



Food & Beverage Management

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Agenda

- Our Restaurant Concept & Theme
- Our Menus- Appetizers, Salads & Soups, Main Dishes & Desserts
- Menu Engineering
- Pricing Strategies
- Online Simulation
- Challenges
- What we learned



Restaurant Concept



Foodsian

The logo consists of a black silhouette of a hand holding chopsticks, positioned to the left of the word "Foodsian". The word is written in a black, elegant, cursive script font. The entire logo is centered on a white rectangular background.



Fried Wontons



Pan Fried Dumplings



BBO Pork



Chinese Chicken Wings



Egg Rolls



Spring Rolls in Lettuce



Grilled Shrimp



Crab Rangoon



Fried Shrimp Toast



Popcorn Chicken



Vegetable Spring Rolls



Potstickers

BBQ Pork- Appetizer

Ingredient Name	Measuring Unit	Cost Per unit	Amount in Recipe	Ingredient cost
Pork	kilograms	\$2.26	0.075	\$0.17
Soy sauce	liters	\$1.23	0.015	\$0.02
Honey	liters	\$4.42	0.015	\$0.07
Ketchup	liters	\$3.30	0.015	\$0.05
Brown Sugar	kilograms	\$1.40	0.028	\$0.04
Mirin	liters	\$6	0.015	\$0.09
Hoisin sauce	liters	\$6.63	0.015	\$0.10
			TOTAL RECIPE COST	\$0.53

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
APPETIZERS											
Fired Wontons	100	10.8%	\$0.47	\$1.57	\$1.10	\$47.00	\$156.67	\$109.67	Low	High	Workhorse
Potstickers	50	5.4%	\$0.73	\$2.43	\$1.70	\$36.50	\$121.67	\$85.17	Low	Low	Dog
Grilled Shrimp	60	6.5%	\$1.04	\$3.47	\$2.43	\$62.40	\$208.00	\$145.60	High	Low	Challenge
BBQ Pork	110	11.9%	\$0.53	\$1.77	\$1.24	\$58.30	\$194.33	\$136.03	Low	High	Workhorse
Chinese Chicken Wings	25	2.7%	\$0.66	\$2.20	\$1.54	\$16.50	\$55.00	\$38.50	Low	Low	Dog
Pan Fried Dumplings	35	3.8%	\$0.50	\$1.67	\$1.17	\$17.50	\$58.33	\$40.83	Low	Low	Dog
Popcorn Chicken	75	8.1%	\$0.28	\$0.93	\$0.65	\$21.00	\$70.00	\$49.00	Low	High	Workhorse
Crab Ragoon	90	9.7%	\$1.95	\$6.50	\$4.55	\$175.50	\$585.00	\$409.50	High	High	Star
Vegetable Spring Rolls	140	15.1%	\$0.53	\$1.77	\$1.24	\$74.20	\$247.33	\$173.13	Low	High	Workhorse
Egg Rolls	25	2.7%	\$0.82	\$2.73	\$1.91	\$20.50	\$68.33	\$47.83	High	Low	Challenge
Spring Rolls in Lettuce	120	13.0%	\$0.64	\$2.13	\$1.49	\$76.80	\$256.00	\$179.20	Low	High	Workhorse
Fried Shrimp Toast	95	10.3%	\$1.07	\$3.57	\$2.50	\$101.65	\$338.83	\$237.18	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$707.85	\$2,359.50	\$1,651.65

K = I / J
30.0%
Food Cost %

O = M / N
\$1.79
Ave Gross Profit

Q = (100% / Items) * (80%)
6.7%
Menu Popularity Factor

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
APPETIZERS											
Fired Wontons	113	12.2%	\$0.47	\$1.57	\$1.10	\$53.11	\$177.03	\$123.92	Low	High	Workhorse
Grilled Shrimp	68	7.4%	\$1.04	\$3.47	\$2.43	\$70.72	\$235.73	\$165.01	High	Low	Challenge
BBQ Pork	125	13.5%	\$0.53	\$1.77	\$1.24	\$66.25	\$220.83	\$154.58	Low	High	Workhorse
Popcorn Chicken	85	9.2%	\$0.28	\$0.93	\$0.65	\$23.80	\$79.33	\$55.53	Low	High	Workhorse
Crab Ragoon	105	11.4%	\$1.95	\$6.50	\$4.55	\$204.75	\$682.50	\$477.75	High	High	Star
Vegetable Spring Rolls	158	17.1%	\$0.53	\$1.77	\$1.24	\$83.74	\$279.13	\$195.39	Low	High	Workhorse
Egg Rolls	28	3.0%	\$0.82	\$2.73	\$1.91	\$22.96	\$76.53	\$53.57	High	Low	Challenge
Spring Rolls in Lettuce	136	14.7%	\$0.64	\$2.13	\$1.49	\$87.04	\$290.13	\$203.09	Low	High	Workhorse
Fried Shrimp Toast	107	11.6%	\$1.07	\$3.57	\$2.50	\$114.49	\$381.63	\$267.14	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$726.86	\$2,422.87	\$1,696.01

K = I / J
30.0%
Food Cost %

O = M / N
\$1.83
Ave Gross Profit

Q = (100% / Items) * (80%)
8.9%
Menu Popularity Factor



A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
APPETIZERS											
Fired Wontons	116	12.5%	\$0.47	\$2.90	\$2.43	\$54.52	\$336.40	\$281.88	Low	High	Workhorse
Grilled Shrimp	71	7.7%	\$1.04	\$4.50	\$3.46	\$73.84	\$319.50	\$245.66	High	Low	Challenge
BBQ Pork	129	13.9%	\$0.53	\$3.20	\$2.67	\$68.37	\$412.80	\$344.43	Low	High	Workhorse
Popcorn Chicken	88	9.5%	\$0.28	\$3.50	\$3.22	\$24.64	\$308.00	\$283.36	High	Low	Challenge
Crab Ragoon	108	11.7%	\$1.95	\$6.70	\$4.75	\$210.60	\$723.60	\$513.00	High	High	Star
Vegetable Spring Rolls	163	17.6%	\$0.53	\$2.55	\$2.02	\$86.39	\$415.65	\$329.26	Low	High	Workhorse
Spring Rolls in Lettuce	140	15.1%	\$0.64	\$2.50	\$1.86	\$89.60	\$350.00	\$260.40	Low	High	Workhorse
Fried Shrimp Toast	110	11.9%	\$1.07	\$4.30	\$3.23	\$117.70	\$473.00	\$355.30	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$725.66	\$3,338.95	\$2,613.29

