

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.



Org Unit Goetz S (Franchisee) - Goetz S

Role Owner

Remember selections

Continue Cancel

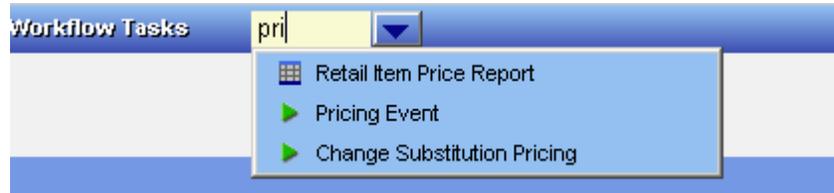
Example of a Franchisee Level login. The Org Unit will be the owners last name and first initial

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 pricing 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.

The screenshot shows the 'Change Business Unit Retails' screen. At the top, there is a title bar with 'Change Business Unit Retails' and 'Instructions' with a question mark icon. Below the title bar is a 'Close' button. The main area is titled 'Events' and contains a table with the following data:

Event ID	Event Name	Status	User	Start Date	Draft/Post Date
1019144	Test	Draft	Greg Riesterer	09/30/2011	09/29/2011
1019145	Test Mid Tier Romeoville	Draft	Greg Riesterer	09/30/2011	09/30/2011
1019137	Test Chicken Filet	Posted	Dan Orth	09/15/2011	09/14/2011
1019138	Change Fish	Posted	Dan Orth	09/15/2011	09/15/2011
1019133	Test2	Draft	Greg Riesterer	08/12/2011	08/12/2011
1019131	Cheeseburger Price	Posted	Fiona Harris	07/26/2011	07/26/2011
1019132	Test2	Draft	Greg Riesterer	07/26/2011	07/26/2011
1019130	Test	Posted	Fiona Harris	07/25/2011	07/25/2011

Below the table, there is a button labeled 'Add Retail Change Event' with a red arrow pointing to it.

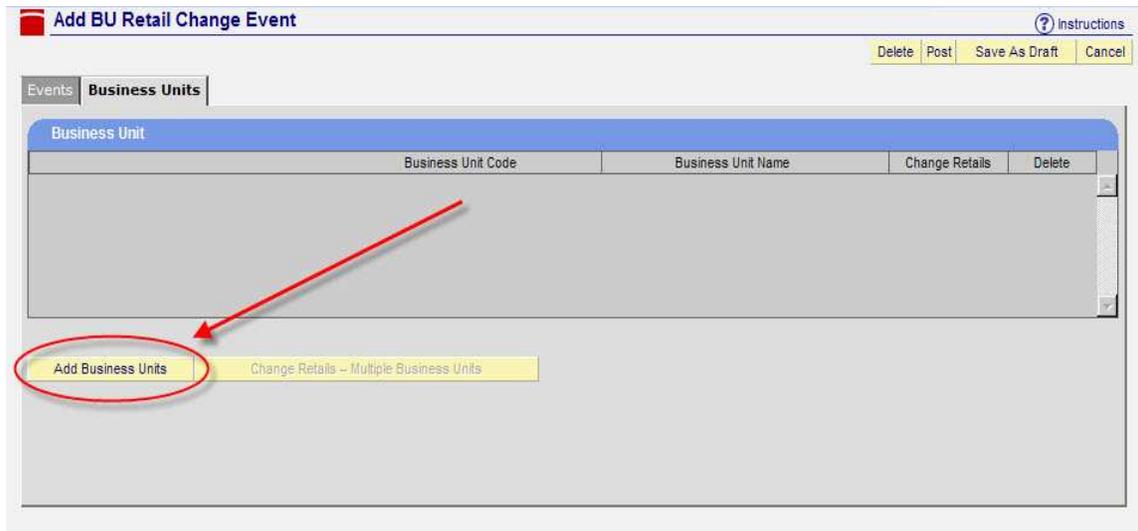
Business unit pricing events can change the retail price for one item, multiple items or a group of items. The price assigned to an item remains in place until another pricing event overrides it or until the event end date. All red fields are required and must be filled in to proceed to the next screen.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

The screenshot shows the 'Events' form with the following fields: 'Owner' (Goetz S), 'Event Name' (highlighted in yellow), 'Start Date' (highlighted in yellow), and 'End Date'. A 'Continue' button is at the bottom. Red arrows point to the 'Event Name' field (labeled 1) and the 'Start Date' field (labeled 2).

