



Workshop for Quick Service Restaurant (QSR) Managers

Overview

Building sales is the lifeblood of any company and to remain in business, we need to consistently generate more sales. At the same time we need to ensure that we remain a profitable business through effective management of our resources and translation of increased sales into additional profit.

This one day workshop is designed to help learners look at alternative ways of analysing restaurant sales and profit performance in order to be able to develop restaurant specific plans to improve restaurant sales & / or improve Profitability.

Learning Objectives and Benefits:

- Understand the link between operational excellence and profitability.
- Learn to analyze restaurant data to identify opportunities for sales and profit improvement.
- Develop actionable plans using benchmarking and local market insights.
- Gain tools to track and monitor key performance indicators for sustained growth.
- Enhance decision-making in planning and evaluating marketing activities for maximum ROI.

Who Should Attend:

- **Multi-Unit Managers:** Responsible for overseeing multiple locations and ensuring the consistency of operations, quality, and customer service across various branches.
- **Staff Managers:** Individuals managing day-to-day staff operations and workforce efficiency, playing a crucial role in maintaining service standards.
- **QSR Support Staff in Senior Management Roles:** This includes senior-level roles that provide operational and strategic support, such as Operations Directors, HR Managers, Area Supervisors, and Supply Chain Managers.

Structure and Curriculum

- Foundations of Operational Excellence
- Data Analysis and Benchmarking
- Sales and Profit Drivers
- Local Restaurant Marketing (LRM)
- Trading Area Insights
- Collaborative discussions to develop actionable sales-building strategies

 Mode of Delivery:
In Person

 Location:
TBA

 Date:
June 18th, 2025

 Fee:
₦265,000 (Excluding Tax)

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