

Case Study: McDonald's Combined Beverage Business (CBB)

Division: Construction

Project Description: Open Store Remodel

Menemsha
LOS ANGELES | BOSTON



The Project:

In 2008, McDonald's implemented a new program to compete on a national level with the major coffee suppliers such as Starbucks and Dunkin Donuts. They worked on a market by market basis to upgrade their stores to include specialty coffee and smoothie type drinks to appeal to a larger customer base. They re-designed their front line to allow some self service to their specialty beverages and provided their workers with a more effective work space in order to handle the new product line.

Menemsha Solution:

- Menemsha put forth a Project Management and Site Supervision team that completed 50 projects.
- The Menemsha team worked closely with the client, the construction management firm, the suppliers, and store management to implement the required changes in a in a timely and cost effective manner.
- Typical time on site was 3 weeks in which Menemsha worked in an open store environment and was managed carefully to minimize impact to McD's operations.

Result:

- McDonald's successfully rolled out a nation wide program that provided more beverage options to their customers which had a direct impact on other coffee suppliers and allowed McD's to increase their revenue throughout the country.