2035 What the Chain Buys That You Have to Build

Product Fieldbook · https://kb.jeffreysummers.com/docs/2035-what-the-chain-buys-that-you-have-to-build-2/

The Demand

Before your next planning session, rate your operation honestly against each of the five structural gaps the chain buys with scale: supply chain leverage, technology infrastructure, training systems, capital access, and marketing reach. Pick the one gap that is actually costing you the most right now — not the one that feels most urgent — and name the specific, buildable response you can start this month instead of wishing you had the chain's budget.

The Work

Supply chain leverage — rate your current food cost disadvantage against a chain on your top three products, 1-5:

Your response beyond accepting the disadvantage (supplier relationship, menu engineering):

Technology infrastructure — rate how connected your current tools are as a system versus a disconnected stack, 1-5:

The one integration gap you will close this quarter:

Training systems — does your standard hold when you are not in the building, yes or no:

The documentation or coaching methodology you are missing:

Capital access — how many weeks of reserve could your operation absorb in a bad quarter:

Marketing reach — how many of your current Guests actively tell others about you versus were reached by paid reach:

The single gap from the five above that is costing you the most right now, and the specific move you will make against it this month: