

# QSR Rollout Playbook

## How Leading Brands Expand

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## From Concept to Nationwide Rollout – How SCI Brought Burger King’s Vision to Life

When Burger King set out to refresh its restaurant designs with the new concepts, they needed a partner capable of executing a **seamless, high-volume rollout** across hundreds of locations—without sacrificing brand consistency.

### SCI delivered:

- ✓ **End-to-End Execution** – From design engineering and prototyping to manufacturing and installation, SCI ensured a smooth rollout.
- ✓ **Scalability Without Compromise** – Maintained a consistent look and feel across multiple locations, materials, and formats.
- ✓ **Speed & Efficiency** – Optimized lead times, production, and logistics to meet aggressive launch deadlines.





## Building a QSR Legacy – How Church's Chicken Evolves with SCI

A successful QSR design isn't just about aesthetics—it needs to support brand growth, cost efficiency, and long-term adaptability. As Church's Chicken evolved its restaurant experience, they needed a partner that could balance design vision with budget realities while ensuring smooth execution across locations.

### SCI provided:

- ✓ **Design Development & Value Engineering** – Translated Church's brand vision into scalable, cost-effective store designs.
- ✓ **Global Sourcing & Procurement** – Identified materials and fixtures that met quality standards while optimizing costs.
- ✓ **FFE & Graphics Program** – Delivered a system-wide refresh, including new furniture, fixtures, and graphics.
- ✓ **Installation Optimization** – Developed attachment methods that simplified installation, reducing time and labor costs.
- ✓ **A Long-Term Partnership** – Proudly supporting Church's Chicken since 2001, helping to develop and roll out multiple restaurant designs.





## SCI's Proven Process for Effortless Multi- Location Rollouts

Scaling a QSR brand requires more than great design—it demands a partner with a **streamlined, battle-tested process** that ensures speed, consistency, and cost efficiency.

At SCI, we take brands from concept to fully realized stores with a four-phase approach:

01

### Design & Engineering

- Collaborate with brand teams to refine store layouts, materials, and brand elements.
- Ensure designs are scalable across multiple locations without quality loss.

02

### Prototyping & Value Engineering

- Test materials, fixtures, and finishes to find the best balance of cost, durability, and aesthetics.
- Prevent costly mistakes by resolving design challenges before mass production.

03

### Manufacturing & Production

- In-house production of booths, tables, millwork, graphics, and other store elements.
- Strict quality control and consistency across every unit produced.

04

### Installation & Rollout Execution

- Coordination with franchisees, general contractors, and corporate teams.
- Nationwide logistics and installation support to ensure every location opens on time.



**Expanding your QSR brand?  
Let's make your next rollout effortless.**

Contact SCI today to start the conversation.

815.730.7980 | [info@scicustom.com](mailto:info@scicustom.com) | [scicustom.com](http://scicustom.com)