



CASE STUDY

Restaurant Industry Interior Solutions

Our team is responsive to our client's every need. Our large nationwide network of installation technicians provides us more flexibility, assuring deadlines are always met.



Working with you has been a pleasure. You always answer our calls right away. You are quick to respond, send out the product, and you invoice in a timely manner... WAY better than our last vendor.

– Jennifer, Cracker Barrel

www.magresources.net



CHALLENGE

A well-known national restaurant and gift shop chain recognized the importance of a well kept and maintained facility to not only guest comfort and their brand image but to their bottom line as well. Any time there was an issue affecting the functionality of their window treatments in the restaurant's dining rooms, it was forcing them to decide between guest comfort or their bottom line. Either the guest had to deal with excess glare and heat gain or the facility had to decide whether or not to seat guests at tables affected by the broken window treatment, therefore negatively impacting their ability to generate as much revenue as possible per square foot and ultimately their bottom line.

SOLUTIONS

MAG Resources collaborated with the restaurant chain to incorporate a parts program that would help keep their facilities up and running, minimizing downtime and lost revenue and maximizing the life of their products.

- Rapid Response Replacements and Parts – was tailored to the restaurant's existing business to streamline the order process for products, parts, and service.
- Same Day Parts & Expedited Replacement Products
- Installation/Repair Support Program including instructions on how to repair and install for quick-fix scenarios.

RESULTS

Since implementing the Rapid Response Replacements and Parts Program, we have been able to significantly streamline the replacement process for the restaurant. We have provided the managers of each store with the tools and resources they need to quickly and efficiently order parts and service directly with MAG while incorporating spending limits and approval processes to maintain oversight from corporate.



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Thank you for all your help and prompt service, the MAG team is phenomenal.

– Michael Coyle, Encotech Services



CHALLENGE

A well-known restaurant chain was selected as the full-service restaurant operator of choice for 160 plus travel centers. Shortly after, the restaurant engaged MAG Resources to help design and implement a cost-effective shading strategy for all 160+ locations nationwide. MAG Resources was also tasked with evaluating the restaurant's current specification for all company/franchise-owned restaurants with the objective of identifying any areas where we could bring added value to their current window treatment program.

The restaurant engaged MAG Resources to assist in developing a new shading strategy for their upcoming design scheme that would be rolling out to all 1,300+ of their restaurants. The restaurant had utilized dark-colored horizontal blinds in their restaurants for years prior and were looking for a fresh look. The restaurant's design team wanted the benefits of a good shading strategy that matched their new design scheme and was budget-friendly.

SOLUTIONS

The restaurant engaged MAG Resources later in the planning process. It was determined that roller shades would allow us to achieve all of the design objectives the restaurant was seeking and provided the most options for color coordination. Once we had a basis of design, we worked with our industry partners to provide a value-engineered option, allowing the restaurant to obtain all of the benefits of a great shading strategy and beautiful design for almost the same cost as their previous shading strategy was costing them.

- **Value Engineering** to reduce costs and pass along savings to customer.
- **Vertically Integrated** Supply Chain allowing us to pass savings back to customer.
- **Global Supply Chain** providing widest array of options in industry.