

# DRM, INC. 2012 GOALS



Dream Big

## INCREASE SALES WITHIN ALL STORES

In 2012, DRM, Inc. will project sales to grow!! Sales are on the move at Arby's!! After a long drawn out economic decline, growth has been realized throughout 2011. With the momentum, DRM projects sales to increase **5.0%** over 2011 comparable sales. We need to provide Red Hat Service Standards and Earn our Customers Respect every time in order to achieve a loyalty that generates maximum sales success!! Make full use of the 12 systems to make it happen! **DREAM BIG!**



Get it Done

## BASIC AUDIT SCORING AVERAGE 92% OR BETTER/GUEST FEEDBACK AVERAGE OF +2.8!

We must operate our stores at the highest level of standards. Our Customers deserve and expect to receive the very best from your efforts. Our leadership must maintain a high level of focus on operational excellence through daily observations and monthly basic audits at all stores. DRM desires to be recognized as the BEST operator in the system. Audit scores over 92% & Guest feedback scores exceeding 2.8 will insure this recognition is achieved. Make full use of the 12 systems to make it happen!! **GET IT DONE!**



Have Fun

## EARN THE RESPECT, LOYALTY AND TRUST OF YOUR CUSTOMERS

To grow our business, we must earn the Respect, Loyalty, and Trust of our customers. We will do this by exceeding the expectations that our customers have upon each visit to our restaurants. Following our Red Hat Service Standards are key. We must know that our Customers are "proud" of their choice to visit our restaurants every time they dine in, carry out, or drive thru. We must "earn trust" from our Customers toward our efforts. We must focus on the real fact that customers visit us with expectations that they expect us to meet. We must "transform and become", our customers "thoughts and feelings" and observe "ourselves" through their vision. We must provide superior service, high quality products, in clean/organized restaurants, and enhance our complete image. Remember, "When your Customers are IMPRESSED with your efforts, SALES GROW!" **HAVE FUN!**



Make a Difference

## LEADERSHIP DEVELOPMENT

DRM will recognize those who want to grow. Through many communications and evaluations we will find, nurture, and expose the leaders within DRM. Effective use of our SMTP, MTP, AMTP, GMTP, & Development from Within, will insure our developmental success. Follow the programs, **MAKE A DIFFERENCE!**



Work Hard

## 10% UNIT OPERATING PROFIT IMPROVEMENT

The leadership of DRM will be required to accurately manage all costs to ensure that DRM improves the U.O.P. by 10%. Upholding the responsibilities of managing Cost of Goods, Labor, R&M, and Utilities will be essential. **WORK HARD!**

## RETENTION – REDUCE TURNOVER TO A COMPANY AVERAGE OF 90% OR LESS

Let's look at the operation that each of us manage. Hire only the best of the best!! Strive to provide the best and most respectable work environment. Great Leadership with enthusiasm is crucial. We must be "Firm, but Fair". "Challenging, but Achievable". "Intense, but Motivational". We must Coach and Communicate. Be the Best Leader and person at all times. Great Leadership retains great people. **PLAY FAIR!**



Play fair

## GROW DRM/GROW WITH DRM

The Company has the desire to grow!! The ability of the company to grow is solely based upon the overall performance of the team. Each of us makes up a part of the team. Individually we must perform at our very best and create the most efficient results. Development of your team is critical. If you desire to grow, have you trained and developed your replacement? Excellent results created through combined individual efforts will determine the Company's overall ability to grow, prosper and build new opportunities for the team. DRM has the desire to be a team of leaders with "no limits visions" creating a tradition of domination toward excellence!! **DREAM BIG!**

### 2012 Challenges

- 1) Grow your sales by at least 5% - RED HAT SERVICE!!!
- 2) 10% Unit Operating Income Improvement
- 3) Identify and develop the future leaders of DRM
- 4) BASIC Audit scoring average to exceed 92%/ Guest feedback score to exceed 2.8
- 5) Be more enthusiastic, motivational and provide great leadership
- 6) All management to become Serv Safe certified or re-certified
- 7) Complete use of training programs, SMTP, MTP, AMTP, GMTP, and Development from Within.
- 8) Make the 12 systems a DReAM team culture

*The LEADER doesn't talk,  
he acts.  
When his work is done,  
the team will say,  
"AMAZING:  
we did it, all by ourselves!!"*