

Kitchen management. Give me ingredients gives me a method that has a consistent outcome. This is a company that delivers thousands of burgers in multiple countries by unskilled labor. so it meets customer expectation ?? Most customers don't love surprises so ?? deliver what you say you're going to deliver ?? Meet their expectations It sounds simple, doesn't it? We've all been in that circumstance when everything just flows together. ??? Why are they so important It's all about consistency Consistency for your customer. example: McDonald's. That's why we have recipes.