

Restaurant Empire Evolution Framework™

REEF helps investors and operators identify where a restaurant company stands in its evolution, where it is heading, and whether it can influence the consumer's final decision.

Restaurant Empire Power = Power Layer × System Flywheel × Decision Proximity

Three-Component Breakdown

1



Power Layer

×

2



System Flywheel

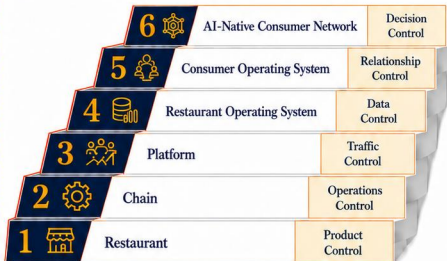
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3



Decision Proximity

1 Power Layer - Six-stage Evolution Path



3 Decision Proximity



Measures how close a company is to the consumer's final decision—whether it is **seen**, **recommended**, **trusted**, **selected**, or **automatically ordered**.

2 System Flywheel



The Restaurant Empire Evolution Framework™ explains direction;
the Time Compression Model™ explains speed.



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Dr. Cervantes Lee · China Restaurant Empire™ Book ·
Restaurant Empire Evolution Framework™ (REEF™) ·
Time Compression Model™ (TCM™)

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