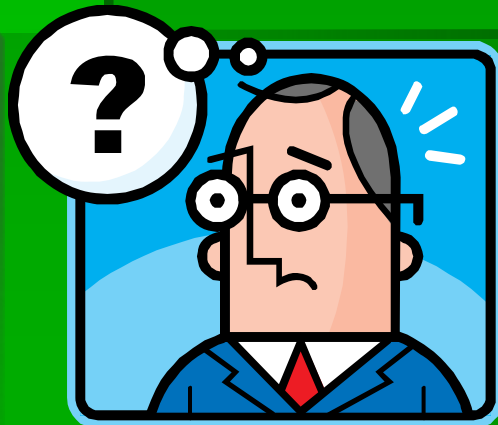
# *Continuous Improvement*

- **External ratings**
  - Suppliers
  - Customers
  - Expert Critic Ratings
- **Training**
- **Innovation**



# *Region 2 Quality Bistro (QB)*

First Date or Meeting with a  
Potential Customer



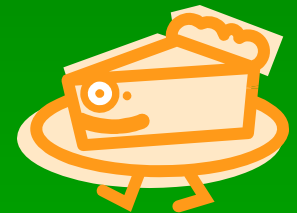
Where to go?



# *Region 2 Quality Bistro* (QB)

A full-service quality restaurant with a varied customer friendly quality menu offering everything from:

**Quick Quality-Lite Snack**  
(e.g. a slice of P.I.E.)



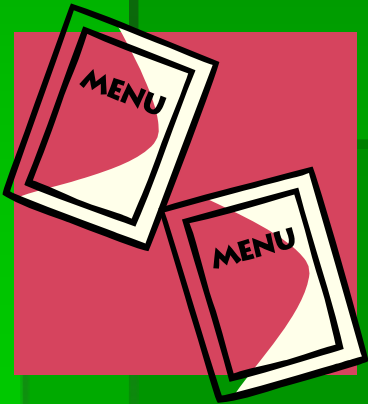
TO

**Four course quality meal with a highly rated wine selection from *Audit Cellars* based on customer menu selections**



# *Region 2 QB Ingredients*

- **Uniform Federal Policy (UFP) Menu**
  - **Consistent content format, appropriate QMPs and QAPPs**
    - 10% reduction in QAPP preparation resources
    - **Electronic QAPP worksheets and templates**
    - 4:1 reduction in number of QAPP revisions to approval
    - 50% reduction in QAPP review resources
    - 133% increase in QAPPs reviewed



# *Region 2 QB Ingredients*

- Exclusive Organic “Green” ingredients and serving tools for menu items:
  - **Electronic Data Deliverables and Automated Data Review provide:**
    - Seamless entry of electronic CLP data into Region 2 Superfund Database
    - 50% reduction in time for data delivery to customer
    - Streamlined data quality assessment and archival
    - 50% reduction in paper and hard copy data reproduction resources
    - \$1,000,000 - \$1,500,000 For Conference Purposes Only per year cost savings





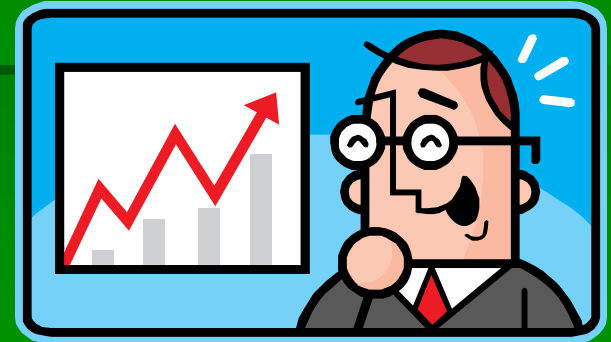
# *Region 2 QB Menu Specials*

- QAPPs, Analytical Services, Data Deliverables, Customer Driven
  - Quality-Lite - Emergency Response/Time Critical QAPP Templates
  - Tiered procurement process
  - Electronic Booking Process
  - Standard format Templates for Brownfields, Superfund and RCRA projects



# Region 2 QB Atmosphere

- **MARKETING!!!!!!**
- **COMMUNICATION!!!**
- **MAKE THE CASE!!!!**
  - *Audience* – senior management, project managers, contractors
  - *Content* – value added, cost-benefit
  - *Service* – hours of operation, availability



# *Region 2 QB Service*

- ✓ Customer Focus
- ✓ Technical Assistance
- ✓ Timely Data Delivery
- ✓ Assessment Tools
- ✓ Information Access
- ✓ **CONSISTENCY**



# *Region 2 QB Benefits*

- **Cost Savings**
  - **Quality Planning**
  - **Ordering Analytical Services**
  - **Data Delivery**
  - **Data Review**
  - **Data Entry and Archival**



# *Region 2 QB Costs*

- **Innovation Resources**
- **R & D Resources**
- **Training**
- **Culture Change**
- **Feedback**
- **Continuous Improvement**



# *Why QB for You?*

 Transferrable  
Consistency

 Satisfied Customers

 Good Science



**It's QUESTION TIME !!**

*Thank you very much!*

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- **Robert Runyon, Chief**  
**Hazardous Waste Support Branch**  
**Division of Env. Science and**  
**Assessment**  
**U.S. EPA Region 2**

**Runyon.Robert@epa.gov**