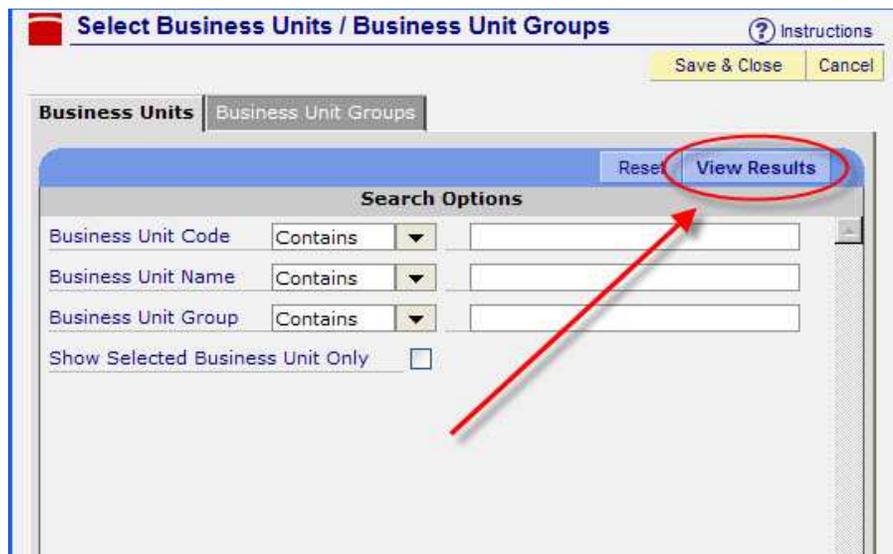
The screenshot shows the 'Events' form with the following fields: 'Owner' (Goetz S), 'Event Name' (July price increase), 'Start Date' (10/10/2011), and 'End Date'. A 'Continue' button is at the bottom. A red arrow points to the 'Continue' button.

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.

Select Business Units / Business Unit Groups (?) Instructions

2 → **Save & Close** **Cancel**

Business Units | Business Unit Groups

Search Options

Business Unit Code	Business Unit Name
<input checked="" type="checkbox"/> 001 <u>Sauk City</u>	001 Sauk City, WI - Phillips
<input checked="" type="checkbox"/> 003 <u>Baraboo</u>	003 Baraboo, WI - Linn
<input checked="" type="checkbox"/> 005 <u>Middleton</u>	005 Middleton, WI - Parmenter
<input checked="" type="checkbox"/> 038 <u>Spring Grn</u>	038 Spring Green, WI - US Hwy 14
<input checked="" type="checkbox"/> 103 <u>Richland C</u>	103 Richland Center, WI - Hwy 14 E.
<input type="checkbox"/> 224 <u>Rockwall</u>	224 Rockwall, TX - Ridge
<input type="checkbox"/> 246 <u>Romeoville</u>	246 Romeoville, IL - N. Weber
<input type="checkbox"/> 99999	TEST_BU_KG

End of data.

