

A&W University

New Franchise Training



(Farmington Hills)

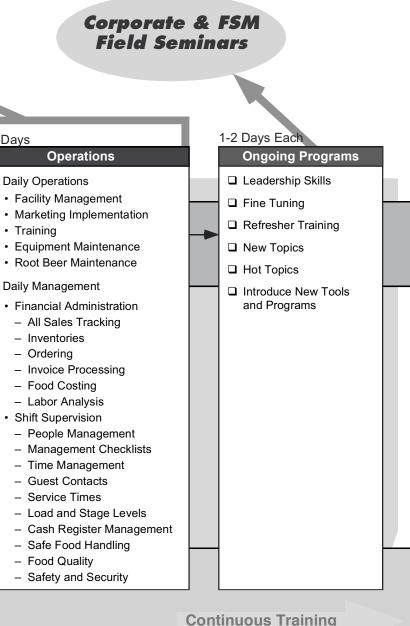
Operations Program Business Program 4 Days 3 Days 1 Day 5 Days 5 Days Field Introduction Program Basic Management **Station Training** Intermediate Management Basic Information Daily Operations Expectations and Requirements Orientation Marketing · Our Organization and Culture of Franchisee · Facility Management Managing Your Restaurant Guest Relations A&W University Overview License Agreement & New General Store Opening Process · Bringing Orientation to the Res-□ Station Processes Training **Testing &** - Evaluation Tools taurant • Fry · Equipment, Menu, Features, Certification - Managing the Shift Documentation Grill Introduction to Management People Competitive Analysis, Pro Hot Dog Business Environment: Guests, - Recruiting Daily Management Forma, Restaurant Opening Assembler Competition, Team Members, Plan - Hiring and Orientation Sales Vendors, Government and Your - Training and Development □ Preview of Being Franchisee Business Beverage - Retention · Business Goals. Practices. and Expediter - Inventories Tour Restaurant - Scheduling Measures - Ordering Dining/Dish Preview Corporate University, Financial Management · What Team Members Need to FSM Role, Staffing, and Drive-Thru Know About the Business - Understanding the P&L Equipment Food Costing □ Hands-On Training (for each - Understanding the Pro Forma □ A&W Management Basics Labor Analysis station - Comparing the P&L to the Shift Supervision New Restaurant Opening Pro Forma Opening/Closing Procedures Building Sales - Cost Control Measures Boil-Out Procedure Controlling Costs Managing Problems Evaluating Costs - Process of Problem Solving Making A&W Root Beer - Guest Contacts Staff Management - Trouble Shooting Techniques Coaching Procedures - Service Times Training Processes Managing People Orientation to Shift Management · What Team Members Need to - A&W People Management Know About the A&W Business (Bridging the Gap from Team System Member to Management) Your Restaurant Opening Plan • Evaluating Your Restaurant - Food Quality Competitive Analysis **In-Field Materials** (manuals, aids, videos, tools, etc.) Regional **Build Regional Colleges** A&W Colleges*

- 1. Pilot five venues (campuses) in Detroit. 2. Pilot five venues in four US
 - locations.
 - 3. Expand nationally or internationally as needed.

• Free Standing Campus

- **Future Development**
- In-Line Campus
- Food Court Campus
- Co-Brand Campus
- C&G Campus

Regional Colleges are certified training restaurants set up for training and mentoring new franchisees in each regional area of the country. Each area will contain at least one restaurant of each venue type. These Regional Colleges will be within driving range of any new restaurant.



New Franchise Open For Business