

# EXECUTIVE STUDY

### Summary

Bluestone Lane is an Australian cafe with premium coffee and delicious healthy eats. The primary business goals are:

1. Obtaining coffee should aim to generate revenue
2. Reduce liability
3. Increase store process efficiencies to increase top line revenue

### Recommendation

Bluestone Lane's pickup system is too chaotic- from unclear labels to slow service results in a large waiting crowd. The likeliness of an accident such as drinks being spilled is high, thus in-store liability increases due to the flow and layout at many Bluestone locations.

### Next Steps

Using a modified layout in receiving drinks will generate a new and efficient process for customers to go from obtaining their drink to adding their choice of condiments in a safer way.