K = I / J
21.7%
Food Cost %

O = M / N
\$2.83
Ave Gross Profit

Q = (100% / Items) * (80%)
10.0%
Menu Popularity Factor





Asian Mushroom Soup



Egg Drop Soup



Chicken & Tangerine Salad



Crunchy Slaw



Shrimp Pad Thai Soup



Coconut Curry Cauliflower Soup



Dragonfruit & Spinach Salad



Rice Noodle Chinese Salad



Miso Soup



Noodle Soup



Chinese Salad



Steak Salad

Chicken & Tanagrine Salad- Salad

Ingredient Name	Measuring Unit	Cost Per unit	Amount in Recipe	Ingredient cost
Chicken breast	Kilograms	\$4.42	0.03	\$0.13
Cabbage	Kilograms	\$2.86	0.023	\$0.07
Lettuce	Kilograms	\$2.99	0.023	\$0.07
Orange	Kilograms	\$4.00	0.022	\$0.09
Sesame seed	Liters	\$4.51	0.028	\$0.13
Mirin	Liters	\$6.00	0.023	\$0.14
Sesame oil	Liters	\$3.65	0.025	\$0.09
Hot sauce	Liters	\$7.33	0.017	\$0.12
Honey	Liters	\$4.42	0.0028	\$0.01
Garlic	Kilograms	\$4.00	0.0028	\$0.01
Ginger	Kilograms	\$6.60	0.0028	\$0.02
Salt	Kilograms	\$1.60	0.0011	\$0.00
Pepper	Kilograms	\$7.12	0.0005	\$0.00
			TOTAL RECIPE COST	\$0.88

Shrimp Thai - Soup

Ingredient Name	Measuring Unit	Cost Per unit	Amount in Recipe	Ingredient cost
Sesame oil	Liters	\$3.39	0.0036	\$0.01
Shallots	Kilograms	\$2.99	0.076	\$0.23
Thai chili pepper	Kilograms	\$4.49	0.00051	\$0.00
Crushed tomatoes	Kilograms	\$1.29	0.0203	\$0.10
Peanut butter	Kilograms	\$1.19	0.0082	\$0.01
Soy Sauce	Liters	\$3.29	0.0072	\$0.02
Chicken broth	Liters	\$1.99	0.0021	\$0.00
Shrimp	Kilograms	\$16.99	0.0116	\$0.20
Thick rice noodles	Kilograms	\$2.99	0.0435	\$0.13
Bean Sprouts	Kilograms	\$2.99	0.025	\$0.07
Green onions	Kilograms	\$0.99	0.0035	\$0.00
Chopped Peanuts	Kilograms	\$5.99	0.0005	\$0.00
Lime Wedges	Kilograms	\$2.00	0.001	\$0.00
			TOTAL RECIPE COST	\$0.79

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
SOUPS & SALADS											
Rice Noodle Chinese Salad	100	10.8%	\$1.35	\$4.50	\$3.15	\$135.00	\$450.00	\$315.00	High	High	Star
Asian Mushroom Soup	50	5.4%	\$1.43	\$4.77	\$3.34	\$71.50	\$238.33	\$166.83	High	Low	Challenge
Chinese Salad with Fresh Tomatoes	60	6.5%	\$0.77	\$2.57	\$1.80	\$46.20	\$154.00	\$107.80	Low	Low	Dog
Coconut Curry Cauliflower Soup	110	11.9%	\$0.68	\$2.27	\$1.59	\$74.80	\$249.33	\$174.53	Low	High	Workhorse
Miso Soup	25	2.7%	\$0.83	\$2.77	\$1.94	\$20.75	\$69.17	\$48.42	Low	Low	Dog
Chicken & Tanagerine Salad	35	3.8%	\$0.88	\$2.93	\$2.05	\$30.80	\$102.67	\$71.87	Low	Low	Dog
Noodle Soup	75	8.1%	\$0.57	\$1.90	\$1.33	\$42.75	\$142.50	\$99.75	Low	High	Workhorse
Egg Drop Soup	90	9.7%	\$0.38	\$1.27	\$0.89	\$34.20	\$114.00	\$79.80	Low	High	Workhorse
Dragonfruit & Spanish Salad	140	15.1%	\$1.93	\$6.43	\$4.50	\$270.20	\$900.67	\$630.47	High	High	Star
Shrimp Pad Thai Soup	25	2.7%	\$0.79	\$2.63	\$1.84	\$19.75	\$65.83	\$46.08	Low	Low	Dog
Crunchy Slaw	120	13.0%	\$0.56	\$1.87	\$1.31	\$67.20	\$224.00	\$156.80	Low	High	Workhorse
Steak Salad	95	10.3%	\$1.25	\$4.17	\$2.92	\$118.75	\$395.83	\$277.08	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$931.90	\$3,106.33	\$2,174.43

