

JumpStart

GRAND OPENING PROGRAM

DO YOU NEED A JUMPSTART?

- Are you opening at high-enough levels that when you face the anticipated 30% pull-back, you're still meeting the AUV goal for that site?

WE CUSTOMIZE OUR COMPREHENSIVE NEW STORE INTRODUCTION PROGRAM TO MEET YOUR NEEDS.

PROGRAM BENEFITS



From **PR to community events** – it's all included for one fee.



We **establish relationships** within your service area to bring more customers through your doors right away.



We coordinate with local groups, corporate marketing and operations – **all communication with organizations and media outlets is integrated** to make sure everything runs smoothly.



PROGRAM RESULTS

Tim Hortons Café & Bake Shop was new to Cincinnati. After two store openings in the city, Tim Hortons employed the Powers JumpStart Grand Opening Program. **The opening dollar volume for this third location was 25% higher.**