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

Add BU Retail Change Event (?) Instructions

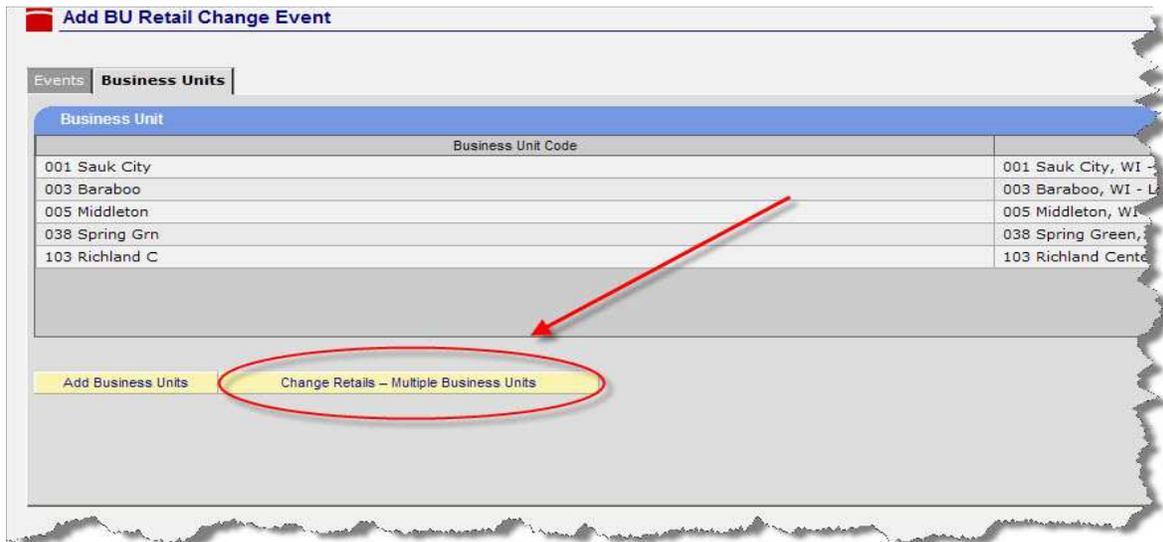
Delete Post Save As Draft Cancel

Events | **Business Units**

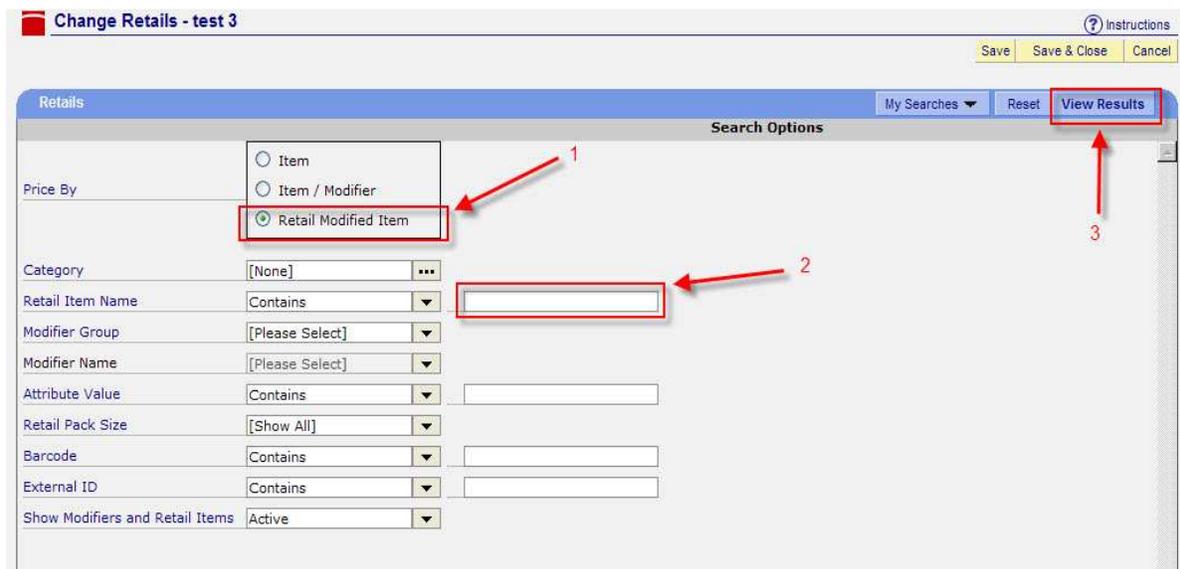
Business Unit Code	Business Unit Name	Change Retail	Delete
001 Sauk City	001 Sauk City, WI - Phillips	<u>Change Retail</u>	X
003 Baraboo	003 Baraboo, WI - Linn	<u>Change Retail</u>	X
005 Middleton	005 Middleton, WI - Parmenter	<u>Change Retail</u>	X
038 Spring Grn	038 Spring Green, WI - US Hwy 14	<u>Change Retail</u>	X
103 Richland C	103 Richland Center, WI - Hwy 14 E.	<u>Change Retail</u>	X

Pricing Events *continued*

To change all the restaurants listed at the same time, with the same price, *click* the **Change Retail – 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**.

Change Retails - test 3

Instructions

Save Save & Close Cancel

Retails Search Options

My Searches Reset View Results

Price By

Item

Item / Modifier

Retail Modified Item

Category [None]

Retail Item Name Contains cheese curds

Modifier Group [Please Select]

Modifier Name [Please Select]

Attribute Value Contains

Retail Pack Size [Show All]

Barcode Contains

External ID Contains

Show Modifiers and Retail Items Active

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

Change Retails - test 3

Instructions

Save Save & Close Cancel

Retails Search Options

My Searches

	Item Name	Retail	Override
<input type="checkbox"/>	Chipotle Cheese Curds, FMLY		0
<input type="checkbox"/>	Chipotle Cheese Curds, LG		0
<input type="checkbox"/>	Chipotle Cheese Curds, REG		0
<input type="checkbox"/>	Chipotle Cheese Curds, SM		0
<input type="checkbox"/>	Dairyland Cheese Curds, FMLY		0
<input type="checkbox"/>	Dairyland Cheese Curds, LG		0
<input type="checkbox"/>	Dairyland Cheese Curds, REG		0
<input type="checkbox"/>	Dairyland Cheese Curds, SM		0

End of data.

Enter new retail price in the correct field

Batch Change Business Unit Retail History

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.

	Business Unit Code	Business Unit Name	Current BU Retail	Retail	CPC	FPC	CPR	FPR
<input checked="" type="checkbox"/>	001 Sauk City	001 Sauk City, WI - Phillips	\$3.29	\$3.00	Yes	No	No	No
<input type="checkbox"/>	003 Baraboo	003 Baraboo, WI - Linn	\$3.29	\$3.00	Yes	No	No	No
<input type="checkbox"/>	005 Middleton	005 Middleton, WI - Parmenter	\$3.29	\$3.00	Yes	No	No	No
<input type="checkbox"/>	00999	Culvers Lab	\$2.00	\$3.00	Yes	No	No	No
<input type="checkbox"/>	038 Spring Grn	038 Spring Green, WI - US Hwy 14	\$3.29	\$3.00	Yes	No	No	No
<input type="checkbox"/>	103 Richland C	103 Richland Center, WI - Hwy 14 E.	\$3.29	\$3.00	Yes	No	No	No

End of data.

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 Retail 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.