$K = I / J$
30.0%
Food Cost %

$O = M / N$
\$2.35
Ave Gross Profit

$Q = (100\% / \text{Items}) * (80\%)$
6.7%
Menu Popularity Factor

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
SOUPS & SALADS											
Rice Noodle Chinese Salad	118	12.8%	\$1.35	\$4.50	\$3.15	\$159.30	\$531.00	\$371.70	High	High	Star
Asian Mushroom Soup	59	6.4%	\$1.43	\$4.77	\$3.34	\$84.37	\$281.23	\$196.86	High	Low	Challenge
Coconut Curry Cauliflower Soup	130	14.1%	\$0.68	\$2.27	\$1.59	\$88.40	\$294.67	\$206.27	Low	High	Workhorse
Noodle Soup	92	9.9%	\$0.57	\$1.90	\$1.33	\$52.44	\$174.80	\$122.36	Low	Low	Dog
Egg Drop Soup	106	11.5%	\$0.38	\$1.27	\$0.89	\$40.28	\$134.27	\$93.99	Low	High	Workhorse
Dragonfruit & Spanish Salad	166	17.9%	\$1.93	\$6.43	\$4.50	\$320.38	\$1,067.93	\$747.55	High	High	Star
Crunchy Slaw	142	15.4%	\$0.56	\$1.87	\$1.31	\$79.52	\$265.07	\$185.55	Low	High	Workhorse
Steak Salad	112	12.1%	\$1.25	\$4.17	\$2.92	\$140.00	\$466.67	\$326.67	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$964.69	\$3,215.63	\$2,250.94

$K = I / J$
30.0%
Food Cost %

$O = M / N$
\$2.43
Ave Gross Profit

$Q = (100\% / \text{Items}) * (80\%)$
10.0%
Menu Popularity Factor



A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
SOUPS & SALADS											
Rice Noodle Chinese Salad	65	7.0%	\$1.35	\$5.25	\$3.90	\$87.75	\$341.25	\$253.50	High	Low	Challenge
Asian Mushroom Soup	131	14.2%	\$1.43	\$4.25	\$2.82	\$187.33	\$556.75	\$369.42	Low	High	Workhorse
Coconut Curry Cauliflower Soup	147	15.9%	\$0.68	\$3.70	\$3.02	\$99.96	\$543.90	\$443.94	Low	High	Workhorse
Egg Drop Soup	117	12.6%	\$0.38	\$2.35	\$1.97	\$44.46	\$274.95	\$230.49	Low	High	Workhorse
Dragonfruit & Spanish Salad	184	19.9%	\$1.93	\$6.80	\$4.87	\$355.12	\$1,251.20	\$896.08	High	High	Star
Crunchy Slaw	157	17.0%	\$0.56	\$3.70	\$3.14	\$87.92	\$580.90	\$492.98	Low	High	Workhorse
Steak Salad	124	13.4%	\$1.25	\$7.80	\$6.55	\$155.00	\$967.20	\$812.20	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$1,017.54	\$4,516.15	\$3,498.61

K = I / J
22.5%
Food Cost %

O = M / N
\$3.78
Ave Gross Profit

Q = (100% / Items) * (80%)
11.4%
Menu Popularity Factor





Sweet & Sour Shrimp



Cashew Chicken



Mongolian Beef



Thai Fried Rice



Orange Chicken



Kung Pao Shrimp



Thai Green Curry



Beef & Broccoli Stir Fry



Szechuan Chicken



Pork Lo Mein



Pineapple Fried Rice



Mushroom Chow Mein

Kung Pao Shrimp- Main Dish

Ingredient Name	Measuring Unit	Cost Per unit	Amount in Recipe	Ingredient cost
Vegetable oil	Litres	\$1.14	0.001	\$0.00
Large shrimp	Kilogram	\$22	0.13	\$3
Red bell pepper	Kilogram	\$6.05	0.04	\$0.24
Green bell pepper	Kilogram	\$6.05	0.04	\$0.24
Yellow onion	Kilogram	\$3.67	0.03	\$0.11
Garlic	Kilogram	\$4.00	0.001	\$0.00
Dried red chillies	Kilogram	\$50.00	0.03	\$1.50
Unsalted peanuts	Kilogram	\$7.75	0.01	\$0.08
Salt	Kilogram	\$1.60	0.002	\$0.00
Pepper	Kilogram	\$7.12	0.001	\$0.01
Soy Sauce	Liters	\$1.23	0.007	\$0.01
Hoisin sauce	Litres	\$1.23	0.003	\$0.00
Cornstarch	Kilogram	0.91\$	0.002	\$0.00
			TOTAL RECIPE COST	\$5.07

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
MAINS											
Schezuan Chicken	100	10.8%	\$1.35	\$4.50	\$3.15	\$135.00	\$450.00	\$315.00	Low	High	Workhorse
Kung Pao Shrimp	50	5.4%	\$5.07	\$16.90	\$11.83	\$253.50	\$845.00	\$591.50	High	Low	Challenge
Mushroom Chow Mein	60	6.5%	\$2.67	\$8.90	\$6.23	\$160.20	\$534.00	\$373.80	High	Low	Challenge
Cashew Chicken	110	11.9%	\$1.58	\$5.27	\$3.69	\$173.80	\$579.33	\$405.53	Low	High	Workhorse
Thai Green Curry	25	2.7%	\$0.70	\$2.33	\$1.63	\$17.50	\$58.33	\$40.83	Low	Low	Dog
Mongolian Beef	35	3.8%	\$2.79	\$9.30	\$6.51	\$97.65	\$325.50	\$227.85	High	Low	Challenge
Pork Lo Mein	75	8.1%	\$1.51	\$5.03	\$3.52	\$113.25	\$377.50	\$264.25	Low	High	Workhorse
Thai Fried Rice	90	9.7%	\$1.56	\$5.20	\$3.64	\$140.40	\$468.00	\$327.60	Low	High	Workhorse
Pineapple Fried Rice	140	15.1%	\$1.65	\$5.50	\$3.85	\$231.00	\$770.00	\$539.00	Low	High	Workhorse
Orange Chicken	25	2.7%	\$1.47	\$4.90	\$3.43	\$36.75	\$122.50	\$85.75	Low	Low	Dog
Beef & Broccoli Stir Fry	120	13.0%	\$2.84	\$9.47	\$6.63	\$340.80	\$1,136.00	\$795.20	High	High	Star
Sweet & Sour Shrimp	95	10.3%	\$3.00	\$10.00	\$7.00	\$285.00	\$950.00	\$665.00	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$1,984.85	\$6,616.17	\$4,631.32

