

CHIPOTLE MEXICAN GRILL

(Sustaining Integrity: A Digital Transformation Strategy for Chipotle)



Project Statement of Work

June 09, 2025

IS478 – Group 2 is pleased to present the following statement of work to Chipotle Mexican Grill, Inc.

Project Context:

Chipotle Mexican Grill is currently engaged in a strategic initiative to improve operational resilience and innovation across its workforce, supply chain, and digital platforms. With over 3,700 locations globally and 35% of 2024 revenue from digital sales, Chipotle faces challenges including high employee turnover, ethical sourcing disruptions, digital competition, and increasing demand for menu innovation.

To support this initiative, IS478 – Group 2 will deliver a strategic roadmap focusing on sustainable operational improvements aligned with Chipotle's brand identity and growth objectives.

Proposed Scope of Services:

IS478 – Group 2 will conduct a strategic assessment of Chipotle's labor practices, supply chain processes, and digital tools. Based on this assessment, the team will deliver:

- A written report with key findings
- Strategic recommendations across workforce, sourcing, and digital operations
- A phased implementation roadmap to support future growth and innovation.

Project Approach and Methodology:

To deliver impactful and practical solutions for Chipotle Mexican Grill, our consulting team will adopt a streamlined, phased, and data-driven approach. The methodology is structured to ensure a thorough understanding of current challenges, stakeholder alignment, and implementation feasibility. Our methodology emphasizes collaboration, feasibility, and data-backed decision-making:

The following high-level functions will be performed in this engagement:

- Gathering and reviewing internal documentation to understand Chipotle's current labor practices, supply chain processes, and digital tools
- Conducting 30–45-minute interviews with key stakeholders across HR, operations, and supply chain teams
- Benchmarking Chipotle's performance against fast-casual industry best practices in staffing, sourcing, and digital integration
- Designing strategic recommendations focused on workforce retention and supplier diversification.
- Evaluating the feasibility and potential impact of proposed solutions through cost-benefit and risk analyses.
- Developing KPIs and success metrics to guide post-implementation performance tracking.
- Preparing and presenting a final report and implementation roadmap to Chipotle's executive sponsor and stakeholders.

Roles and Responsibilities:

The IS478 – Group 2 consulting team from DePaul University will perform the majority of the project tasks, including the review of internal documentation, stakeholder interviews, benchmarking analysis, and the development of strategic recommendations and an implementation roadmap.

Priyanka Erande, Director of Digital Strategy at Chipotle Mexican Grill, will be the executive sponsor for the project. They will provide strategic direction, ensure project alignment with organizational goals, and obtain necessary approvals and resources to move the project forward.

Jason Kidd, Chipotle Engagement Manager, will be responsible for coordinating with IS478 – Group 2, facilitating access to internal data and stakeholders, and working closely with the consulting team to support timely decision-making and feedback throughout the engagement.

Project Estimated Time Frame:

- Start Date: June 9th, 2025
- Completion Date: September 5th, 2025

Fee of Service:

IS478 has estimated this project will involve approximately 200-250 hours of time at an estimated cost of \$60000. IS478-Group 2 will keep a track of time and share it with Chipotle Mexican Grill as aligned. If there is any change in hours, we will send a change order for Chipotle's approval.

Based on the current hourly rate of \$300, the proposed cost reflects both the estimated effort and the expected scope of work. This calculation ensures that the time and resources required for in-depth analysis, research, and solution development are adequately accounted for in the project budget.

40% of the fee will be due upon signing and the remaining amount will be invoiced monthly with payment due within 15 days of receipt. Additional project expenses will be invoiced as incurred.

Accepted by:

Signature Date

IS478 - Group 2
DePaul University

Signature Date

Chipotle Mexican Grill
Scott Boatwright
Chief Executive Office