



starr
design

GUIDE TO BUILD LASTING BRAND VALUE

we help emerging restaurant concepts
define & design their brand to build lasting value.

Equation to INCREASE VALUE

VALUE = a MULTIPLIER x a NUMBER

$$\left[\text{Brand Value} = \text{INTANGIBLES} \times \text{FINANCIALS} \right]$$

To increase value, you need to affect both the
Intangibles & Financial Performance

How can we, a design and branding firm, increase your brand value? A rather simple formula determines the value of any company, no matter the industry: value = a multiplier x a number. Now, we're not a mergers & acquisitions firm and we can't tell you all the ins and outs of this formula, but we understand enough that we can help influence the outcome and deliver impactful results for our clients. When we talk about the equation and how it pertains to a restaurant brand, you can see that in order to increase your brand value, you need to affect both the Intangibles (or the multiplier) & Financial Performance (of the number). Our multidisciplinary strategy and proven, streamlined processes are driven by always having both parts in mind.

VALUE

=

X

INTANGIBLES

**FINANCIAL
PERFORMANCE**

Create & Document your brand & processes
so that your results can be replicated
without you.

Affect both sides of the profit equation:
sales (income) & costs (expenses).

How we affect **the Intangibles**:

CLARIFY
BRAND STRATEGY

DEFINE & DOCUMENT
DESIGN STANDARDS

DEFINE & DOCUMENT
BEST-IN-CLASS
DEVELOPMENT PROCESS

How to improve **the Intangibles**:

- Define your target customer.
 - ▾ Define your brand & your strategic positioning.
 - ▾ Create a facility that will attract your target customer.
- Track your customer experiences & confirm that you're giving them what they care most about.
- Develop brand & design standards around the data gathered above & document.
- Create & document development standards that clearly explain your process for opening new locations.
- Document all processes so that your results can be replicated by others, without you.

How to increase Financial Performance:

$$\begin{array}{ccccc} \text{Sales} & \ominus & \text{Costs} & \text{=} & \text{PROFIT} \\ \left[\text{INCOME} \right] & & \left[\text{EXPENSES} \right] & & \left[\text{NET INCOME} \right] \end{array}$$



$$\left[\begin{array}{c} \text{Brand Value} \\ \text{INTANGIBLES} \times \text{FINANCIAL PERFORMANCE} \end{array} \right]$$

How to increase Financial Performance:

- Lower overall development costs by setting up a budget model & tracking it with interim estimates through the design & development process.
- Look at the real life cycle-costs of materials, equipment & furnishings to factor in repair/ maintenance & replacement cost/ life span.
- Learn industry best practices so that you are not having to spend your money making mistakes that industry experts already know about.
- Improve your ROI (return on investment) and/or your ROC (return on capital) by affecting both sides of the profit equation: sales (income) & expenses (cost).
- Increase AUV (average unit volume) by attracting more of the right customers & selling greater amounts to them (increasing your ticket average).
- Create an intuitive customer experience so that guests feel more comfortable spending money. Clarity increases sales, customer confusion lowers sales.
- Focus on efficient processes & facilities that support those processes. Where this should foster productive cross utilization at slow times & increased throughput at peak times.

Here's the secret...