$K = I / J$
30.0%
Food Cost %

$O = M / N$
\$5.01
Ave Gross Profit

$Q = (100\% / \text{Items}) * (80\%)$
6.7%
Menu Popularity Factor

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
MAINS											
Schezuan Chicken	105	11.4%	\$1.35	\$4.50	\$3.15	\$141.75	\$472.50	\$330.75	Low	High	Workhorse
Kung Pao Shrimp	52	5.6%	\$5.07	\$16.90	\$11.83	\$263.64	\$878.80	\$615.16	High	Low	Challenge
Mushroom Chow Mein	63	6.8%	\$2.67	\$8.90	\$6.23	\$168.21	\$560.70	\$392.49	High	Low	Challenge
Cashew Chicken	116	12.5%	\$1.58	\$5.27	\$3.69	\$183.28	\$610.93	\$427.65	Low	High	Workhorse
Mongolian Beef	40	4.3%	\$2.79	\$9.30	\$6.51	\$111.60	\$372.00	\$260.40	High	Low	Challenge
Pork Lo Mein	80	8.6%	\$1.51	\$5.03	\$3.52	\$120.80	\$402.67	\$281.87	Low	High	Workhorse
Thai Fried Rice	95	10.3%	\$1.56	\$5.20	\$3.64	\$148.20	\$494.00	\$345.80	Low	High	Workhorse
Pineapple Fried Rice	148	16.0%	\$1.65	\$5.50	\$3.85	\$244.20	\$814.00	\$569.80	Low	High	Workhorse
Beef & Broccoli Stir Fry	126	13.6%	\$2.84	\$9.47	\$6.63	\$357.84	\$1,192.80	\$834.96	High	High	Star
Sweet & Sour Shrimp	100	10.8%	\$3.00	\$10.00	\$7.00	\$300.00	\$1,000.00	\$700.00	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$2,039.52	\$6,798.40	\$4,758.88

$K = I / J$
30.0%
Food Cost %

$O = M / N$
\$5.14
Ave Gross Profit

$Q = (100\% / \text{Items}) * (80\%)$
8.0%
Menu Popularity Factor

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
MAINS											
Schezuan Chicken	63	6.8%	\$1.35	\$8.50	\$7.15	\$85.05	\$535.50	\$450.45	High	Low	Challenge
Kung Pao Shrimp	52	5.6%	\$5.07	\$12.40	\$7.33	\$263.64	\$644.80	\$381.16	High	Low	Challenge
Mushroom Chow Mein	105	11.4%	\$2.67	\$6.50	\$3.83	\$280.35	\$682.50	\$402.15	Low	High	Workhorse
Cashew Chicken	116	12.5%	\$1.58	\$8.90	\$7.32	\$183.28	\$1,032.40	\$849.12	High	High	Star
Mongolian Beef	40	4.3%	\$2.79	\$10.50	\$7.71	\$111.60	\$420.00	\$308.40	High	Low	Challenge
Pork Lo Mein	80	8.6%	\$1.51	\$9.65	\$8.14	\$120.80	\$772.00	\$651.20	High	High	Star
Thai Fried Rice	95	10.3%	\$1.56	\$7.90	\$6.34	\$148.20	\$750.50	\$602.30	Low	High	Workhorse
Pineapple Fried Rice	148	16.0%	\$1.65	\$7.85	\$6.20	\$244.20	\$1,161.80	\$917.60	Low	High	Workhorse
Beef & Broccoli Stir Fry	126	13.6%	\$2.84	\$10.40	\$7.56	\$357.84	\$1,310.40	\$952.56	High	High	Star
Sweet & Sour Shrimp	100	10.8%	\$3.00	\$12.45	\$9.45	\$300.00	\$1,245.00	\$945.00	High	High	Star

	N	
Total	925	100.0%

I	J	M
\$2,094.96	\$8,554.90	\$6,459.94

$K = I / J$
24.5%
Food Cost %

$O = M / N$
\$6.98
Ave Gross Profit

$Q = (100\% / \text{Items}) * (80\%)$
8.0%
Menu Popularity Factor



Custard Tarts



Dipped Fortune Cookies



Mango Pudding



Coconut Rice Pudding



Tempura Apples



Coconut-Pandan Flan



Black Sesame Pudding



Bahn Gan



Chinese Sponge Cake



Green Tea Jelly



Green Tea Ice Cream



Coconut Tapioca

Coconut-Pandan Flan- Dessert

Ingredient Name	Measuring Unit	Cost Per unit	Amount in Recipe	Ingredient cost
Water	Liters	0.16\$	0.0175	\$0.00
Sugar	Kilograms	\$1.17	0.022	\$0
Pandan Leaves	Kilograms	\$3.99	0.0164427	\$0.07
Vanilla Extract	Liters	\$1.94	0.00492892	\$0.01
Eggs	Kilograms	\$0.17	0.038	\$0.01
Whole Milk	Liters	\$0.63	0.039	\$0.02
Coconut Milk	Liters	\$1.99	0.039	\$0.08
			TOTAL RECIPE COST	\$0.21

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
DESSERTS											
Custard Tarts	100	10.8%	\$0.45	\$1.50	\$1.05	\$45.00	\$150.00	\$105.00	High	High	Star
Dipped Fortune Cookies	50	5.4%	\$0.06	\$0.20	\$0.14	\$3.00	\$10.00	\$7.00	Low	Low	Dog
Coconut Tapioca with Lychee & Pineapple	60	6.5%	\$0.83	\$2.77	\$1.94	\$49.80	\$166.00	\$116.20	High	Low	Challenge
Green Tea Jelly with Lime & Ginger	110	11.9%	\$0.71	\$2.37	\$1.66	\$78.10	\$260.33	\$182.23	High	High	Star
Bahn Gan	25	2.7%	\$0.43	\$1.43	\$1.00	\$10.75	\$35.83	\$25.08	High	Low	Challenge
Mango Pudding	35	3.8%	\$1.12	\$3.73	\$2.61	\$39.20	\$130.67	\$91.47	High	Low	Challenge
Black Sesame Pudding	75	8.1%	\$0.27	\$0.90	\$0.63	\$20.25	\$67.50	\$47.25	Low	High	Workhorse
Coconut-Pandan Flan	90	9.7%	\$0.21	\$0.70	\$0.49	\$18.90	\$63.00	\$44.10	Low	High	Workhorse
Chinese Sponge Cake	140	15.1%	\$0.17	\$0.57	\$0.40	\$23.80	\$79.33	\$55.53	Low	High	Workhorse
Green Tea Ice Cream	25	2.7%	\$0.39	\$1.30	\$0.91	\$9.75	\$32.50	\$22.75	Low	Low	Dog
Tempura Apples with Custard	120	13.0%	\$0.44	\$1.47	\$1.03	\$52.80	\$176.00	\$123.20	High	High	Star
Coconut Rice Pudding	95	10.3%	\$0.20	\$0.67	\$0.47	\$19.00	\$63.33	\$44.33	Low	High	Workhorse

