

Success Secrets of Multi-Unit Ownership

Rising Star, Inc.

Based in Lexington, Kentucky

175 Employees

McDonald's Operator for 10
Years



Success Secrets of Multi-Unit Ownership

Three Major Focus Areas:

- People
- Operations
- Profit

Success Secrets of Multi-Unit Ownership

PEOPLE



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People

- Key hires include Director of Operations and Business Manager.
- “Small company with big company feel”

Success Secrets of Multi-Unit Ownership People

- People Initiatives
- Incentive Team (MAC Days, Crew Appreciation Week, Winterfest, Quarterly Meetings)
- Outstanding Restaurant Managers (5 day vacations-Cruises are popular)
- Ray Kroc Award (7 day vacation and assistant managers are also rewarded)

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OPERATIONS



Success Secrets of Multi-Unit Ownership

Operations

- Key factor for success: Operational accountability
- Invest in manager development-carried two staffs on one store, while new store was being built
- Tactics: Weekly manager meeting-Every Monday at 2pm
 - We review: People, Operations, and Profit

Success Secrets of Multi-Unit Ownership

Operations

- Monthly manager meetings reviewing P& L's, upcoming promotions, roll out of new products, etc.
- Operational help visits-Evaluate on McDonald's standards-evaluate systems.
- Teach management training classes to expedite development.

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PROFITABILITY



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Profitability

- Sunday night weekly inventory counts
- Aggressive Bonus programs- Quarterly
- Targeted Bonus programs-Annual

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THANK YOU!