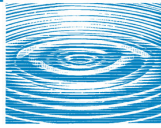




KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Creating a Prototype Restaurant Concept

To Serve as a World-Class Model for Future Franchising

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The Objective

King-Casey was asked to develop a new prototype concept that would serve as the model for all locations to follow for La Caravella Restaurant in Saudi Arabia. The goal of the new concept was to create memorable “brand icons” and “style signifiers” that would be instantly recognizable and synonymous with the brand. King-Casey followed a proven, step by step process as outlined below.

Phase 1: Concept Positioning and Design Strategy. King-Casey identified and reviewed competitive and best practice brands to find ways to differentiate the concept from its competition. From these findings, King-Casey developed a concept positioning and design strategy to be used for the design work going forward.

Phase 2: Kitchen Concept Design and Development. King-Casey’s kitchen designers prepared detailed schematics and CAD files of the kitchen for the new concept. Equipment recommendations were made as well as recommendations for food prep methods and sequencing for optimum efficiency and speed of service.

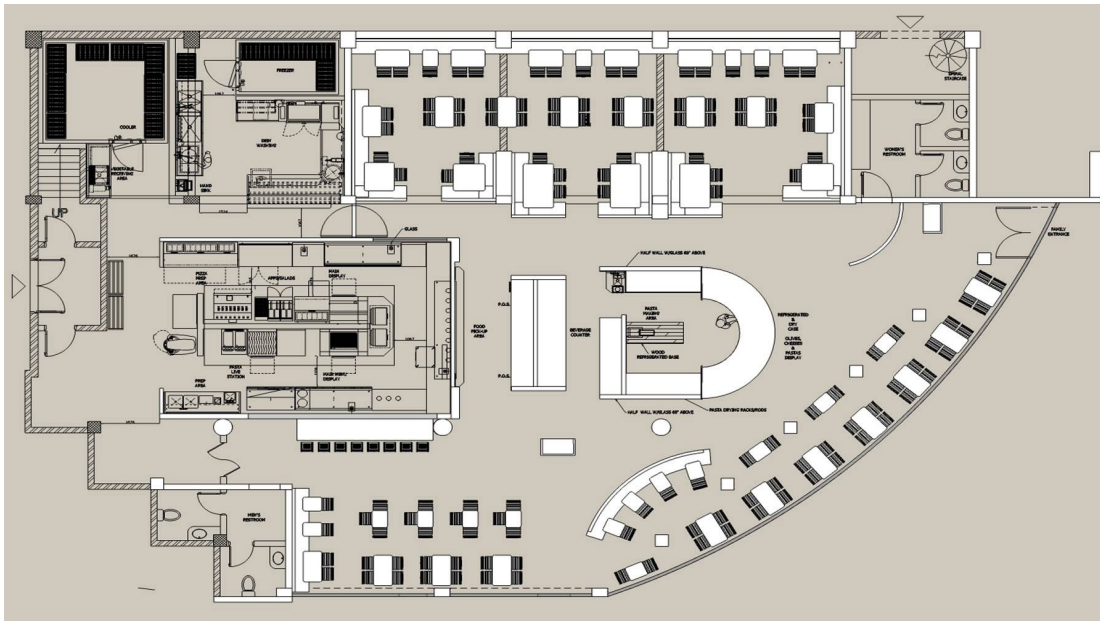
Phase 3: Creation of Conceptual Designs. Using the concept positioning and design strategy agreed to, King-Casey developed conceptual designs for the new concept to illustrate what the customer experience would be like. This included: site plan,

exterior trade dress, primary signage, floorplan with customer flow, interior design, colors, materials, fixtures, customer communications, uniforms, food packaging and other branded merchandising concepts.

Phase 4: Design Development. King-Casey and the client’s architect used the design package and worked together to develop King-Casey’s designs into an architectural design development drawing package and architectural construction document package to be used for the build-out of the concept. King-Casey’s role was to collaborate with the architect and oversee the design development phase to ensure compliance with the design.

Phase 5: Franchise Development. King-Casey developed a detailed franchise manual to outline the franchise system of the brand for future franchisees. The manual included activities for mapping out plans to franchise the business and to ensure that all requisites were met to determine the full potential of the franchising initiatives. The purpose of the manual was to set the stage to further develop the business to open several franchise units.

