

GENENTECH CORPORATION

Market Research, Current Program & Facility Assessment,
Campus Dining Program Master Planning
South San Francisco, California

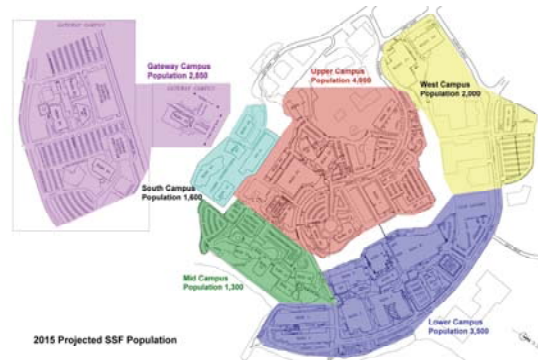
Objectives

Genentech is a biotech research manufacturing company that has a very strong commitment to providing an excellent workplace with a high degree of benefits. They currently outsource their dining program and are in the process of expanding the South San Francisco campus to a population of 10,000 and ultimately to 14,000 by 2015. Genentech retained Envision to assist them with a review of their dining program with a goal to make the best use of real estate to provide continued excellence in their dining program while accommodating population growth across the campus. One key challenge involved the layout of the campus, which is broken into a series of "neighborhoods" that operate 24/7. This made the project topographically challenging with regard to distributing food when employees do not often walk between "neighborhoods".



Outcomes

Envision first assessed the level of satisfaction on campus utilizing focus groups, a survey, assessing preferences of cost, variety, convenience and hours of service. This data was used to develop a series of guiding principles for future development and the growth of dining at Genentech. In order for the plan to be useful for many years into the future, it was also important to provide multiple scenarios in the event that conditions changed on the campus (i.e. availability of real estate, speed of growth, amount of investment money available, etc.). Envision conducted a capacity study using a demand analysis that resulted in three alternative master plan frameworks for aligning the number and location of food venues. This study took into account employee expectations and a shift in demographics. The project started in 2006 and was completed in July 2007 - Envision Strategies has been asked to proceed into a more detailed phase in which we will conduct specific detailed recommendations at the neighborhood level.



Client

Genentech Corporation
1 DNA Way
South San Francisco, California 94080
Contact: Ms. Suzanne Roller, Manager of
Corporate Services
Phone: 650-225-3303
Email : roller.suzanne@gene.com

Services

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