



CASE STUDY

Premium Restaurants of America

Daikin expanded  Regional Strategic Partners

HIGHLIGHT

Premium Restaurants of America is a leading fast-food chain in El Salvador, Guatemala, Costa Rica and Mexico



Location

Central America

Project Timeline

Beginning of May, 2018

Problem

Premium Restaurants of America needed a provider capable of meeting its air conditioning needs and that could adapt to its delivery timelines, with locally-available replacements.

Solución 

Daikin offered its split units and package units, as well as a portfolio of products capable of adjusting to the needs of each establishment.

The Challenge

Premium Restaurants of America is a leading fast-food chain, with 30 years of experience and presence in more than 150 establishments in El Salvador, Guatemala, Costa Rica and Mexico.

The company required a reliable air conditioner provider that allowed it to meet customer satisfaction norms and provide comfort to its employees. It also needed a provider that would guarantee meeting timelines associated with their openings, avoiding setbacks that could impact the business' profitability and strategic expansion plans in the region.

Premium Restaurants of America also sought efficiency, reliability, availability and durability in the equipment, as

well as an efficient logistics management that ensured continuous business operation.

The Solution

Daikin was capable of establishing a direct communication with Premium Restaurants of America which allowed it to better understand its needs and objectives and work collaboratively toward them. Premium Restaurants of America was not familiar with the brand, which therefore required an additional brand effort to demonstrate the benefits and unique advantages of the Daikin portfolio.

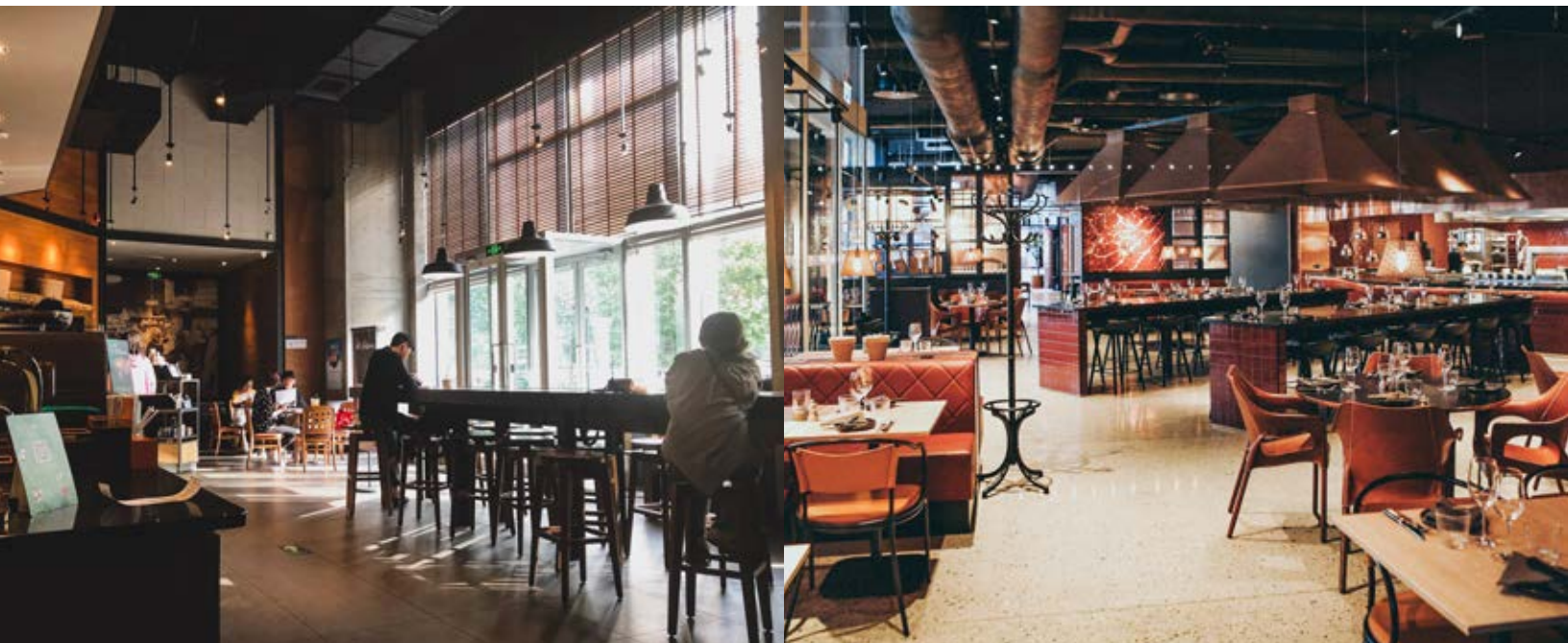
To present day, split duct and package units have been installed. Thanks to Daikin's large portfolio of solutions,

it is able to meet the needs of each establishment, keeping in mind the space limitations and distances of each.

The Results

Premium Restaurants of America earned a valuable ally, one that has aligned with its strategic plans and has been capable of making positive contributions toward its objectives.

The excellent relationship that has evolved between Daikin and Premium Restaurants of America, has allowed the execution of pilot tests with new air conditioning solutions, as well as the sales and control of more than 700 tons since 2018.



* For more information about our complete line of Parts and Service, contact your local Daikin Applied Service or visit www.daikinapplied.com to find an office near you.



Daikin is the world's leader in Air Conditioning. We are devoted to deliver outstanding products and innovative home, business, and industrial solutions.

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