**FreshFoods Grocery, Inc.**

**Professional Services Agreement**

**March 29th, 2017**

**I. OBJECTIVES & DELIVERABLES**

FreshFoods Grocery, Inc (“FFG”) is interested in retaining your firm for analysis of current initiatives

across FFG business operations.

The project is intended to both create tangible business benefit by recommending improvements

to current business decisions, and to act as a trial for further work with your firm.

In support of these general goals, the project has two sets of specific deliverables:

1. **Targeted Analysis:** The primary focus of the project will be to analyze changes to hours and labor at FFG and to make recommendations based on that analysis. The recommendations should shift expenses among stores and among expense types, but must keep total expenses constant. The goal is to maximize profit without changing total expenses. The specific deliverables are:
   * Powerpoint presentation with recommendations for the best go forward strategy, additional insights as available, and information on your methodology and thought process
   * Completed FFG Capital Recommendations file (blank excel included in materials)
   * **Both of these materials must be sent by 11:59pm on March 30th**
2. **Insights Presentation and Q&A:** In addition to written materials, the consulting team will be responsible for presenting their findings to the FFG senior management team. Successful presentations will adhere to the following constraints:
   * Involve presentation and input from all consultants on the team
   * Contain ~10 minutes of presentation information and ~5 minutes of Q&A
   * Have reasonable preparation for impromptu questioning on findings
   * Presentation should review the prepared Powerpoint, but no need to review the excel recommendations directly

**II. PROJECT APPROACH & TIMELINE**

The project will have roughly 24 hours for completion, though FFG expects the number of billable

hours per person to be far lower. It’s expected that a basic answer should be possible in just

several hours.

The effort will be divided into four Modules. Each Module is described in detail below:

***Module I: Data & Information Transfer***

FFG will work with the consulting teams to provide necessary materials. At the outset of the project, the FFG team will distribute materials identified as key for analysis.

***Module II: FFG Support***

Recognizing that the team may have additional questions around data elements or the initiative,

FFG will make several executives available throughout the project. Support from FFG executives

is available over email, you can reach out to get answers to questions and to set up time with FFG executives. The email address is [UVA-case-competition@predictiveTechnologies.com](mailto:UVA-case-competition@predictiveTechnologies.com).

***Module III: Delivery of Program Findings (11:59PM, March 30th).*** All projects are to be delivered, via email, no later than 11:59 PM on March 30th. FFG strongly values efficiency and promptness in those who it works with, both characteristics will come into play in deciding who to move forward with after the project.

***Module IV: Live Presentation of Findings (Friday, March 31st, TBD)*** 15 minute meetings throughout the day will be scheduled for final presentation of findings. Meetings will consist of no more than 10 minutes presenting time, with any remaining time left over for Q&A. To ensure all consultants receive feedback, these presentations should be attended by all team consultants if possible.

Recommended dress code is business casual. Scheduling instructions will be provided via email.

***Module V: Reception (March 31st, 5p.m.)*** All are invited to attend a reception at 5 p.m. at **Michael’s Bistro**. The top consulting teams will also be announced. There is no dress code for this event.

**III. STAFFING**

This project will be executed by a team of 3 - 5 individuals.

**VI. SIGNATURES**

Accepted and agreed to as of the date last signed below:

FFG Consulting Team

By: By:

**\_\_\_\_Michael Calamari\_\_\_\_\_** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Michael Calamari Name:

COO

Title:

Date: **\_\_\_\_5/4/16\_\_\_\_\_\_\_** Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_