

Applied Innovation Management Research – innovation workshop /Best practice & success criteria

A presentation by:

Alina Lovitskaya (28055),

Anna von Darl (26969),

David Timmler (27142),

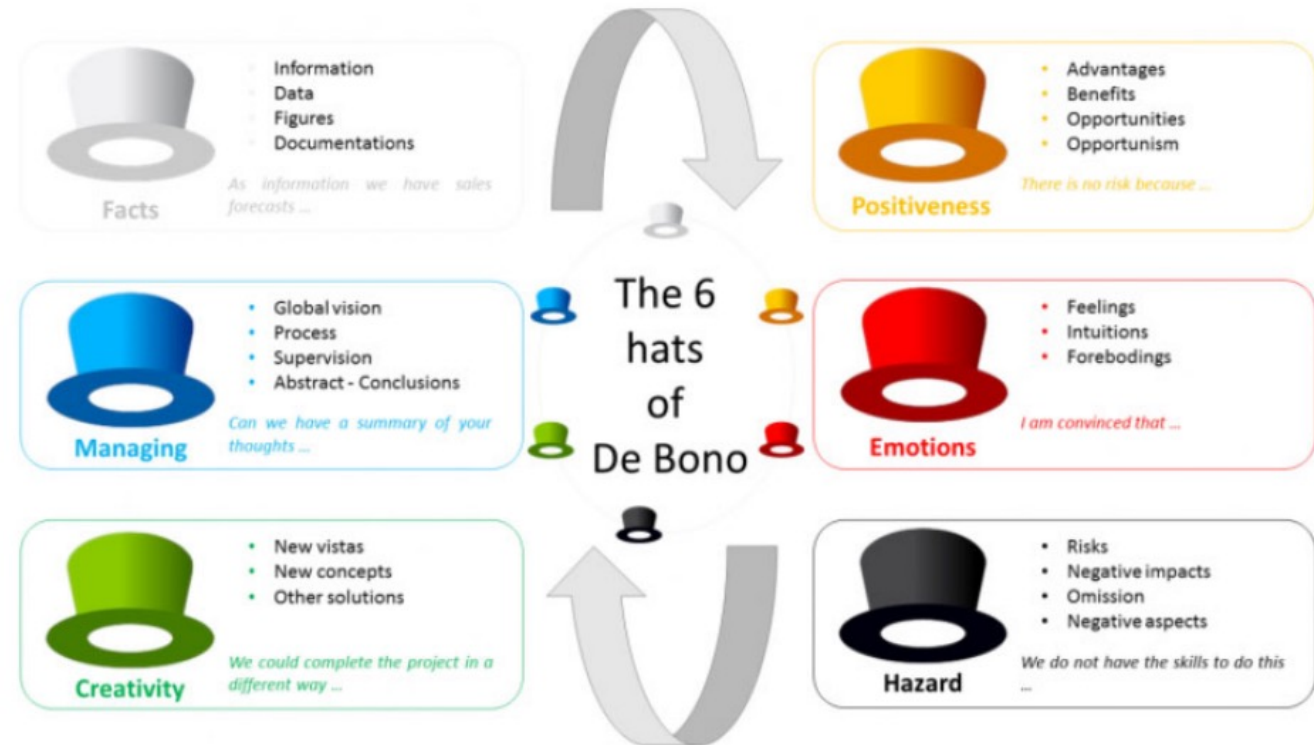
Marvin Brunokowski (24079)

and Lynn Fiedler (26944)



Golden Buns

The six hats of De Bono



<https://fgc-consulting.fr/en/the-six-thinking-hats-of-de-bono/>

Facts (white hat)

- Information
- Data
- Figures
- Documentations
- Neutral and objective perspective

As information we have sales forecast...



Emotions (red hat):

- Feelings
- Intuitions
- Forebodings

I am convinced that...



Positiveness (yellow hat)

- Advantages
- Benefits
- Opportunities
- Opportunism
- positive

There is no risk because...



Creativity (green hat)

- New ideas
- New concepts
- Other solutions
- Associated with energy

We could complete the project in a different way...



