



operations assessment

facilities engineering

work process engineering

labor management studies

operational engineering drives store performance

Cosi, Inc. is a fast-casual restaurant innovator that offers breakfast, lunch, and dinner at more than 150 locations across 16 states. With an extensive menu, Cosi wanted to simplify operations and improve unit economics. In only eight weeks, WD Partners helped the company develop a “next generation” restaurant that streamlined food preparation and assembly processes, and improved guest service times.

Using an industrial engineering-based approach to examine and optimize operations, WD improved efficiency, productivity, and throughput. Enhancements include designing a more efficient work line, establishing a table count that ensures maximum seating availability, and developing a dedicated takeout area. The new prototype also separates the order taking and food production processes, reducing service times by more than 2.5 minutes. For Cosi’s guests, the new operations make the dining experience more convenient, enjoyable, and memorable. At the same time, it has reduced per store startup costs by nearly \$200,000 and helped increase average unit volume to \$1.6 million.



results

Twenty Cosi restaurants now employ the more efficient, guest-oriented design. The new format will be used in all future restaurants. Former Cosi President and Chief Executive Officer, Kevin Armstrong stated that the new design will power the chain’s growth. “We are confident that the operating efficiencies from our prototype restaurant design will become increasingly apparent to our shareholders.”