



## Enterprise Center at Burlington County College

3331 Route 38 | Mt. Laurel, New Jersey 08054 | Phone: 856-222-2500



During the first year of business, the Enterprise Center saw

**sales growth of 12.7%.**

The Aramark/Enterprise Center partnership realized a savings of

**\$5,300**  
in labor costs.

Aramark took over the management of the Enterprise Center at Burlington County College (BCC) on July 1, 2012. During our first year of business we were able to grow sales by 12.7 percent. We accomplished this through:

### Partners in Excellence

Programs booked by the college board members or friends of the college had 3 percent of their revenue donated back to the school's scholarship fund.

We leveraged relationships with a corporate sponsor to have \$14,000 worth of new printers donated to the College. Aramark was responsible for the College's graduation rentals. We were able to come in below prior year budget, while increasing the products and service provided to the Center.

### Food and Beverage Expertise

Aramark created a central dining room that allowed us to streamline staffing and ordering while eliminating food waste. The dining room created a networking area for the Center's guests and allowed us the ability to serve higher guest counts in a more efficient fashion. The result is our food cost percentage finished 7.8 percent below budget.

We revamped the break station concept and were able to realize \$5,300 in labor savings by centralizing locations and standardizing our offer. The Enterprise Center hosted the worldwide R&D program for Campbell's Soup. Aramark created a menu that incorporated their products into the breakfast, lunch, and break offerings. We partnered with their culinary team to align expectations and received high praise for the event's execution.

### Sales and Marketing

We were able to realize \$41,000 in revenue off a \$200 investment during our February sales blitz. The key was relationship building and understanding how we can help create a productive escape for our users at a rate below our competitive set.

