

RESTAURANT PLANNING

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- The Planning team
- The Owner's goal
- Restaurant design
- Market research

The planning team

- The owner-sets operational concepts, legal matters
- The architect-planning of work place
- Food service consultant-menu planning, equipments, storage, cooking style
- Marketing team-market survey
- Financial advisor-capital & operational budgets, business forecast

Planning an effective dining area

- First see that you are planning a new one or modifying an old one
- Type of food service facility-ex coffee shop, snack bar, banquets, drive in etc
- Type of clientele-income group, domestic or foreigner

Planning an effective dining area

- Seating capacity, Timings, Type of service, Standards, Menu,
- Other requirements like out door catering, parking place & future expansion plans

The owner's goal

- Sets objectives for the project
- Sets operational concepts clear to all team members.
- Clears legal & regulatory concepts, deeds, licensing

The owner's goal

- Gets the market analysis done
- Decides & approve all financial matters
- Develops Standard operating procedures
- Selects & approves designs & plans submitted to him

The architects work

- Building orientation, structural design
- Selection of building material, traffic patterns
- Service areas, ventilation, exit & entrance
- Plumbing, lighting, drainage, décor

The architects work

- Preparing blue prints for kitchen & dining areas
- Preparing bid documents, analysing
- Should be creative with experience in restaurant /hotel planning

Food service consultant's work

- Development of menu, food portions, prices formats
- Methods of service of food
- Prepare profit & loss statements, costing, sales
- Create dining room atmosphere along with architect

Food service consultant's work

- Advice owner on operational policies
- Help in analysis of bid
- Work closely with architect
- Manpower planning for restaurant

The marketing team

- Market survey to be done
- Product knowledge- branding, USP, famous chefs, managers, package
- Place –accessibility, location
- Price- tariff, discounts, happy hours, corkage waiving etc.

The marketing team

- Promotion- PR, sales promotion, media, advertisement, mails, festivals
- People-sales staff, front of the house staff, training
- Expectations from our product, now & in future
- Identify type of clientele

Work place design

- Has to be designed for maximum efficiency
- Includes kitchen ranges, work place (aisle) floor space, storage place
- Menu analysis is important & work place is created as per menu

Work place design

- Aisle is space required for a worker to accomplish manual
- Area required in standing position for a worker is 24”(inches)

Analysis of menu

MENU	PORTION	TOTAL	MATERIAL	PROCESSES	UTENSILS	HAND TOOLS	WORK	EQUIPMENT
ITEMS	SIZE	PORTIONS	REQUIRED	REQUIRED	NEEDED	REQUIRED	REQUIRED	REQUIRED

After menu Analysis

- Designer calculates the work area space
- For keeping equipment, tables
- Space for storage of incoming material
- Space for workers to move around
- Space for hand tools
- Mounted or free standing equipments required for processing

Floor space

- Area required in standing position = 24"
- In equipment projection place(drawers)=36"
- When 2 workers work back to back=42"
- 2 workers back to back with equipment projection=42"+ 6" to 12 inches
- Arc on working table=16"
- Most of the tasks can be done in 2 ft x 4ft areas

Heights and Thermal comfort

- Normal table heights=36 to 39 inches
- Sinks, for light tasks = 10" to 12" below elbow
- Sinks for heavy tasks =16" to 18"below elbow
- Winter temperature=18.3°C to 21.1°C
- Summer temperature=20.6°C to22.8°C

Heights and Thermal comfort

- Humidity should be 40% to 60%
- Light in kitchen work area=30 to 40 foot candles
- Noise should be below 50 decibels
- Ventilation= 5 cubic feet of fresh air per minute
- Colors=blue & green are pleasing to eyes

Restaurant space management

- For special service 24 to 32 square feet
- Coffee shop 18 to 24 square feet
- For calculation of area per guest
- First calculate area for 4 guest
- Suppose table is 3 feet X 3 feet

Restaurant space management

- Leaving $1\frac{1}{2}$ feet space on each sides of the table
- Area required for 4 guest= $9' \times 9' = 81$ sq feet
- 81 divided by $4 = 20.25$ square feet per guest

Turnover

- Means the average time the seat is occupied
- Seat occupied for 30 minutes, turnover is 2 guests per hour
- To increase turnover, menu items should have a short processing time

Turnover

- Clearance to be done in time
- Restaurant should not be very comfortable
- Tables should be close to each other
- Take orders and serve in time
- Should have proper equipments & tools

Storage area calculation

- There are 8400 meals to be stored
- Each meal say is of $\frac{1}{2}$ pound
- Total weight is 4200 pounds
- This 4200 pounds is divided by 45
- $4200/45=93.3$ means 93.3 cubic feet
- So the space required to store 8400 meals will be 93.3 cu. ft.
- If height of shelf is $1\frac{1}{2}$ feet then $93.3 / 1.5 = 62.2$ Sq. ft.

Market research



Data collection

- Data is collected from-
- Government, tourists boards, tourist arrival patterns
- Publishers of guide books, journals, hotels, popular suppliers

Data collection

- Educational establishments, research papers on hotels by students
- Field research, surveys in hotels, bars, restaurants
- Survey for nationalities, arrival patterns, eating habits, APC, tourist segments etc

Scope of Market research



Market research

- Community-total market, trends, business segments
- customer-social & economic level, age, gender, frequency of usage, behavior
- Company's own-strength & weakness position image, product & services
- competition- future trends, upgradation in terms of menu, staff, ambience, technology

References

- Text book of Food and Beverage Service by, Dennis R. Lillicrap and John A. Cousins
- Food and Beverage Service by M. K. Yadav
- Food and Beverage Service by Sudhir Andrews

YOUR CAREER

YOUR FUTURE

YOUR ABILITY

YOUR SUCCESS

YOUR DREAMS

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