Phase 6: Creation of Operations Manual. King-Casey developed a multi-volume manual containing branding standards as well as comprehensive and detailed procedures outlining how to own, open and operate a La Caravella restaurant.



Following the creation of a brand strategy, the optimum customer flow and layout is developed to maximize the customer experience while optimizing operations. King-Casey’s kitchen designers plan for “back-of-house”, providing recommendations for equipment, as well as food prep methods and sequencing for optimum efficiency and speed of service.



Above and Below: Once the preliminary black and white concept sketches of the new space are approved by the client, photo realistic color renderings like these are created. This helps the client and contractors visualize the new design concepts.



Below: Colors, fixtures, furniture, lighting and materials are identified during the conceptual design phase, and then further refined during the architectural design development phase.

Interior Colors & Finishes Direction La Caravella

Steelcase BIX booth seating

Recessed and cove lighting instead of hung fixtures
Perhaps running all round ceiling beams

PEARL TRAVERTINE DELICATE

Acceroy

Easy Fix "Click & Lock" Marble finish options

Stone effect wall paint color

Knoll Textiles Annex in Ecu Item # W13603 Color: Ecu

Knoll Textiles Annex in Herb Item # W13607 Color: Herb

Falcon tabletop & edge profile

CHICAGO BOOTH MANUFACTURING

Photo shows curtain example



Above: Singles area features a “sports bar” feel with a large screen TV, bench seating and windows into kitchen provide additional entertainment.



Above: Centerpiece of the interior features the circular fresh-made pasta and sauces retail display. Canopy above echoes the brand logo shapes.

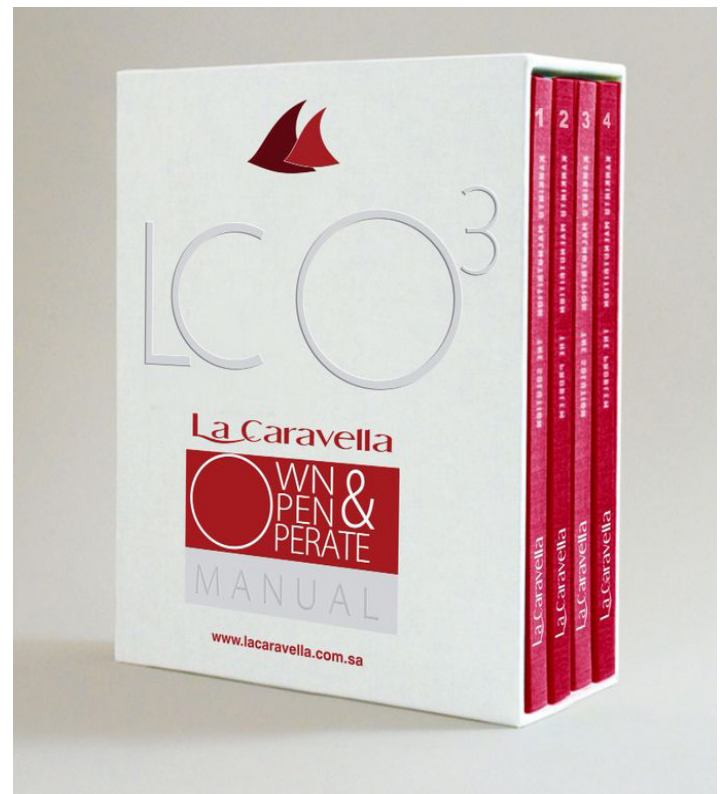


Above: The design includes a separate zone for families and singles (a cultural necessity in Saudi Arabia).

Below and Right: 3-D branding of the new concept extends to branded designs for the interior, uniforms, food packaging, merchandising, customer communications and way-finding. Even the bathrooms of La Caravella become part of the wholistic branding experience.



Below: At the conclusion of the project, a comprehensive multi-volume manual was developed by King-Casey to provide detailed design and branding standards, as well as guidelines for owning, opening and operating a La Caravella franchise.



Right: La Caravella's open kitchen communicates freshness while underscoring the cleanliness of the kitchen (an important attribute for Saudi customers).





COZI® (Customer Operating Zone Improvement)

is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.

About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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