

DRM VISION

I ACHIEVE "A" LEVEL OPERATIONS

A) Follow the 12 Systems

- T) TMTP
- W) Work Station Charts
- E) Evaluate Store with Operations Checklist
- L) Look at your Store Every Hour - Hourly Rounds
- V) Verify Cash Drawers - Cash Control
- E) Establish Build-tos for Prep and Ordering

- S) Scheduling
- Y) You are the Quarterback
- S) Sales, Cooking & Labor Activity
- T) Track Waste
- E) Effective Time Management with Pocket Planners
- M) Maintenance Duties
- S) Safety First

B) QF3! Quality Food Fast & Friendly!

1. Earn Customer Respect, Loyalty and Trust
2. Provide Urgency, Hustle, Smiling Attitudes and Order Accuracy

II) CONSTANT REPEATABLE COMPARABLE UNIT SALES GROWTH

- A) Superior Execution of Operations
- B) Increase Customer Visitation Frequency Through Superior Service
- C) Implementation of Superior Marketing Strategies
- D) Develop New Stores/Maintain Existing Stores

III) EFFICIENTLY MANAGE PROFITS - 92% OF TARGET U.O.M.

- A) Labor Costs - Adhere to Back Office Scheduling Procedures
- B) Cost of Goods - Adhere to Back Office Procedures for Managing Inventory Variances

IV) EMPLOYER OF CHOICE

A) Training

1. DReaM Team Development - Effective use of training systems TMTP, SMTP, MTP, AMTP, GMTP, & "Development from Within"
2. Participation in ARG and DRM training seminars

B) Competitive Wages/Benefits

C) Professional Image by All Personnel

1. Recruitment of "A" Player Associates
2. Provide Great Leadership; Teaching, Leading, Coaching, Inspiring (TLCI)
3. Show Appreciation/Recognition/Respect

D) Top Tier Communication/Information Technology System

V) DEMONSTRATE BY EXAMPLE ARBY'S CORE VALUES

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| 1) Dream BIG | 2) Work HARD | 3) Get it DONE |
| 4) Play FAIR | 5) Have FUN | 6) Make a DIFFERENCE |



DRM, INC.