

# CHIPOTLE MEXICAN GRILL

(Sustaining Integrity: A Digital Transformation Strategy for Chipotle)



Status Report Shell

June 09, 2025

Client: Chipotle Mexican Grill

Consulting Team: IS478 – Group 2, DePaul University

Reporting Date: June 14, 2025

Reporting Period: June 9, 2025 – June 14, 2025

**Team Members:**

- Priyanka Erande
- Raghavarun Kancharla
- Sudipth Ajitesh Saravanan
- Vazeer Khan
- Sparshika Kumar

**Executive Summary:**

The team continued its work on evaluating Chipotle's operational and digital infrastructure. During this period, progress was made in gathering stakeholder insights, analyzing workforce management data, and mapping out areas of potential digital improvement. The project remains on track with the timeline and scope, and early findings suggest strong alignment between Chipotle's digital goals and our proposed strategic directions.

**Project Progress Overview:**

WORKSTREAM	STATUS	KEY ACTIVITIES THIS WEEK	PLANNED NEXT STEPS
Discovery & Research	Completed	Reviewed internal documents, prepared interview guides	Synthesize findings and highlight key challenges
Stakeholder Engagement	Completed	Conducted 4 interviews (HR, Ops, Supply Chain)	Finish remaining interviews, analyze insights
Benchmarking & Analysis	Completed	Initiated industry research on digital practices	Finalized benchmarks and create performance comparison matrix
Strategy & Recommendation Dev.	Completed		Begin formulating preliminary recommendations
Final Report Prep	Started	-	Draft outline of the report

## **Key Accomplishments:**

- Completed the discovery phase, including document review and initial data gathering.
- Held kickoff meeting with client team to align on goals and engagement structure.
- Successfully conducted interviews with stakeholders from HR, Supply Chain, and Operations.
- Initiated benchmarking research using industry reports.
- Developed a stakeholder engagement tracker and KPI draft outline.

## **Upcoming Priorities:**

- Complete all scheduled stakeholder interviews by 06/21/2025.
- Finalize analysis of onboarding inefficiencies and supply chain risks.
- Draft first set of recommendations regarding workforce retention strategy.
- Develop early-stage workforce strategy recommendations.
- Align on success metrics and performance indicators with client sponsor.
- Begin report structure and assign writing tasks internally.

## **Issues and Risks:**

ISSUE/RISK	IMPACT	MITIGATION PLAN
Delayed access to supply chain documentation	Medium	Escalated to Engagement Manager; alternate data requested
Stakeholder scheduling conflicts	Low	Pre-scheduled flexible interview slots
Limited data on competitor innovations	Medium	Use industry reports and analyst publications as reference

## **Dependencies:**

- Awaiting supply chain and workforce documentation from client (due 06/17/2025).
- Scheduling confirmation needed for interview with Digital Strategy lead.
- Feedback pending from Executive Sponsor on strategic focus areas and initial KPI framework.

## **Additional Notes:**

- Internal team collaboration is strong; team sync-up scheduled for 06/15/2025.
- Interview notes and preliminary insights will be summarized in next report.
- Client has responded positively to the kick off session and engagement plan.