

Franchise Marketing Support Services

Arby's Restaurant of Western North Carolina is a locally owned franchise with 32 store locations. With a unique management style, Arby's of WNC speculated that a business-to-business catering and delivery service, web-based and supported by direct mail, could be a workable and profitable initiative.

OBJECTIVE

Create and manage a test program supporting store locations in 3 counties in an effort to validate the integrity and logic of this initiative.

THE DANIELS GROUP SOLUTION

On behalf of Arby's, Daniels purchased a database that targeted business' by location, number of employees and size. We then assisted Arby's in creating an on-line menu of select items, and created an on-line shopping cart application. The menu was packaged in a self-mailer, and each recipient was assigned a unique id. Using that unique id, the recipient was invited to call our 24/7 call center toll-free to place an order for their next event.

The call center operator logged onto the web site using the mail recipient's id number. The billing and shipping information pre-populated, and the recipient's order was dynamically and in real-time relayed to the store nearest the business location, while management was notified for follow-up.

RESULTS

- The test validated the business model and proved profitable for Arby's.

To Our Friends at NORMAC INCORPORATED,
Perhaps it's time for something **fresh** at your next working lunch or company event. Our MarketFresh® Menu is a welcome change from the usual fried food or burgers. With sandwiches, wraps and fresh salads to choose from, everybody is sure to find something they like. Call us great food for your next business meeting or event and get **10% off** your total order.

To make your ordering easier and quicker, we've assigned NORMAC INCORPORATED name as our ID #, it's **DRB0685**. When you call, we'll ask you for it, quickly verify your company information, get take order and you'll be done! Thanks again for your support, we look forward to serving you again.

Sincerely,
Joe Brunat, CEO
The Winning Team, Inc.

All Market Fresh® Sandwiches, Wraps and Salads, including chips, cookie and soft drink** or bottled water: **\$7.99 or \$6.99 without beverage**

Market Fresh® Sandwiches & Wraps **Market Fresh® Salads**

Club™ Salad
sh bed of mixed greens topped with diced grilled chicken rs, shredded cheddar cheese, dried egg, dried cucumber, 1 pepper bacon and grape tomatoes, served with Buttermilk dressing.

Vineyard™ Salad
sh bed of mixed greens topped with diced grilled chicken rs, shredded cheddar cheese, dried apples, dried berries and grape tomatoes, served with sliced toasted oats and Raspberry Vinaigrette dressing.

Re™ Salad
sh bed of mixed greens topped with chopped chicken rs, shredded pepper jack and cheddar cheeses, roasted and black bean mix, red onion rings and grape tomatoes rs with seasoned tortilla chips and Santa Fe Ranch dressing.

** available as a Market Fresh® Wrap served on a reduced carb whole-wheat tortilla.
† Diet Pepsi, Sierra Mist, Aquafina Bottled Water

WE'RE READY WHEN YOU'RE READY. PLEASE KEEP IN MIND THAT ORDERS OF 100 OR MORE MUST BE SUBMITTED 72 HOURS IN ADVANCE. SUBMIT ALL OTHER ORDERS 24 HOURS IN ADVANCE. CREDIT CARDS ONLY.

CALL 1-888-343-2548
NORMAC INCORPORATED ID # DRB0685
REMEMBER, FREE DELIVERY FOR ORDERS OF 15 OR MORE!



The Daniels Group

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DIRECT MARKETING: BUILDING AND MAINTAINING ONE 2 ONE RELATIONSHIPS
To take advantage of One2One marketing, personalization, and cross-media or multi-touch campaign solutions, businesses need to bring together digital communications technologies and consumer information. Data mining and data collection are the number One foundation for achieving an effective Return on Investment (ROI). The personal touch is limited only by the data you've collected and your ability to use that data creatively.