	N	
Total	925	100.0%

I	J	M
\$370.35	\$1,234.50	\$864.15

K = I / J
30.0%
Food Cost %

O = M / N
\$0.93
Ave Gross Profit

Q = (100% / Items) * (80%)
6.7%
Menu Popularity Factor

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
DESSERTS											
Custard Tarts	108	11.7%	\$0.45	\$1.50	\$1.05	\$48.60	\$162.00	\$113.40	High	High	Star
Coconut Tapioca with Lychee & Pineapple	65	7.0%	\$0.83	\$2.77	\$1.94	\$53.95	\$179.83	\$125.88	High	Low	Challenge
Green Tea Jelly with Lime & Ginger	120	13.0%	\$0.71	\$2.37	\$1.66	\$85.20	\$284.00	\$198.80	High	High	Star
Bahn Gan	27	2.9%	\$0.43	\$1.43	\$1.00	\$11.61	\$38.70	\$27.09	High	Low	Challenge
Mango Pudding	38	4.1%	\$1.12	\$3.73	\$2.61	\$42.56	\$141.87	\$99.31	High	Low	Challenge
Black Sesame Pudding	82	8.9%	\$0.27	\$0.90	\$0.63	\$22.14	\$73.80	\$51.66	Low	High	Workhorse
Coconut-Pandan Flan	100	10.8%	\$0.21	\$0.70	\$0.49	\$21.00	\$70.00	\$49.00	Low	High	Workhorse
Chinese Sponge Cake	152	16.4%	\$0.17	\$0.57	\$0.40	\$25.84	\$86.13	\$60.29	Low	High	Workhorse
Tempura Apples with Custard	130	14.1%	\$0.44	\$1.47	\$1.03	\$57.20	\$190.67	\$133.47	High	High	Star
Coconut Rice Pudding	103	11.1%	\$0.20	\$0.67	\$0.47	\$20.60	\$68.67	\$48.07	Low	High	Workhorse

	N	
Total	925	100.0%

I	J	M
\$388.70	\$1,295.67	\$906.97

$K = I / J$
30.0%
Food Cost %

$O = M / N$
\$0.98
Ave Gross Profit

$Q = (100\% / \text{Items}) * (80\%)$
8.0%
Menu Popularity Factor



A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
DESSERTS											
Custard Tarts	108	11.7%	\$0.45	\$4.78	\$4.33	\$48.60	\$516.24	\$467.64	High	High	Star
Coconut Tapioca	65	7.0%	\$0.83	\$4.75	\$3.92	\$53.95	\$308.75	\$254.80	High	Low	Challenge
Green Tea Jelly	120	13.0%	\$0.71	\$3.57	\$2.86	\$85.20	\$428.40	\$343.20	Low	High	Workhorse
Bahn Gan	27	2.9%	\$0.43	\$3.90	\$3.47	\$11.61	\$105.30	\$93.69	High	Low	Challenge
Mango Pudding	100	10.8%	\$1.12	\$4.15	\$3.03	\$112.00	\$415.00	\$303.00	Low	High	Workhorse
Black Sesame Pudding	82	8.9%	\$0.27	\$3.80	\$3.53	\$22.14	\$311.60	\$289.46	High	High	Star
Coconut-Pandan Flan	38	4.1%	\$0.21	\$3.70	\$3.49	\$7.98	\$140.60	\$132.62	High	Low	Challenge
Chinese Sponge Cake	152	16.4%	\$0.17	\$3.86	\$3.69	\$25.84	\$586.72	\$560.88	High	High	Star
Tempura Apples with Custard	130	14.1%	\$0.44	\$3.73	\$3.29	\$57.20	\$484.90	\$427.70	Low	High	Workhorse
Coconut Rice Pudding	103	11.1%	\$0.20	\$3.00	\$2.80	\$20.60	\$309.00	\$288.40	Low	High	Workhorse

	N	
Total	925	100.0%

I	J	M
\$445.12	\$3,606.51	\$3,161.39

K = I / J
12.3%
Food Cost %

O = M / N
\$3.42
Ave Gross Profit

Q = (100% / Items) * (80%)
8.0%
Menu Popularity Factor



Our Revenues

Menus	Revenue Before	Revenue After
Appetizers	\$1,696.01	\$2,613.29
Salads & Soups	\$2,250.94	\$3,498.61
Main Dishes	\$4,758.88	\$6,459.94
Desserts	\$906.97	\$3,161.39
TOTAL:	\$9,612.80	\$15,733.23

Online Simulation

Main Course



1. **Chef Recommends:**



Filletto Rossini (Beef fillet steak on toasted bread base, topped with pate, peppercorn sauce)

Price

17

Promotion

0

Ingredient cost: 5.00



2.



Filetto di Orata Cucinato in Padella (Pan Fried Sea Bream)

Price

15

Promotion

0

Ingredient cost: 4.25



3.



Costolette di Agnello alla Griglia (Grilled Lamb Chops)

Price

14.20

Promotion

0

Ingredient cost: 3.85



4.



Pollo alla Milanese (Breaded butterfly chicken breast, seasoned and roasted)

Price

13.5

Promotion

0

Ingredient cost: 3.75



5.



