

KCF Operations Update

1. Every Customer Every Time

Provide the best ice cream & confectionery experience in the world

2. Passion

If you have passion then you can lead

3. Relationship

Trust & empowerment to achieve **consistency** and encourage **individuality**

Leading Change

1. Be Urgent

- 2. Build Team
- 3. Have a Clear Vision
- 4. Communicate
- 5. Empower
- 6. Recognize Short Term Wins
- 7. Don't Let Up
- 8. Make Change Stick



Continuous Improvement Process

Make things better for the customer through incremental process improvement.

KCF 2010 Strategic Plan

Store Development

- Build and Sell Construction Mgmt
- Regional Development Strategy
- Store Growth Targets
- Multi-store Development

Outstanding Customer Experience

Profitable Growth

- Store Profitability
- Franchise Fees
- Royalty Income
- Cash Flow
- Profit
- ROE

Store Support

- Retail Customer Satisfaction
- Same Store Sales & Profit Growth
- Brand, Promotion, Marketing
- New Product Development
- Profit Improvement Partner
- Training & Opening Process

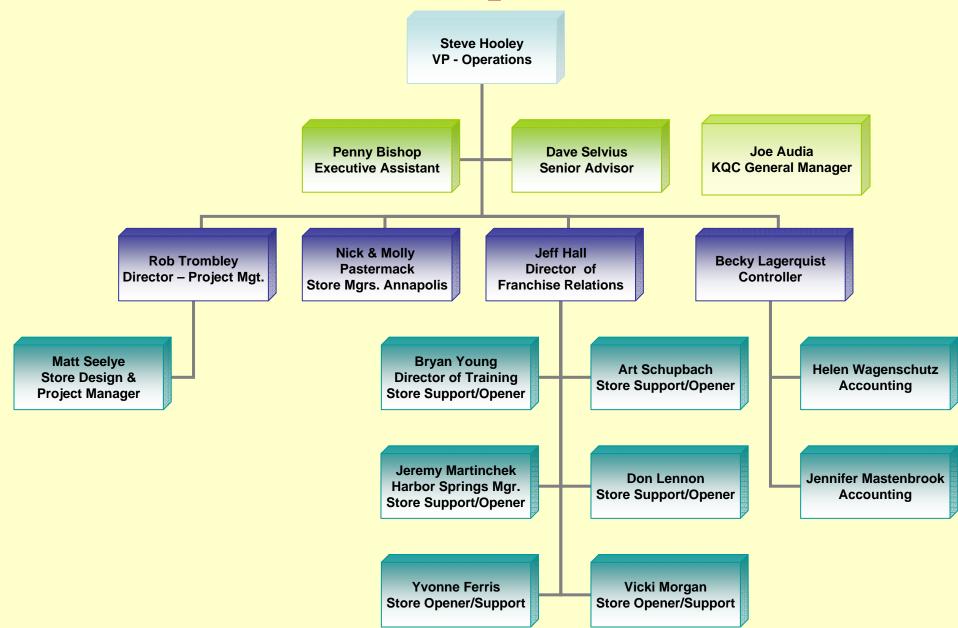
People & Process

- Relationship Management
- Human Resource Mgmt
- Leadership Development
- High Performance Culture
- Supply Chain Management
- Information Technology

"A good plan executed today is better than a perfect plan executed at some indefinite time in the future."

General George S. Patton

KCF - Operations



KCF Continuous Improvement

Store Development

- Store Growth Targets
- Build and Sell Construction Management

Profitable Growth

- Store Profitability
- KCF & KQC Profitability

Outstanding Customer Experience

Store Support

- Retail Customer Satisfaction
- New Product Development
- Training & Opening Process

People & Process

- Culture & Professional Development
- Supply Chain Management

2009 Operations Goals & Projects

• Help you sales, costs & make you as profitable as possible

• Open new stores & drive Kilwin's brand

• the entry cost to open new stores

2009 Operations Goals & Projects

- Complete Owner/General Management Training of KOTS (Level 4)
- Continue to research & develop new product initiatives
- Redesign & upgrade the kilwins.com website

2010 Convention Dates Sunday, May 2 – Tuesday, May 4





Mountain Grand Lodge at Boyne Mountain Resort Boyne City, Michigan



Tuesday's Panel of the Pros

Paige Levan – Gettysburg

Rick Cheadle - Hilton Head

Dana Stallings – Jacksonville & Jax Beach

Marc Berkowitz – Panama City Beach

Janet Dykstra - St. Joseph

Concurrent Breakout Sessions

New Beverages – Salon I

Financial Performance Metrics – Salon II

Holiday Merchandising – Salon III

Store Performance – Promenade West

