

# THE STATE OF THE RESTAURANT INDUSTRY

Discover how quick-service, fast-casual, and casual dining restaurants performed last year and what's in store this year.

## 2017 SALES IN RETROSPECT

For the top 500 chain brands, quick service continues to reign supreme with the majority of sales share.



## GROWTH ACCELERATED

In 2017, fast casual saw a growth in acceleration, and was the segment that continued to drive top 500 brand growth.



And 2018 forecasted growth is even more optimistic for quick service and casual dining:



However, at the end of the day, the top 500 chain brands experienced a drop in sales growth again.

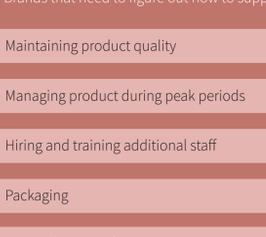


## CHALLENGES THAT RESTAURANTS FACE IN 2018

Restaurants face three major challenges that impact growth

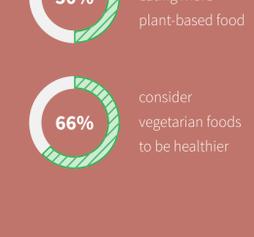
### CHALLENGE #1

#### NEW SOURCES OF COMPETITION THAT MATCH CONSUMER BEHAVIOR



#### OFF-PREMISE DINING

Consumers increasingly opt to consume restaurant food at home.



Brands that need to figure out how to support delivery services are concerned about:

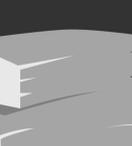


#### MEAL DELIVERY SERVICES AND FOOD SERVICE VENUES

Consumers' eating habits are changing with increased focus on healthy, higher quality foods.



Because they appear healthier and include nutritional information, consumers are buying pre-made food at grocery stores and ordering meal kits.



### CHALLENGE #2

#### HIRING AND RETAINING EMPLOYEES

Unemployment is at historically low levels, which makes it hard to hire.



High turnover rates make it challenging to retain employees in both limited service (fast casual and quick service) and full service (casual dining).



### CHALLENGE #3

#### SEAMLESS EXECUTION OF LIMITED TIME OFFERS (LTOs)

Consumers love LTOs, and social media drives consumer desire to try new LTOs.



#### HOWEVER, EXECUTING LTOs IS HARD ON RESTAURANT WORKFORCES



The most common methods used for onboarding and training today are:

- Shipping paper binders to store locations
- Posting files (PDFs, PPTs) to intranets
- Emailing files to managers for distribution



## CONQUER CHALLENGES, YIELD HAPPY RESULTS

How can these challenges be addressed?

#### ADOPT A MOBILE ENABLEMENT PLATFORM

Adopt a mobile workforce enablement platform to rapidly onboard new employees and drive consistent field execution across locations.

With direct access to digital content and learning, employees are:



## TELL ME MORE ABOUT THESE HAPPY RESULTS

#### 1) SAVE MONEY AND TIME ON ONBOARDING AND TRAINING

Annual average benefit of **\$9-18 million** in employee labor savings

McDonald's saved **\$30 Million**

Save time on training content creation and distribution



#### 2) REDUCE PRINTING AND SHIPPING COSTS



Taco Bell saved **\$2 million** in printing costs

#### 3) DELIVER THE FOOD AND SERVICE CUSTOMERS DESIRE

**60%** of customers visit a restaurant more frequently if they have a positive dining experience. This positive experience is measure by customer satisfaction, or CSAT.

Taco Bell improved CSAT by **5%**

## MOBILE WORKFORCE ENABLEMENT PLATFORM

That's the power of **inking**

See Inking in action at [www.inking.com/showme](http://www.inking.com/showme)