Fegato alla Veneziana (Venetian Liver and Onions)

Price

13

Promotion

0

Ingredient cost: 4.00



6.



Linguine with Prawns, Chilli, Garlic & Rocket (Linguine with Prawns, Chilli, Garlic & Rocket)

Price

12.6

Promotion

0

Ingredient cost: 3.50



7.



Spaghetti w/Prawns, Rocket (Spaghetti con gamberetti e rucola)

Price

12

Promotion

0

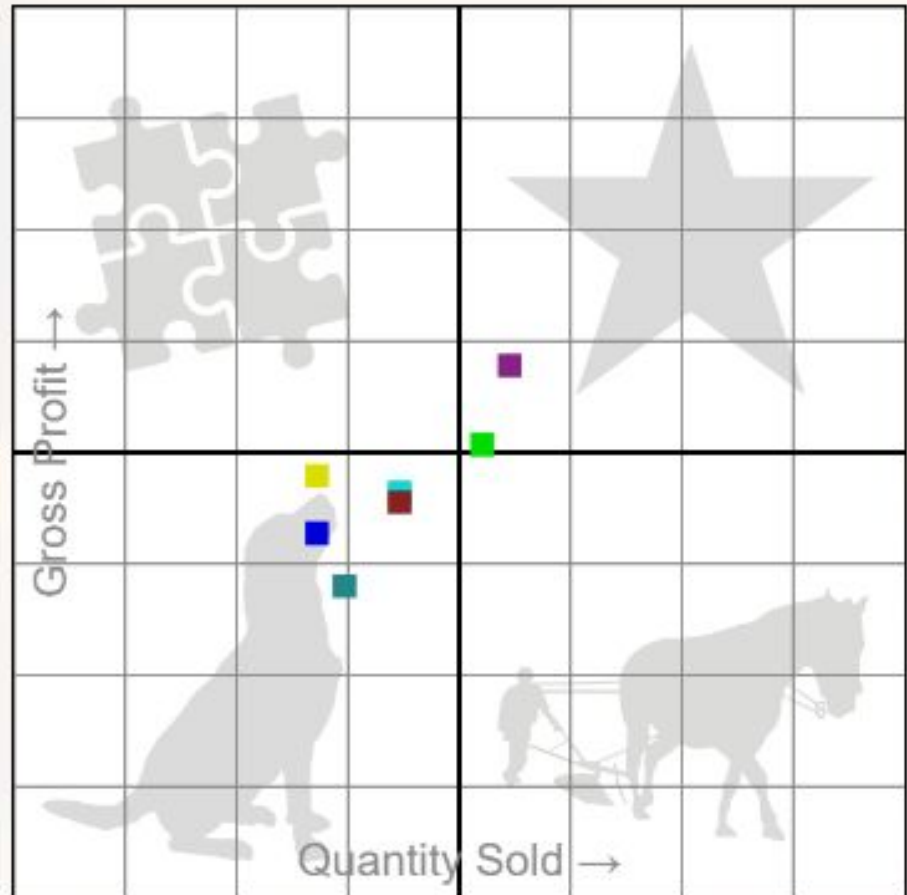
Ingredient cost: 3.00

Your Results:

Id	Title	LB	Date / Time	Contribution
2833	Final	View ✓	03.12.2019 15:32	£116,096.00
2820	Trial 3	View -	01.12.2019 20:29	£112,507.00
2801	Trial 2	View -	30.11.2019 17:54	£103,404.00
2799	Trial 1	View -	30.11.2019 16:22	£104,506.00

Day 1

Results:

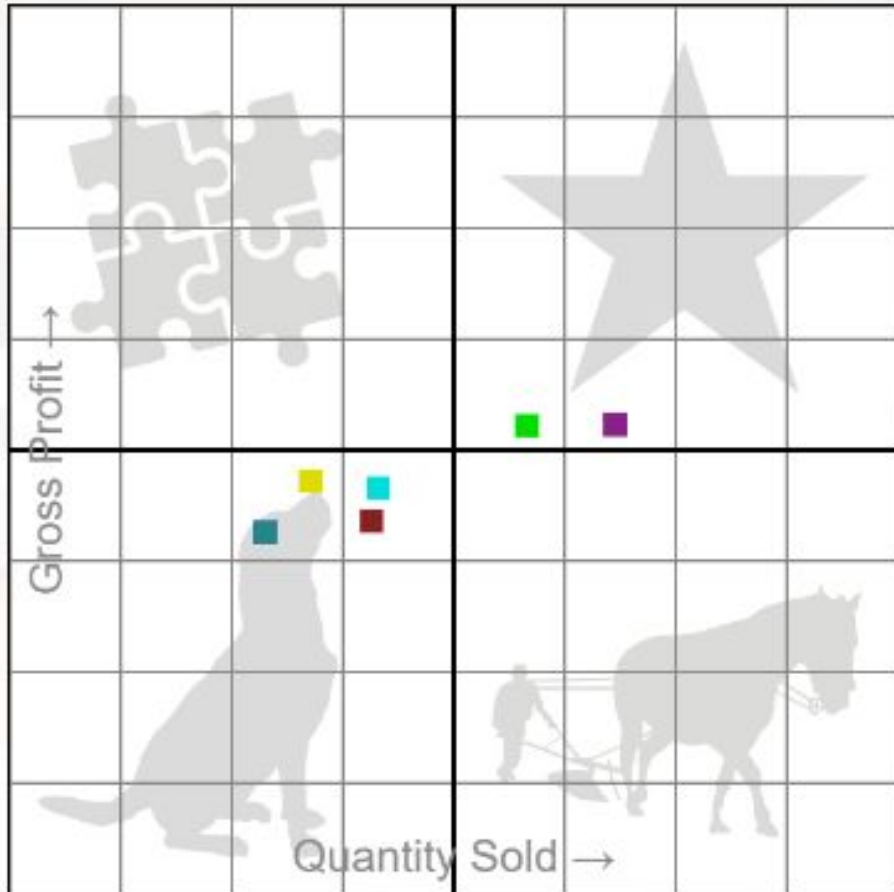


Menu Item	Cumulative Sales	Gross Profit
■ Filetto Rossini	18 cvs.	209
■ Filetto di Orata Cucinato in Padella	17 cvs.	169
■ Fegato alla Veneziana	11 cvs.	102
■ Costolette di Agnello alla Griglia	14 cvs.	125
■ Pollo alla Milanese	14 cvs.	123
■ Linguine with Prawns, Chilli, Garlic & Rocket	11 cvs.	89
■ Spaghetti w/Prawns, Rocket	12 cvs.	84

