

Tootsies

CASE STUDY

CLIENT

Tootsies

LOCATIONS

Nationwide

SCOPE OF INSTRUCTION

Cost Management, Project Management,
Procurement & Design

SUMMARY

In October 1999 two aspiring entrepreneurs acquired the Tootsies Restaurant Brand. At that time the business had 9 sites open and established - all very much modelled on a "female friendly" contemporary interior design.

Within weeks of acquiring the business, Stu Art Consultancy Ltd were commissioned as "out sourced" cost and procurement managers.

Our role was to establish and maintain a supply chain network, to support the planned rapid expansion of the brand including the full cost management of all capital projects, plus refurbishment and general maintenance.

Having optimised and standardised the building process, SCL looked into other supplier areas including food and drink purchases. Working in collaboration with the then Financial Director, an established chain of some 40 plus local suppliers was finally pared down to a centralised logistics operation and collection point.

The Brand went through a number of evolutionary stages in terms of interior design concept, as it was recognised that a different focus was required to take the offer outside of its birth place and origins in south west London.

Working closely with Fusion Design & Architecture, the client's aspirations were realised and Dexters was created to provide a more "masculine" environment.

During their 4 year tenure, the owners commissioned SCL to



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undertake the design and full project management of a number of new development and refurbishment projects Brighton, Tunbridge Wells, Battersea, Parsons Green, Abbeville Road as examples.

The Business was sold in October 2004 to Urban Dining and SCL continued with the new owners in their project cost managers role. The brand expansion continued until the business was again sold/acquired by then rivals Clapham House Group and owners of Gourmet Burger Kitchen in May 2006.

During our 6 year close association, a total of 27 new sites were built/developed and all original 9 sites refurbished.

Whilst the Tootsies brand is no longer in expansion, SCL are proud to be involved with CHG development of GBK and the Real Greek.



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