

## Case Study: DunkIn Donuts

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both available with Windows CE.NET or  
Windows Mobile operating systems.

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## **In-Store Franchise Management**

### **The Challenge**

Dunkin' Donuts is the world's largest coffee shop chain and is famous for its donuts, muffins and bagels which are baked on the premises. The company was founded in 1950 and has been in the franchising business since 1955, operating over 4000 franchised outlets in 20 countries. Dunkin' Donuts franchisees in the north-east of the United States wanted an easy to use system which would help them both with the running of their business and their reporting requirements to Dunkin' Donuts' accountants. They had previously been using the Psion Organiser II hand-held computer and wished to add a number of new features to their system. They wanted to automate their weekly cycle of stocktaking, inventory management, order entry and receipt of deliveries. Also, they wanted immediate visibility of the performance of their business in terms of labor and ingredients costs as percentages of sales. Finally they needed to be able to produce financial reports, on demand, for their own use and for submission to Dunkin' Donuts' accountants.

### **The Solution**

The Organiser II had previously worked well and had set high standards in terms of price/performance and ease of use. The new system had to maintain these standards while offering higher performance to cater for the additional features required. The Psion Workabout met these requirements in a light weight yet rugged and ergonomic package. The Franchise Data Collection System, as it has been called, comprises the Workabout hand held computer, a docking holster to provide for battery charging and the data connection to the Workabout, a parallel interface and a dot-matrix printer. The application software was developed by Psion Reseller, AMT Associates, who also tailored it to meet the specific needs of franchise owners.

### **The Benefits**

Before installing the new system, Dunkin' Donuts' store managers calculated weekly inventory and labor usage manually. It took up to four days before inventory reports were sent to Dunkin' Donuts' accountants and would then take the accountants an hour to analyze each store's inventory usage from the paper reports. Using the Workabout, accurate inventory reports are available as soon as the physical stock-check has been completed. The system holds a 400 item inventory database and price list and keeps a record of the previous week's inventory. It monitors inventory usage during the current week as well as recording labor costs. "With the Psion Workabout, the store manager has instant access to a full set of financial reports, so he can see at a glance exactly how his business is performing" said George Naughton, owner of AMT Associates, "whilst Dunkin' Donuts and the franchise owner benefit from faster and more accurate reporting". The Franchise Data Collection system using the Psion Workabout has dramatically cut the store managers' administration and paperwork overhead. The stores are more productive whilst the franchise owners and Dunkin' Donuts have benefited from the improved quality and timeliness of the stores' reports. The Workabout hand-held computer provides a highly effective tool for franchise data collection and a great deal more. The automation of regular and repetitive tasks, business management and regular reporting requirements have all produced substantial benefits for all concerned.