Strategy
& Implementation

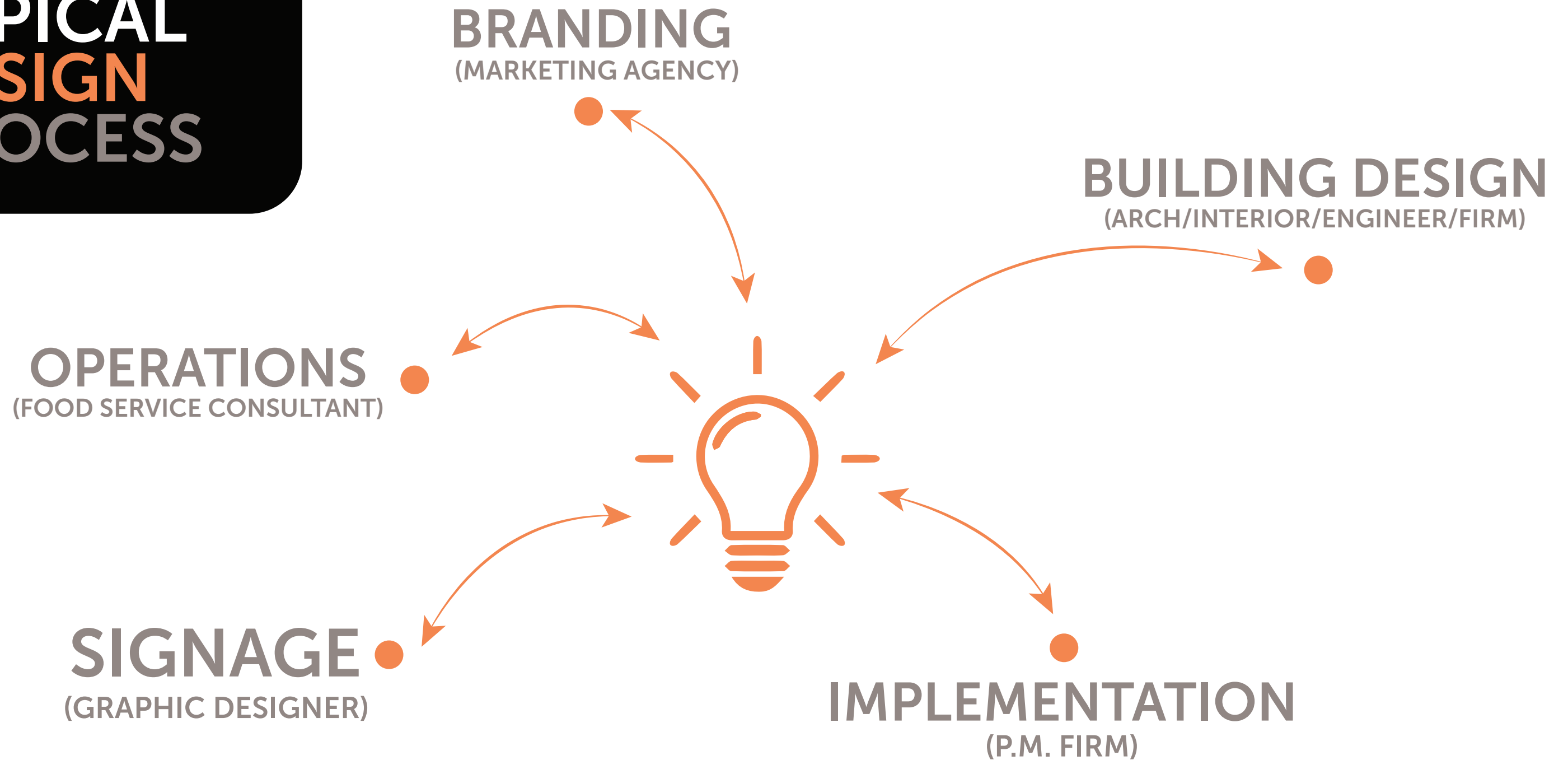
Creativity
& Execution

Cool Concepts
& Efficient Rollouts

Brand
& Operations

Inspired Environments
& Responsible Processes

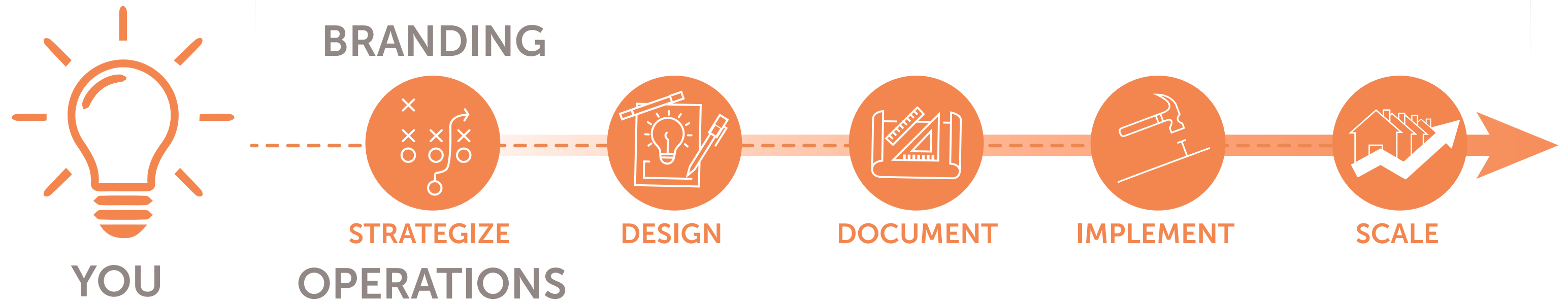
TYPICAL DESIGN PROCESS



Most restaurant & design processes are siloed and become disjointed like the diagram above. There is a significant possibility that critical information, concepts and time get lost in the hand-off between different organization or even departments and the responsibility falls on you, the restaurateur, to spend time & effort coordinating these hand-offs.

There is a much better way...

THE BETTER WAY



By bringing all these skills in house, we have streamlined the process – strategizing both the brand & operations on the same path, to progress the project cohesively and with the same brand voice. Our method takes the burden off the client and entrusts us to not just manage the process, but to create it from the start and see it through to execution and build your brand value.



we deliver...

At starrdesign, we want the appetizer & the dessert, and everything in between...

Our service is no different. Our proven process is catered to help you build your brand from concept development through multi-unit rollout.

we are...

- REGISTERED ARCHITECTS
- CERTIFIED INTERIOR DESIGNERS
- ENVIRONMENTAL GRAPHIC DESIGNERS
- CERTIFIED FOOD SERVICE CONSULTANTS
- MARKETING SPECIALISTS
- ART DIRECTORS



let's
connect



let's work together.
letstalk@starrdesignnteam.com

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