

Case Study

Grill'd

Grill'd is a local chain of specialist burger bars, delivering a new, fresh and vibrant approach to burgers.

The Business

The Grill'd concept capitalises on increasing consumer demand for healthy, great tasting and convenient meal solutions, offering a range of quality, fresh, healthy, meal-sized burgers.

The Challenge

The overwhelming response to the first Grill'd store led to the quick succession of three additional stores in the Melbourne suburbs of Malvern, St Kilda & Windsor, duplicating the initial success. The founders knew that they had a proven formula and planned to grow the business into an Australian-wide network of stores within five years.

The key challenges for Grill'd were:

- Having the combination of people, brand, product and service offerings required to attain market leader status in a competitive and growing market
- Developing an organisational structure to manage the growth
- Maintaining the existing fun, friendly and vibrant culture across the network
- Developing the business model to involve owner-operators in a business built on service
- Accessing the required capital to grow the network
- Continuing to develop the processes to scale beyond the initial number of stores.

The Solution

Grill'd understood the challenges and DC Strategy, a specialist in retail and business development, was engaged to work with the Grill'd shareholders to address these challenges.

Recognising the key drivers of success, DC Strategy worked with Grill'd to develop the network growth plans.

In developing the growth plans, a strong emphasis was placed on maintaining the company's culture and operational process. The outcome was the development of a franchise program.

An in-depth economic analysis preceded the program, which was followed by the development of commercial and operational policies to manage the growth.

The program addressed key challenges facing Grill'd and provided the structure/process to expand the network. With a robust program in place, Grill'd is now poised to duplicate its success and share their formula

The Outcomes

The optimum organisational structure was identified to drive and manage growth and together with the operating procedures to standardise the formula, Grill'd is well positioned to establish itself as the market leader in the premium, healthy burger industry.

