

How America EatsSM QSR

SHORT ORDER

DIGEST

RE-IMAGING

Bigger and Better

Bojangles' franchisee Kevin Archer has discovered that the bigger-is-better mentality can apply to restaurants as well as sandwiches. A recent rebuild of two stores has yielded increased sales.

Archer says the reason for the upgrade was simple—his stores have outgrown their current facilities. “People were lined up down the road. Research says customers will wait about 12 minutes before leaving the line. We were losing customers,” he says.

The franchisee poured \$6 million into doubling the size of locations in Statesville and Lincolnton, North Carolina, to 5,000 square feet. Both locations reopened in early 2007.

“I put down the money believing that if we build it, they will come,” Archer says.

And come they did. Two months after the Lincolnton store opened it was still consistently 52 percent up compared with sales before the expansion. Archer's Statesville Bojangles', which opened a month after the Lincolnton location, was posting equally high sales indicating more than a 50-percent profit increase.

What is significant about that growth is that most stores see a leveling off of customers two weeks following a grand opening. The Statesville and Lincolnton restaurants were both built within one-fourth of a mile of their predecessors, hardly far enough away to be considered a novelty. And the original units had been open for 10 or more years.

Archer says that part of the draw is the new parking. The Statesville location offers 60 parking spaces, twice the number at the old location, along with room for 15 cars at the drive-thru.