Managing (blue hat)

- Global vision
- Controlling start to finish
- Process
- Supervision
- Abstract – Conclusion

Can we have a summary of your thoughts...



Hazard (black hat)

- Also known as: Judgement
- Risks
- Negative impacts
- Omission
- Negative aspects
- Careful and cautious

We do not have the skills to do this...





Table of content



Marketing



Financial Accounting



Logistics & Distribution



Sales & Customer Service



Human Resource



Restaurant of Tomorrow



Marketing

Anna von Darl

Applied Innovation Management

Research - Best practice & success criteria



Consumer marketing in connection with digitalization



Burger King Discount coupons in their app



McDonalds Monopoly game as a sales promotion



Every lot wins
Win food and special
"Golden Buns" gifts

Golden Buns

Approach - What is new?

- Transfer of sales promotion from simple discount codes to Interactive discount and sweepstakes via the app
- Active involvement of the consumer with fun in possible profits
- Through game character desire for continuation

Success criteria - What makes it successful?

- Community: The consumer feels picked up and actively involved and can profit from the purchase of products
- Digitalization: Easily accessible and handy for everyone via an app on the smartphone

General trend - Which future needs are addressed?

- Digitalization= Automation
- Connectivity
- Variety

The background of the image is a blurred, high-angle view of a financial market dashboard. It features various data points, including stock indices like OMXRGI (OMX RIGA GI) and OMXI8 (OMX ICELAND 8), along with their respective values and percentage changes. A line graph is visible in the center, showing a sharp upward trend followed by a dip and then a recovery. The overall color scheme is dominated by blue and red tones, typical of financial data visualization.

Financial Accounting

Lynn Fiedler



Applied Innovation Management

Research - Best practice & success criteria

Cross-selling software

Marketing approach cross-selling

<https://ecommerceresult.com/wp-content/uploads/2019/10/up-en-cross-selling.png>
Retrieved : 24th May 2021

Cross-sell

Fast Food restaurant cash register

https://www.schwetzingen-zeitung.de/cms_media/module_img/1431/715709_1_teaser320r056_img_01452821.jpg
Retrieved: 24th May 2021

Cross-selling software integrated in regular cash register

<https://www.imago-images.de/bild/st/0050886437/w.jp>
Retrieved: 24th May 2020

Approach - What is new?

- Cross-selling software
- A software which shows the employee directly the products he/she should recommend to the customer a dessert or an additional product.
- Through the software you could work with statistical analysis of the customers.

Success criteria - What makes it successful?

- Through the software you could work with statistical analysis of the customers purchase behavior and ensure to have the perfect fitting cross-selling.
- Cross-selling is a highly effective marketing process to ensure higher sales.
- You save a lot of time with the software, compared to the duration of normal cross-selling.
- The process of cross-selling is normally connected to high communication with the customer.
- Even unskilled employees can apply this method.

General trend - Which future needs are addressed?

- Less costs for employees
- Higher sales = higher profit
- Saves time and communication, restaurant ensures speed
- Digitalization



Logistics & Distribution

Marvin Brunokowski



Applied Innovation Management

Research - Best practice & success criteria

Fast Food Drone delivery Service (Uber Eats)



<https://pixabay.com/illustrations/food-delivery-labour-day-food-5217579/>

Normal food delivery/Drone Parcel delivery



Drone delivers food

<https://www.dreamstime.com/concept-delivery-service-drone-carrying-carton-box-airmail-vector-illustration-image138008010>

Approach - What is new?

- Food delivery via drone
- More ecological way to deliver food
- Drones fly independently to the customer
- Zero Contact delivery

Success criteria - What makes it successful?

- Delivery takes place without problems
- Delivery needs be in a good quality
- No problems in terms of laws etc.

General trend - Which future needs are addressed?

