



## CASE STUDY

# Don Shula Makes Another Winning Call with QuickBooks® Enterprise Solutions

### At a glance

Don Shula built an unforgettable name for himself in the 1972 NFL season, when his Miami Dolphins went 17-0 and then won the Super Bowl. It remains the only perfect season in league history.

### CUSTOMER PROFILE

- Celebrity restaurant chain with headquarters in Miami Lakes, Fla.
- Opened first location in 1989, now supports 26 franchised restaurants across the United States.
- E-commerce site [www.donshula.com](http://www.donshula.com) sells signed memorabilia, steaks-to-go, condiments and steak knives.
- Upgraded from QuickBooks Pro in 2006.



**\$70M**

in sales in 2005



**+1 - 3**

New locations every year

### BUSINESS CHALLENGE



To continue its winning streak of 26 successful restaurants and a thriving e-commerce site, Shula's Steak Houses needed to upgrade to a more capable business management software solution, especially to manage inventory, point of sale, and advanced security levels.

### SOLUTIONS



Upgrade from QuickBooks Pro to QuickBooks Enterprise Solutions adding QuickBooks Point of Sale. Now managers know exactly which items he should sign to replenish the stock, instead of guessing.



**Real-time  
Inventory control**



**Point of Sale with  
bar-code scanning**



**Customized  
security settings**

### BENEFITS



Precise control of \$60,000 worth of inventory.



Cost-effective solution that saved tens of thousands of dollars over other software solutions.



Familiar product with minimal learning curve.



Easy integration with add-on products for future growth.

*"We didn't want to get accounting software just for today; we wanted to get a complete solution for five years down the line. Looking ahead, there's a lot of other things we can do with Enterprise Solutions."*

**Ignacio Garcia-Menocal,  
Controller Shula's Steak Houses**



Football coach Don Shula shows off his famous steak, The SHULA CUT.

When your business is named after the winningest football coach of all time, you can demand the best in everything, including your business systems.

Don Shula built an unforgettable name for himself in the 1972 NFL season, when his Miami Dolphins went 14-0 and then won the Super Bowl. It remains the only perfect season in league history.

So when his restaurant chain, Shula's Steak Houses, wanted to upgrade its accounting software, management looked at everything on the market. In the end, QuickBooks Enterprise Solutions was the only all-pro performer that survived the cut.

"One of my first tasks after I got here last spring was to look at upgrading our accounting software," says Ignacio Garcia-Menocal, controller for Shula's Steak Houses. "We looked at Sage and Great Plains, but those systems cost from \$40,000 to \$50,000. It was an easy call for us to stay with QuickBooks, and upgrade to Enterprise Solutions."

Instead of turning to the higher-priced competitors, Garcia-Menocal spent \$6,000 to upgrade from QuickBooks Pro to QuickBooks Enterprise Solutions. The price included all the consulting help he needed to find and implement the right solution. In return, he received the exact system he wanted for tens of thousands of dollars less than systems from other software vendors.

#### **Growing with quality in mind**

But price wasn't the firm's only consideration.

The idea for the chain originally sprang from Coach Shula's frequent road trips across America with his team, when he would seek—but not always find—a good place to chow down on a ritual pre-game steak.

The concept caught on, and today the company has 26 franchised restaurants, with new locations opening in Philadelphia West, PA, Providence, RI, and Jacksonville, FL. These restaurants are all found in major hotels, such as Sheraton and Marriott, so quality is essential to their success. The company Web site even shows a pyramid of beef grades, ascending from USDA Choice through USDA Prime to Certified Angus, capped off by The SHULA CUT at the top.

Now the challenge is to grow carefully, while maintaining top quality.

"Our philosophy is to be very selective, and add between one and three restaurants a year," says Garcia-Menocal. "In five years, that's between five and 15 more properties. Looking down the line, there are a lot of other things we can do with Enterprise Solutions."

He appreciates that Enterprise Solutions can grow with his business, which means the software will be on Shula's team for many seasons to come.

