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| **Timeline** | **Task** | **Resources** | **Complete** |
| Pre-Construction  **(12 Weeks Out)** | Review the Pre-opening Marketing Timeline | * CDS SOP Manual |  |
| Pre-Construction  **(12 Weeks Out)** | Set a Meeting with the Walmart Manger- This meeting is combined with the Pre Construction Meeting. Topics include but are not limited to:   * Meet and greet/introductions. * Any promotional materials that will be installed during the pre- grand opening and for the weeks surrounding it, show the “Plan O Gram” & all the items you are going to display. Be sure to get approval and buy in from the Walmart Manager * Any discounts or offers that will be introduced to the Walmart staff. Show the discount poster that goes in the breakroom (example- discounts have been 10-20 % off.) * Ask to be part of the Walmart daily team rallies for the 1st week or 2 after opening. * Ask if announcements can be made on the loudspeaker for the grand opening directing people to visit the new **MIAMI GRILL**…? * Discuss important dates like construction completion and “Go Live.” * Can they do a “AD” on the back TV Wall in the Electronics Department?   Order the Pre-Opening Kit (will arrive by 10 weeks out) | * CDS SOP Manual * Walmart Tenant Handbook * Plan-O-Gram * Tenant creates an agenda using the topics provided and adds any additional items to discuss * [www.miamigrill.twintowersmarketing.com](http://WWW.KKC.Twintowersmarketing.com) |  |
| **6 Weeks Out**  **Order the Print Media Packages** | A screenshot of a restaurant  Description automatically generated | * [www.miamigrill.twintowersmarketing.com](http://WWW.KKC.Twintowersmarketing.com) |  |
| **5 Weeks Out**  (as Delivered) | Check in Digital and Print Media Packages- All Damaged or missing items must be reported within 24 to 48 hours with NO EXCEPTIONS to the FMX System. | <http://tttsm.gofmx.com>   * CDS SOP Manual * FMX System |  |
| **Associate Appreciation Day**  Night Before or Early | A blurry image of a store  Description automatically generated  **EXAMPLE ONLY- Each Brand has a specific “Plan-O-Gram” for that brand located on the Twin Towers Marketing Website** | * CDS SOP Manual * Plan-O-Gram * [www.miamigrill.twintowersmarketing.com](http://WWW.KKC.Twintowersmarketing.com) |  |
| **Opening Day**  2,800+ Ribbon Cutting Illustrations, Royalty-Free Vector Graphics & Clip  Art - iStock | Grand opening, Ribbon cutting invitation, Ribbon cutting  vector | 1. Ribbon Cutting 2. Sample 3. Coupon Give Away 4. Ask Guests for Feedback on Food & Service Etc. | * Ribbon & Scissors * Food Products * Print Media Package |  |
| **90/120 Day Refresh** | 1. Change out Value Message on the Promoter Board- Go to the tttsm.gofmx.com website to request these changes. 2. Change out Banner Stand Poster (Use Price Point Marketing.) Go to [www.miamigrill.twintowersmarketing.com](http://WWW.KKC.Twintowersmarketing.com) to order these refresh materials. 3. Refresh the Walmart Crew Poster. Go to [www.miamigrill.twintowersmarketing.com](http://WWW.KKC.Twintowersmarketing.com) to order these refresh material | * CDS SOP Manual * FMX System- <http://tttsm.gofmx.com> * Refresh Materials- [www.miamigrill.twintowersmarketing.com](http://WWW.KKC.Twintowersmarketing.com) |  |