



# CASE STUDY

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*Requiring a rapid way to grow their franchise development program, Domino's turned to Innovative Modular Solutions (IMS) for answers. The goal: implement their new Pizza Theater design for its emerging restaurants and have them operational faster than a conventional build. Partnering with Whitley Manufacturing was the obvious choice for IMS. They could count on Whitley's accelerated manufacturing process as well as their ability to engineer and build a well thought-out structure with visual appeal.*

## KEY ACHIEVEMENTS

*85% of construction was finished off-site.*

*Saved man hours and excessive building material waste.*

*Completed project in approximately 10 weeks.*

*No disruption to the retail business activities around construction site.*

*Less environmental impact.*

*Flexible design for new and existing markets.*

## DOMINOS MODULAR SOLUTION

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**T**wo Through a cooperative team effort, Whitley Manufacturing, IMS and Dominos worked together to design a structure that would be flexible, functional and efficient. Their design would work in both new markets and existing market rebuilds.

While Whitley Manufacturing constructed 85% of the building, IMS was preparing the site and foundation. To further help save time, most of the mechanical, electrical and plumbing fixtures were pre-installed at the Whitley plant. Approximately 10 weeks later, the modules were delivered. This left setting and finishing-out the modules and installing the equipment. In a matter of a couple more weeks, Dominos was preparing their store and employees for its Grand Opening.

# Dominos, Indiana



## KEY FACTS

**PROJECT NAME:**  
DOMINOS PIZZA THEATER DESIGN

**LOCATION:**  
INDIANA

**PARTNERS**  
INNOVATIVE MODULAR SOLUTIONS

**PROJECT TYPE:**  
PERMANENT STRUCTURE,  
RESTAURANT

**BUILDING SIZE:**  
1820 SQ. FT.

**BUILDING UNITS:**  
2 MODULES



Preinstalled Utilities