STRATEGY | COFFEE AND BEVERAGE

BUSINESS IMPROVEMENT REVIEW FOR A GLOBAL COFFEE CHAIN

A global multi billion dollar coffee and beverage manufacturer and retail chain worked with 4xi through six focused virtual sessions to uncover insights and build a plan for meaningful improvement.

CLIENT
Global coffee chain

FORMAT
Six virtual sessions

4XI ROLE
Business improvement review

EXTRA
A future back vision

THE CHALLENGE

- Changing consumer preferences and rising competition.
- Processes to streamline for profitability.
- Loyalty to build while acquiring new customers.

IMAGINING THE FUTURE

- A ten year "2031" narrative to plan back from.
- Doubling in size while protecting premium heritage.
- Multiple dayparts, partner hubs and real time audits.

WHAT 4XI DID

01 Challenges
And opportunities.

02 Strengths
What they do best.

03 Obstacles
Targeted solutions.

04 Possibilities
Growth and innovation.

05 Action plan
Strategy to tactics.

RESULTS

Streamlined operations and shared best practice.

Customer strategies for loyalty and acquisition.

Revenue and margin opportunities identified.

Clarity comes from structured conversation. Six sessions gave the leadership team a shared view of now, next and the future.