



Importance of a brand image

Successful implementation of a Fast Food Chain in Moscow and St. Petersburg

Successful implementation of a Fast Food Chain in Moscow and St. Petersburg (Hot dogs, pizza / meat), mobile, semi mobile and fix sites for meat and processed meat, as well as a restaurant chain.

Background

A leading meat processing manufacturer of St. Petersburg (old combinat) wanted a facelifting and business development in St. Petersburg and Moscow.

Problem

There was no image for Russian food processing companies, just imported food from Europe and the USA had the necessary image and success for Russian consumers in European Supermarkets, Restaurants and Fast Food Chains.

Solution

Creation of a visible Russian brand by means of distribution of fast food products matching with the specific Russian requirements, not yet taken by MC Donald, KFC, a.s.o., as well as distribution of meat in owned shops and treated meat in restaurants.

- 1) Business plan
- 2) Location of sites, conception and providing of equipment for a central bakery and meat processing line, restaurants, incl. the necessary natural products, engagement and training of staff.
- 3) Supply of mobile and semi mobile sales shops, rent of fix shops for fast food and meat, incl. cooking and sales equipment, cold rooms, etc., training of staff.
- 4) Definition of the sites, negotiations with the authorities, renovation of the fix sales points and restaurants.
- 5) Implementation of an efficient administrative and reporting system for the above.

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Result

After 180 project management days, the system worked with 20 fix shops in St Petersburg

20 mobile stations in Moscow, mobile due to the excessive prices for real estate, 10 semi mobile sites and 4 Restaurants in Moscow.

Success

The turnover, the image of the brand has made this customer to the leading Russian “meat processor”.

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