**Pricing Events**

**Introduction to Franchisee Level**

Franchisees that have multiple restaurants currently have a method of logging into the back office to run consolidated reports for all of their restaurants. This is done by logging into the Franchisee Level, which appears in a drop-down menu when logging into the back office. The new back office system introduces some features that allow changes to take effect at all restaurants below the Franchisee Level, these features can also be used by single restaurant owners to enact changes at their single restaurant. Pricing Events is one of those features.



Example of a Franchisee Level login. The Org Unit will be the owners last name and first initial

**Contact RDS before completing a pricing event and they can enable pricing at the franchisee level. In order for Pricing Events to take effect there can be no restaurant level pricing in place. These are the steps that you need to follow: complete pricng event, remove manager retails, update costs and retails and complete pricing downloads.**

**Step 1: Post a Pricing Event**

Before beginning a pricing event it is a good idea to run a Retail Item Price report for each category that you plan to price (select the proper Category Level 3 category). The first time you do a pricing event you will need to set the price for all items in that category as the next step will remove the current price. The Pricing Events application is available through your **Franchisee Level**. This is the level that has the operating partners name in it. To access this pricing feature, *go* to the **Pricing Events** by using the search field located on the top bar or go directly to the **Operations Management** folder, then the **Multiple Restaurant Admin** folder to access it. Change individual or multiple restaurant's pricing using this application. Currently this application is only available in the **Owner** role.

## Pricing Events *continued*
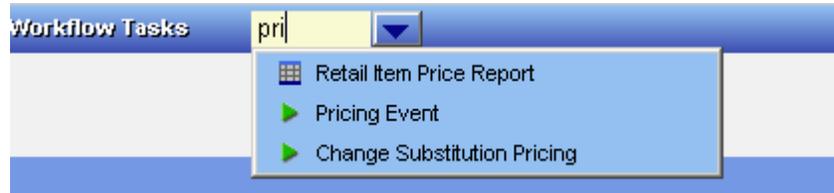


View a history of pricing events and their status for a restaurant or for multiple restaurants in the active screen area (see below). To add a new pricing event *click* on the **Add Retail Change Event** button located in the lower left hand corner.



Business unit pricing events can change the retail price for one item, multiple items or a group of items. The price assigned to an item remains in place until another pricing event overrides it or until the event end date.  All red fields are required and must be filled in to proceed to the next screen.  Once an **Event Name (1)** and **Start Date (2)** are filled in, *click* **Continue**. <u>Do Not</u> fill in an **End Date** unless the pricing event is temporary.

# Pricing Events *continued*

*Click* **Add Business Units** to *select* multiple restaurants or a single restaurant.
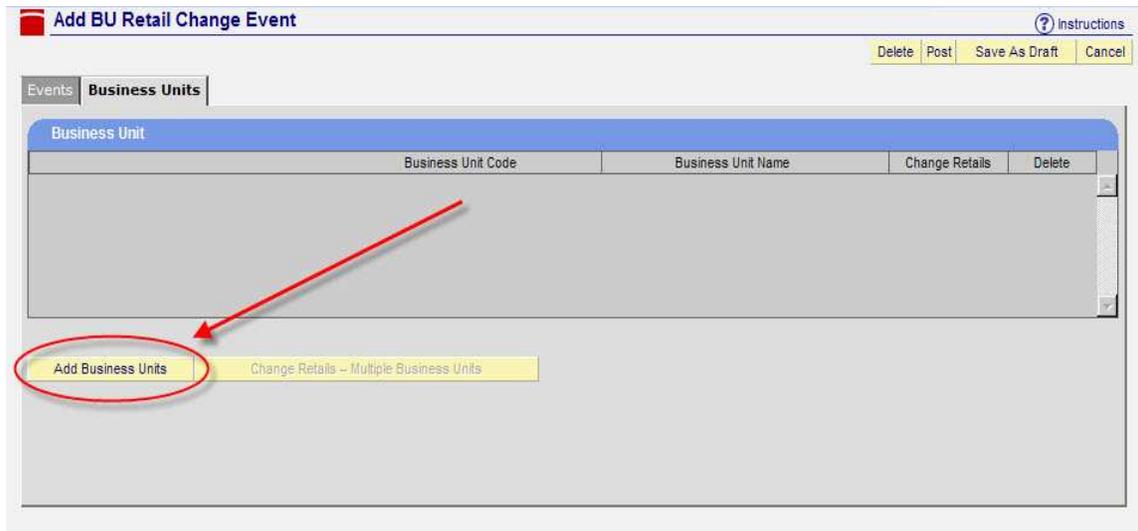


