

# MINI LOCATION AUDIT

LOCATION NAME:	Score*	NOTES
1 Menuboards are available, descriptive, professional looking & organized for profitability.		
2 Pricing is focused on driving margin dollars rather than focusing on food cost.		
3 Multiple (i.e. larger) sized menu items are offered and priced for increased margin.		
4 All menu items are priced ending on a 9 and have no \$ signs included with price.		
5 Product placement strategies for food and beverage displays are being executed with a focus on driving profitability.		
6 Merchandising & food presentation is inviting, eye catching, and shelving / displays are full.		
7 Impulse items are offered at each station, register and throughout cafe.		
8 Combo meals & logical bundling are offered and well communicated.		
9 Promotions are strategically used to increase check average, customer counts, and / or customer frequency & executed well.		
10 Menu performance is analyzed in more ways than just reviewing sales and product movement		
IF YOUR SCORE IS UNDER 30, YOU'RE LOSING OUT ON SIGNIFICANT SALES OPPORTUNITIES!		5 (highest) – 1 (lowest)



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