Description	Value
Total sales:	1,288
Total cost of sales:	387
Total gross profit:	901
GP %:	69.9
Total promotion costs:	0
Promotion budget limit:	3,000
Remaining promotion budget:	3,000
Total contribution:	901

Day 22

Results:



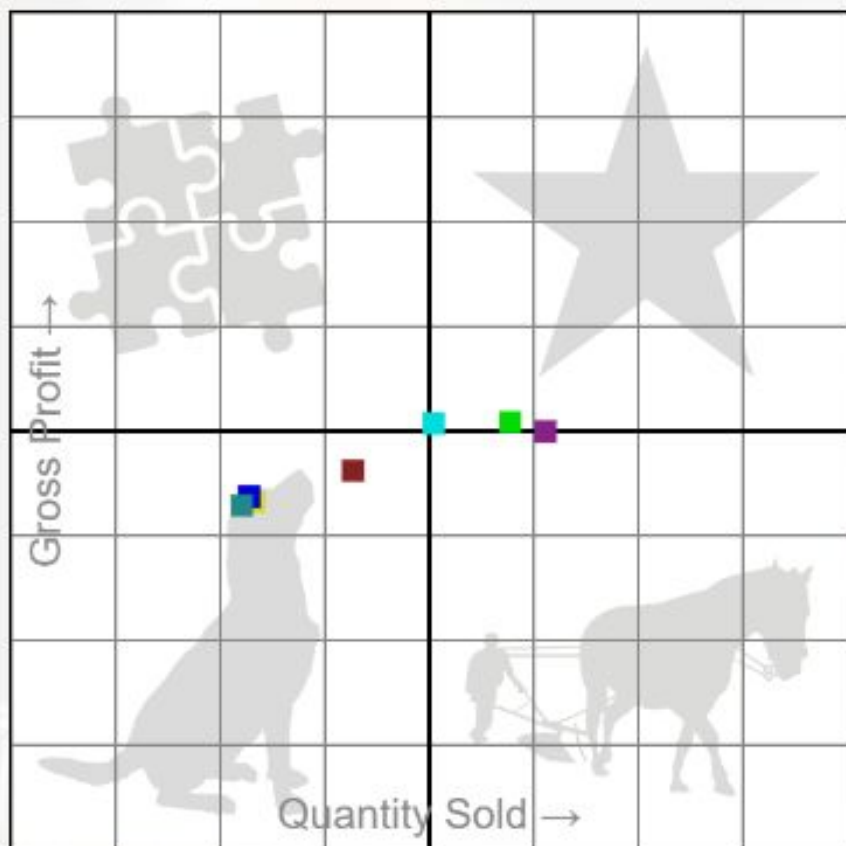
Menu Item	Cumulative Sales	Gross Profit
■ Filetto di Orata Cucinato in Padella	452 cvs.	5,548
■ Filleteo Rossini	529 cvs.	6,509
■ Costolette di Agnello alla Griglia	322 cvs.	3,452
■ Fegato alla Veneziana	263 cvs.	2,866
■ Pollo alla Milanese	316 cvs.	3,128
■ Linguine with Prawns, Chilli, Garlic & Rocket	223 cvs.	2,144
■ Spaghetti w/Prawns, Rocket	223 cvs.	2,143

Description	Value
Total sales:	35,282
Total cost of sales:	9,492
Total gross profit:	25,790
GP %:	73.1
Total promotion costs:	3,040
Promotion budget limit:	3,000
Remaining promotion budget:	-40
Total contribution:	22,750



Day 50

Results:



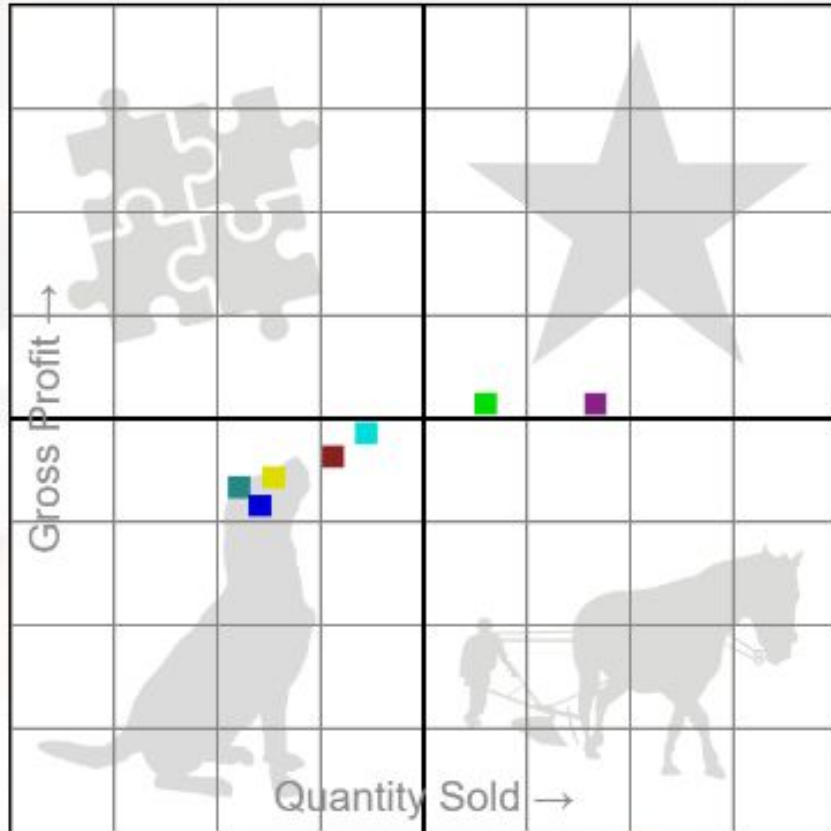
Menu Item	Cumulative Sales	Gross Profit
Filletto Rossini	1,174 cvs.	15,836
Filetto di Orata Cucinato in Padella	974 cvs.	13,143
Costolette di Agnello alla Griglia	725 cvs.	9,048
Pollo alla Milanese	669 cvs.	7,781
Fegato alla Veneziana	552 cvs.	6,297
Spaghetti w/Prawns, Rocket	462 cvs.	5,013
Linguine with Prawns, Chilli, Garlic & Rocket	509 cvs.	5,318

