

Request for proposal

Business



Proposal to design, manage, operate and maintain a quick-service restaurant concession at Fort Lauderdale-Hollywood International Airport (FLL).

To: Broward County

From: Chipotle

The US burrito chain, Chipotle, has over 1, 400 locations in 43 states. The company will provide timely services to the customers. The management will ensure the company's operations fit within the structure of FLL. Through its operations, Chipotle has proven to be a company that offers quick services as demanded by FLL. Its mobile payment system would help customers receive fast service (Ferdman 1). The Chipotle's strong brand image is evident from its broad market dominance. The brand is recognizable to consumers because of its high quality offered at reasonable prices. There are diverse set of foods provided by Chipotle from which various customers would choose. The brand will be appealing to different travellers at FLL Airport

Clients at the airport demand quick services, an aspect that Chipotle promises to deliver. Its four-step plan is a robust package to reduce delays. The company runs nearly 350 transactions per hour at its fastest restaurants to ensure fast service to its clients. The company has employed expeditors, personnel to coordinate rolling of the burrito and coordination of the order by getting drinks to the customer. Part of the staff, linebackers, patrols the countertops to ensure seamless service provision to the customers. The "Mise en place" policy ensures zero tolerance to absolutely nothing in place for the customer during peak hours. At Chipotle, the " Aces in their places" policy is effective and functional. The policy ensures that only top serves operate during peak hours (Ferdman 1). In essence, at Chipotle, a burrito can

<https://assignbuster.com/request-for-proposal/>

be prepared and ready to serve in less than 2 minutes (mikem301s12 1). Chipotle regards consumers' health as a vital factor and part of its service delivery considerations. Its fast foods are health-conscious and conform to set standards set main regulatory institutions and bodies. Chipotle will uphold regular inspection of its fast foods to ensure compliance with required levels of value and accreditation standards. Furthermore, the personnel at Chipotle are qualified to provide the services required by diverse consumers of fast food and travellers at the airport (Bhasin 1).

Works Cited

Bhasin, Kim. How Chipotles Assembly Line Makes Your Burrito So Ridiculously Fast. Business Insider. April 23, 2012. Web. April 19, 2015. <http://www.businessinsider.com/how-chipotles-service-line-is-so-fast-2012-4>

Ferdman, Roberto. How Chipotle is going to serve burritos faster, and faster, and faster. Quartz. February 1, 2014. Web. April 19, 2015. <http://qz.com/172900/how-chipotle-is-going-to-serve-burritos-faster-and-faster-and-faster/>

mikem301s12. Chipotle, Paving The Way to a Healthier Tomorrow...?.

Operations Management & Business Issues in Today's Competitive Environment. October 7, 2012. Web. April 19, 2015. <https://opsmgt.edublogs.org/2012/10/07/chipotle-paving-the-way-to-a-healthier-tomorrow/>