**Project Kick-Off - Cactus Club**

**Attendees:**

[Anna Grolle](https://www.linkedin.com/in/anna-grolle-cpa-cga-89912557/) - Chief Corporate Officer

[Rob Larmour](https://www.linkedin.com/in/robertlarmour/) - EVP, Information Technology

**Meeting Notes**:

* + Looking for total costing for Enterprise ChatGPT
    - Hand-in-hand with prompt engineering workshop
  + Get documents from Rebecca
  + MRO - takes place in Mar, May, Oct
    - Not react to market
    - Very meaningful to business
    - Process
      * Competitive pricing set by market (2-3 weeks, 5 weeks?)
        + Earls, Joeys, Moxie’s
        + Pick top 2 or 3
        + Store by store, menu by menu, food, drink, happy hour

Manually key into spreadsheet

Then do pull of Cactus’ current pricing

Doing that manually from Excel sheets

POS pricing data. ROS net, restaurant management system (recipe, food cost)

APIs

Different by every store / tiers

Every menu is slightly different and pricing for each store, by market

Massive sheet. Look at tiers

Map for burgers and fries

Maintain what is relevant.

Is there an opportunity to change pricing?

Economic data

External data to inform pricing

What's the relative impact to the bottom line?

Match that with the market.

Food cost component to perceive any cost increases from Chicken or Mushrooms

Kathleen is in the center of the process. MRO

Gut check for pricing.

Comes back to Ryan, Nikki to make recommendations

Only have current input costs

Manually editing cost

* + - * + Pricing does 5-8 times a week.

60,000K per reprint. ($700K - 800K)

* + - * Approval process from leadership. Back & forth.
      * Menu Roll Out (3 times a year)
        + Adding new menu items
        + Removing something from the menu
        + Menu is done by graphic designers in Adobe.

Print schedule. Finalize pricing. Spacing for menus.

2-3 weeks out

* + - (RED) Real Estate Development Team
    - Vendor Contact Information
  + Horizon 2 confirmed for customer information
    - Not straight forward ROI
  + Knowledge Retrieval (MyCactus)
    - Google sites instead of email blasts
    - Departments created their own Google sites
    - Focus on internal. Give people a vision and trial run.
    - External
      * Need decision around wherever Cactus wants External.
      * Chatbot to ask FAQs
      * Christy loves expedia as an example

**Action Items:**

* Get Credit cost for API. Estimate on build and buckets of credits.
* Prompt Engineering Training
* Org chart -> Rebecca working on Corporate Structure (Back on Sunday)
* System diagrams
* Department Workflows
* ~~Scheduling Interviews~~

**Quick Win Areas:**