*Click* **View Results** in the **Select Business Units** / **Business Unit Groups** dialog page.
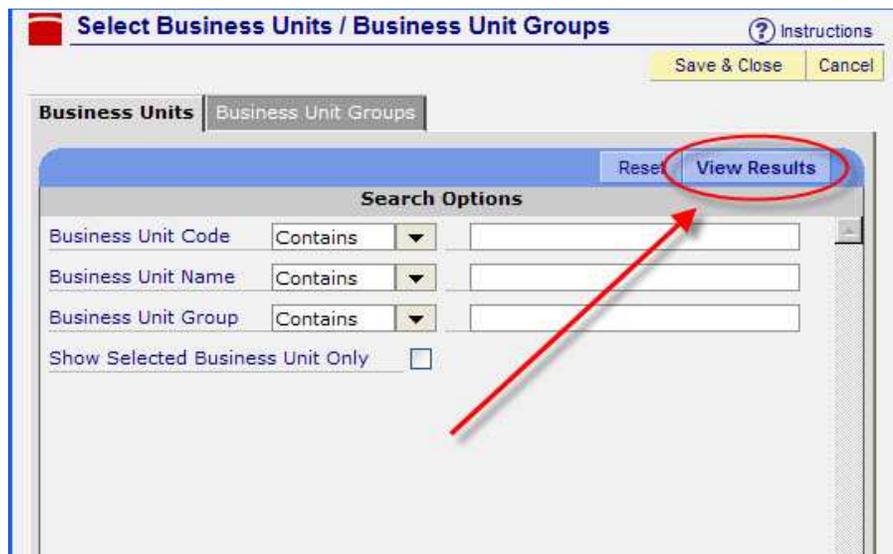
# Pricing Events *continued*

*Select* the restaurant or restaurants to change the retail prices in from the available list. *Click* **Save and Close (2)** when finished selecting.



One way to change prices for only one restaurant is to *click* the underlined **Change Retails** for that restaurant. This will bring you to the standard Change Retails application and will NOT create a pricing event, but will change the price on the next download.

## Pricing Events *continued*

To change all the restaurants listed at the same time, <u>with the same price</u>, *click* the
**Change Retails – Multiple Business Units** button.
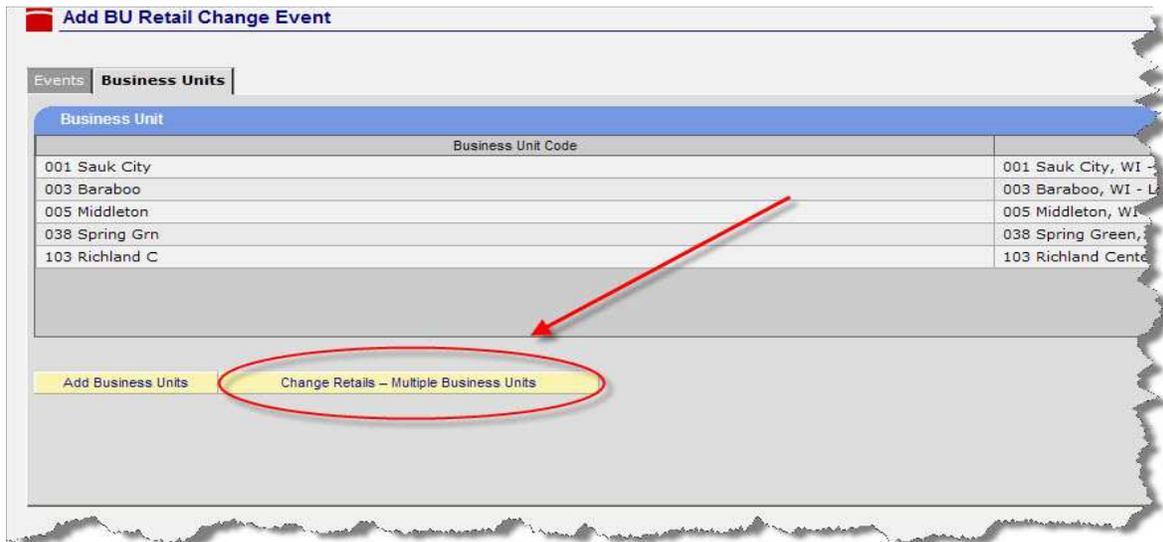