#### **Winning the inventory game**

There's far more to Shula's restaurants than steaks. When Garcia-Menocal arrived, one of his first concerns was managing the company's vault, which is filled with valuable memorabilia such as signed footballs, plaques and shirts. These items are sold to franchisors, and through the e-commerce site [www.donshula.com](http://www.donshula.com).

But with no record keeping in place, the exact value of the vault's inventory was unknown.

"Everything used to be expensed as it came in, so at any particular point, we had no idea what was there," says Garcia-Menocal. "We were running the risk of having an order come in, and not having the inventory on hand."

**Mario Nowogrodzki of Mendelson Consulting**, a certified public accountant and QuickBooks Enterprise Solution Provider, suggested adding QuickBooks Point of Sale and helped set it up. Now, a personal computer guards the entrance to the vault, and nothing goes in or out without having its bar code scanned.

The results appear instantly in Enterprise Solutions. So now when Coach Shula comes in, managers know exactly which items he should sign to replenish the stock, instead of guessing.

"This allows us to keep an inventory count and always have enough supplies," adds Garcia-Menocal.

**After the system was installed, he made a correction to the firm's balance sheet and discovered \$60,000 worth of inventory that had never been shown before.**

**"Conversion as easy as a 20-yard field goal"**

Enterprise Solutions' ease of use also played a part in the decision to remain with QuickBooks rather than moving to different software. With Nowogrodzki's help, the entire installation took only two days.

"Some of the other software I've used, such as SAP and Oracle, is just not very user friendly," says Garcia-Menocal. "But with Enterprise Solutions, the transition was seamless."

As a first-time QuickBooks user, he found the software easy to learn. And the help of a QuickBooks Enterprise Solution Provider like Nowogrodzki to teach him the nuances of the program was a fantastic bonus.

"Mario took us from step one to the very end," says Garcia-Menocal. "He provided a lot of insight into the tools. It's amazing, because every time I asked him a question, he had the answer without looking it up. He knows the whole program like the back of his hand."

**Protecting the bottom line**

Just as a football team needs a good offensive line to protect its quarterback, a business must be able to safeguard its bookkeeping. Enterprise Solutions defeated its competitors in that department, too, in part because of its ability to allow or deny access to more than 115 functions for each user with the simple flick of a switch.

Garcia-Menocal says he likes the fact that he can control the view that each individual user sees.

"We have five users, and each one has their own profile. As an executive, for instance, I have access to everything. My assistant staff accountant has access to most views except payroll, while the others in our office don't," he said. "And the president and VP only have access to report views, since they don't need to see all the underlying detail." These individualized views save everyone time, and help to eliminate any concerns that someone working on the company books might gain access to something they shouldn't.

The company continues to use QuickBooks Enhanced Payroll services to handle the payroll and tax filings for its 12 corporate employees.

All in all, QuickBooks Enterprise Solutions has become one of the most valuable players in the lineup at Shula's Steak Houses, supporting Garcia-Menocal and his owners in their ongoing quest for the best.

**Helping you build your business**

For more than 10 years, QuickBooks has worked with small businesses to develop tools that will help them succeed. Today QuickBooks is doing the same for larger, growing businesses with products like QuickBooks Enterprise Solutions—the most powerful QuickBooks product ever. With a four-star "CRN Test Center Recommended" rating (November 2005), QuickBooks Enterprise Solutions has the capabilities and flexibility to meet the unique needs of growing businesses, potentially helping them save thousands in up-front and ongoing costs.

*"Enterprise Solutions was able to fulfill our needs and resolve our issues, such as inventory control, at a very reasonable price. The upgrade was very smooth, and we got everything we wanted from the new system."*

**Ignacio Garcia-Menocal,**  
Controller Shula's Steak Houses

**Mendelson Consulting helped Shula's Steak Houses to:**

- Take control of \$60,000 worth of inventory.
- Save tens of thousands of dollars over competing systems.
- Provide up-to-date and accurate reports to management.
- Build a solid business management platform for future growth.

**For more information**

- For more information about Mendelson Consulting, visit [www.mendelsonconsulting.com](http://www.mendelsonconsulting.com), or call +1 (954) 447-0250.
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