



Winning Moves

FOCUS AREAS



EXECUTE GROWTH STRATEGIES

Customer Life Cyle	Lan Chu
SEO Optimization	Mike Turner
Sales Evolution	Kyle Hannis



ENHANCE VALUE

Content & Messaging	Mike Turner
PCC Evolution	Chad Hall
Delivery Sequence P2	Sean Mackey
Simple Catering	Mike Turner



PREPARE FOR THE FUTURE


Profit Protection Project	Andrew Lambert
Business Intelligence	Ryan Flower
Development	Melanie Rensburg
Succession (Q2)	Melanie Rensburg

Marketing

PROMOTIONS


- Promo Calendar
- Branding Guidelines (coming soon)

CURRENT PROMO



the perfect pair...

BREAKFAST  
&  
TIFFANY'S

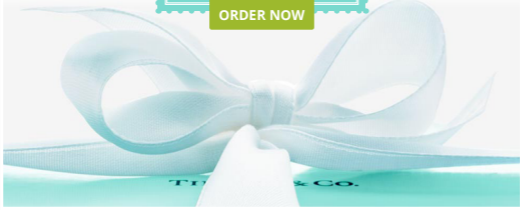


Order Breakfast with ROTR  
and be entered to win a  
Tiffany's Necklace!\*

Every order is a chance to win!

ENTER CODE:  
TIFFANY'S  
AT CHECKOUT TO QUALIFY

ORDER NOW



\*Order subtotal minimum of \$100. Contest valid through February 28, 2014. Winner to receive Tiffany Infinity pendant in Sterling silver. Must include promo code in every order. Promotion may not be used with any other discount, coupon, offer, prior purchase, exchange or refund. Winner to be announced second week of March 2014.



ACCOUNTING

- Expense Form
- PAF
- Budget Request (White Paper)



HUMAN RESOURCES

- Paylocity
- Employee Handbook
- Secret Service Nomination



RESTAURANTS

- Menu Changes
- Restaurant Inquiry



IT DEPARTMENT

- Help Desk
- Tech Request
- Sharepoint



ROTR Profile

2014

BHAG

Growing ROTR to \$100 million by building the best solution for bringing food into the workplace.

PURPOSE

Fueling Growth (of ROTR, Employees, Partners, Customers & Community).

VALUE ELEMENTS

Culture, Busines Expertise, Good Food, Simple Ordering, Service & Personal Benefits.

TARGET CUSTOMER

“Lindsey” - Administrative professionals who have a key responsibility to frequently coordinate food delivery for meetings, presentations and teams working through meals.

POSITIONING STATEMENT

ROTR provides a simple and reliable way to regulary coordinate food delivery at the office, from a large variety of quality restaurants, using a suite of specially designed products and services and an expert team with unrivaled knowledge of business catering needs.



5-Year Plan

	2011 ACTUALS	2012 ACTUALS	2013 ACTUALS	2014 GOALS	2015 GOALS
NET REVENUE \$	\$20.6M	\$25.67M	\$31.0M	\$34M	\$40M
PROFIT \$	\$1.6M	\$2.38M	\$3.0M	\$3.62M	\$4.4M
PROFIT %	7.9%	9.3%	9.9%	10.7%	11.0%
CUSTOMER NPS %*	55%	57%	60%	62%	65%
EMPLOYEE NPS%*	53.5%	65%	78%	80%	85%

\* Average - YTD