Culver's recommended "best practice" is to search by **Retail Modified Item (1)** and
**Retail Item Name (2)** and then *click* **View Results (3)**. *When you are doing a pricing
event for the first time you will need to set the price for all items in the category so
initially search by category instead of Retail Item Name.*
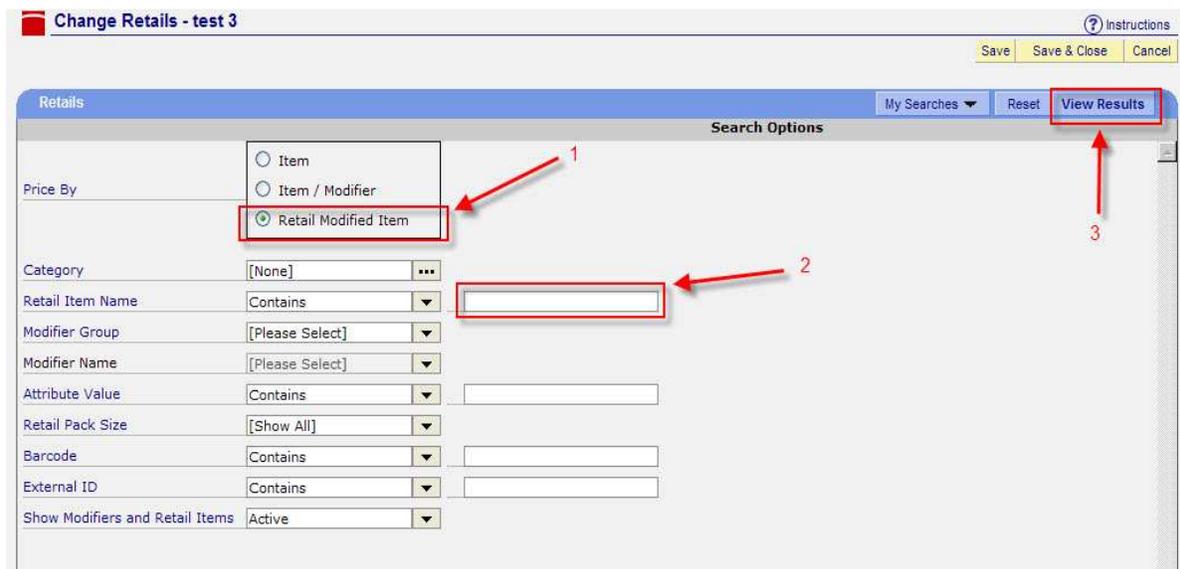
## Pricing Events *continued*

For example, to change the price of cheese curds, *select* **Retail Modified Item**, then *type* "curds" in the **Retail Item Name** box. *Click* **View Results**.



Anything with the **Retail Item Name** "curds" appears. *Type* in the desired price change in the **Retail** field provided.



**Note:** The suggested retail prices are not listed in this view.

## Pricing Events *continued*

Once a pricing event is completed and posted, the override column will populate with the number of restaurants that are affected by that event. Clicking on the number will give you the option to change the price for just one restaurant or to check the box and switch the restaurant back to suggested pricing.



Right clicking on the headers will give you an explanation of what the CPC, FPC, CPR and FPR mean. These will only impact you if you have pricing events and restaurant level pricing occurring at overlapping intervals.

After completing the pricing event, *click* **Save & Close** and then **Post**.

## Step 2: Remove Manager Retails

Once you have the pricing configured at the franchisee level you need to remove the prices that were previously set at the restaurant level. This is done through the Copy Business Unit Pricing application located in the Operations Management, Multiple Restaurant Administrator folder. Once in this application, click on the Remove Manager Retails tab, select a restaurant, category, and click the delete button. Click OK on the pop up that appears.

## Step 3: Update Costs and Retails

The pricing event will not impact your pricing immediately, you need to manually update the prices. To do this you will need to log out of the franchisee level into each specific restaurant. Then *go* to **Update Costs and Retails** by using the search field located on the top bar or go directly to the **Operations Management** folder to access it. Select the current date and click the Update button  After this is complete you can check in the

standard Change Retails application to ensure that your new price is listed.  If it is continue to the next step.

## Step 4: Approve a Pricing and Item Lock Download

With the change that RDS makes to After a pricing event if the price is changed at the restaurant level then future pricing events will not affect that price.  RDS can prohibit managers from changing prices if desired.