



McDonald's—Success Story

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 their new product line.

MENEMSHA'S SOLUTION

- Menemsha put forth a project management/site supervision team that completed 50 projects.
- The Menemsha team worked closely with the client, construction management firm, suppliers and store management to implement the required changes 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 McDonald's operations.

RESULTS

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