



## Facility Transition: Boston Market



### Client Challenge

Boston Chicken, Inc. owns and operates retail food service stores under the Boston Market brand name that specialize in quick, convenient meals, featuring home style entrees. After years of explosive growth, Boston Market was forced to close nearly 300 restaurants nationally and sell the contents. The Advantage Group (TAG) was retained to secure and de-identify each location swiftly, as well as liquidate surplus assets. Equipment in the stores and storage units needed to be inventoried, removed and either redeployed to other locations or liquidated.

### TAG Action Plan

Within 72 hours, TAG implemented a comprehensive plan to assist Boston Market in their facility challenge. Plan consisted of:

Day 1 (10pm), Dispatched three hundred locksmiths nationally to change locks.

Day 2, Contacted each store manager and obtained current security codes and assisted corporate in changing security codes.

Day 3, Dispatched thirty sign companies to de-identify locations.

### Boston Market Results

Within twenty-four hours TAG had taken control of three hundred properties.

Within seventy-two hours TAG had de-identified thirty Boston Market properties.

Within five days TAG was able to recover and minimize Boston Market's loss by selling the equipment at an average of \$13,500 per location.

This was an improvement for over 300% from prior experiences (TAG's annual rate of return for this project was over \$72 million).