

## BRANDING ROLL-OUT

## La Boulange Retrofit and Roll-out



## ENGAGEMENT

After the 2012 purchase of the San Francisco based “La Boulange” bakery, Starbucks contracted with EMG to ensure each store contained necessary freezer capacity and warming capabilities. EMG conducted a preliminary, and nationwide sample of 200 stores. Upon completion of the preliminary sample, EMG was awarded the final project encompassing 3,500 stores nationwide. EMG was also asked to train additional vendors to use its proprietary construction project management software tool, ProTrack, allowing a collaborative, secure, web-based platform to track data from multiple sites quickly and easily.

## RESULT

The process development documentation created by EMG eliminated issues in three steps:

1. Providing a comprehensive survey created by the Project Manager upon initial site visit, reviewed by the contractor(s) and foreman.
2. On-site issue resolution process – either halt the project or address the issue as soon as possible for resolution.
3. Contact with Store Manager within a reasonable timeframe – communication with the store manager the morning immediately after work was performed to eliminate a perceived or real issue before it escalates.

Effective communication results in fewer crises. In New York City, EMG efficiently worked through complexities of 200 stores with varying degrees of site constraints, in turn impressing Starbucks teams. EMG provided an emphasis on continued improvement, continually updating processes throughout the engagement. Thereby increasing the high probability of a successful project execution, and consistency to the client whether it be 200 stores or 3,500 nationwide.

## EMG CLIENT

*Starbucks*

## INDUSTRY TYPE

*Restaurant*

## SERVICES PROVIDED

- *Process Development*
- *Contractor Management*
- *Bid Management*
- *Scheduling/Permitting/  
Budgeting*
- *Construction Management*
- *ProTrack*
- *Survey & Assessment*

## SIZE &amp; LOCATIONS

*3,500 stores, nationwide*

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*2012-2013*