- Faster delivery
- Accurate timing of delivery
- Cost efficient delivery
- More ecological than many other delivery methods



Sales & Customer Service

Alina Lovitskaya

Applied Innovation Management

Research - Best practice & success criteria



Vegetarian/vegan menu

Vegetarian meat and vegan milk
By "Beyond Meat" and "Alpro"



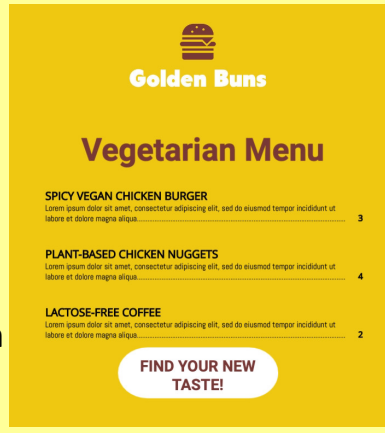
<https://www.topagrar.com/orama/news/pflanzenburger-von-beyond-meat-in-deutschland-erhaeltlich-10116775.html>
<https://www.carrefouruae.com/mafuae/en/root-maf-category/food-navigation-category/fresh-food/dairy-eggs/milk-laban/soya-uh-milk/alpro-soya-milk-unsweetened-11/p/1054815>



Fast food Restaurant Offers



Wide range of vegetarian and vegan offers



Approach - What is new?

- Development of a wide range of vegetarian and vegan offers - the menu consists of 50% meat products and 50% vegetarian products.
- The price for all animal and plant positions are the same so they only factor the customers need to consider is their personal taste.
- Cross innovation with companies "Beyond Meat" and "Alpro" which will be a part of developing the new menu since they know the vegetarian and vegan customers and the technology better.

Success criteria - What makes it successful?

- New target group: a huge number of new customers who wouldn't visit our restaurants before.
- Competitive advantage: much wider range of offers compared to our competitors.
- Reduced costs of development of the new offers due to cross innovation (with can benefit from the knowledge of our partners)
- Environmentally friendly brand image

General trend - Which future needs are addressed?

- Vegetarianism and veganism are becoming the diets that people follow long-term
- Lactose intolerant customers can now find more offers due to our vegan positions.
- Environmental sustainability issue is addressed since plant-based products avoid animal cruelty, depletion of the seas, climate change and harmful emotions caused by transportation of foods across the world.

A group of business professionals in a meeting. A woman in a grey blazer is pointing at a tablet held by another person. A man in a dark suit is also looking at the tablet. There are coffee cups on the table. The scene is brightly lit, likely from a window in the background.

Human Resource

David Timmler



Applied Innovation Management

Research - Best practice & success criteria

Automation



Automated Cash Register

[Pünktlich da beim Welt-Usability-Tag – dank McDonalds Self Care - Zeix](#)



24/7 Drive-In counter

[McDonald's ist zurück: McDrive in Krams ab heute geöffnet \(tips.at\)](#)



Automated 24/7 drive in counter with no need for supervision

[Corona: Quickborner Unternehmen entwickelt Test-Roboter | NDR.de - Nachrichten - Schleswig-Holstein - Coronavirus](#)

Approach - What is new?

- Automated Cash Register (Drive-In)
- Drive in Cash register can be automated by installing a dispenser that automatically accepts the customers' orders as well as payment.
- Actual employees only have to supply the Drive-In robot with the orders

Success criteria - What makes it successful?

- Employees can save great amount of time and effort by not having to interact with additional customers from the drive-in counter, but simply have to supply the needed products.
- It saves the Restaurant worktime and employees can finish other tasks in advance
- Software is already provided in many fast-food restaurants (automated cashier)

General trend - Which future needs are addressed?

- Customer-Employee contact is reduced (Due to COVID-19 threats)
- Employees are relieved by having to fulfill reduced amount of work
- Lower employment expenses
- An increase in digitalization
- Increases Restaurants efficiency



Restaurant of tomorrow

Burger Kings approach:

- Drive-In with Solar-Powered Canopies
- Curbside Delivery
- Pick Up Lockers
- On-Premise Dining
- Expanded Drive-Thru
- Suspended Kitchen and Dining Room with Conveyor Belts

+ additionally

Our approach:

- Electric vehicle charging station
- Automated 24/7 drive in counter with no need for supervision

Thank you
for your
attention!



Golden Buns