

Fast-food Franchise Gains Visibility with Custom Online Ordering Platform



Robust, intuitive system supports new store openings with print and marketing materials

Situation

Jersey Mike's Subs sought our guidance in implementing a robust solution to their complex set of print and marketing needs. At 800 franchises — and growing by 200 new stores a year — this fast-growing, fast-food restaurant franchise was looking for a new print supplier. The current vendor's online ordering system required them to alter their print materials to fit the platform. Plus, Jersey Mike's had no access to reports of any kind, netting them no demographics, no inventory levels and no usage figures.

Solution

Our first observation was that Jersey Mike's needed a powerful and intuitive system, not a one-size-fits-all solution based on reducing unit prices through storing huge inventories. Our custom online platform would be

ideal to support all printed products needed by franchisees for store openings, as well as fulfillment of print and other items, such as full-color window clings, A-frame signs, banners and sneeze guards..

Benefits

Our platform easily accommodates all 1,300 users and 1,300 SKUs in a print-on-demand environment, allowing for brand and design changes by Jersey Mike's. We are helping them meet their deadlines, open and outfit stores on time, and gather facts and information in the system's ordering history that will help them continue to grow.