Description	Value
Total sales:	83,121
Total cost of sales:	20,685
Total gross profit:	62,436
GP %:	75.1
Total promotion costs:	3,040
Promotion budget limit:	3,000
Remaining promotion budget:	-40
Total contribution:	59,396

Day 92

Results:

Analysis



Menu Item	Cumulative Sales	Gross Profit
■ Filetto di Orata Cucinato in Padella	1,687 cvs.	24,867
■ Filetto Rossini	2,077 cvs.	30,604
■ Costolette di Agnello alla Griglia	1,263 cvs.	17,408
■ Pollo alla Milanese	1,145 cvs.	14,901
■ Fegato alla Veneziana	934 cvs.	11,519
■ Spaghetti w/Prawns, Rocket	811 cvs.	9,739
■ Linguine with Prawns, Chilli, Garlic & Rocket	885 cvs.	10,098

Description	Value
Total sales:	155,113
Total cost of sales:	35,978
Total gross profit:	119,136
GP %:	76.8
Total promotion costs:	3,040
Promotion budget limit:	3,000
Remaining promotion budget:	-40
Total contribution:	116,096

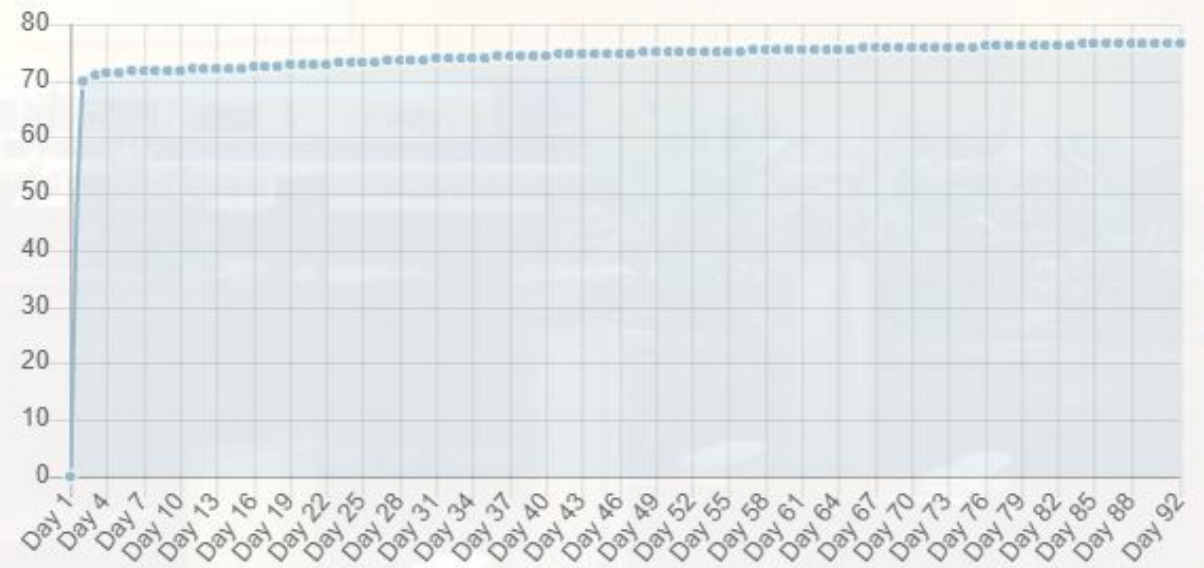
Graphs

Analysis:

Cumulative Gross Profit



Gross Profit Percentage



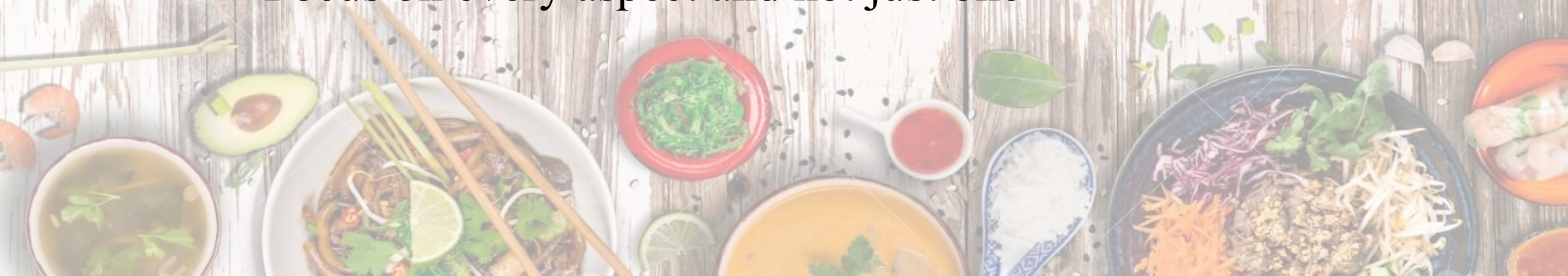
Challenges

- ❖ A lot of playing with prices
- ❖ Difficult with adjusting serving sizes
- ❖ Converting Dogs to Challenges



What we learned?

- ❖ Every dish competes with each other
- ❖ Working to find a balance throughout the menu
- ❖ Even small changes make a difference
- ❖ Focus on every aspect and not just one





THANK YOU!

