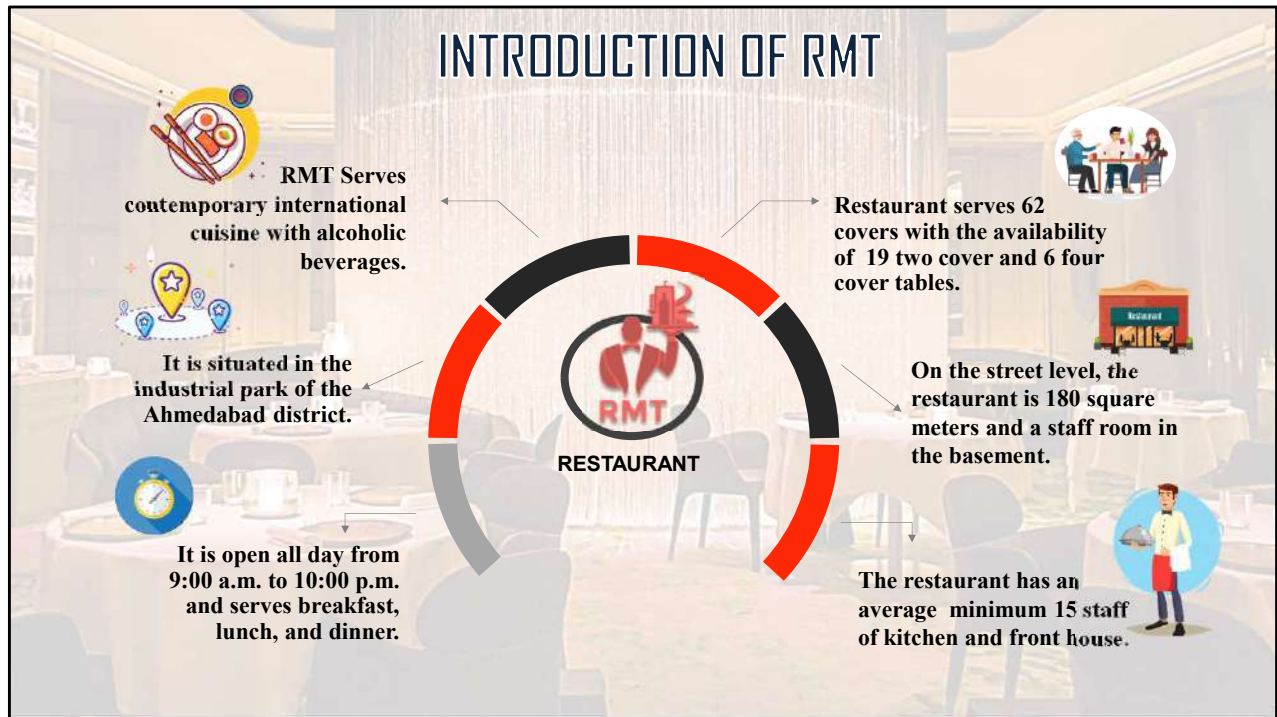STRATERGIC EVOLUTION OF

RMT
restaurant's

APPROCHING NEW TACTICS

Module Code : TH6AH00O

Submitted to :
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Student Id : 21465359

Date : 14/06/2021

INTRODUCTION OF RMT

RMT Serves contemporary international cuisine with alcoholic beverages.

It is situated in the industrial park of the Ahmedabad district.

It is open all day from 9:00 a.m. to 10:00 p.m. and serves breakfast, lunch, and dinner.

RESTAURANT

Restaurant serves 62 covers with the availability of 19 two cover and 6 four cover tables.

On the street level, the restaurant is 180 square meters and a staff room in the basement.

The restaurant has an average minimum 15 staff of kitchen and front house.

RMT is a restaurant in Ahmedabad's commercial centre that serves modern international cuisine. RMT is a full-service restaurant that serves breakfast, lunch, and dinner, as well as alcoholic beverages at lunch and evening. It opens at 9:00a.m to 10: 00p.m, usually closed on Sundays Breakfast. The restaurant has 19 two-seat tables and 6-4 seat tables, which can accommodate 62 people at any given time. The restaurant has 15 kitchen and front staff to serve on the180 sq. meter area on the street level. RMT provides underground parking in a busy central city location.

Present condition of RMT

The Sales are expected to rise by 15% next year, according to the restaurant's owner. The owners of the company must repay a loan of ₹495,000.00. The business is in operation from last year and having a negative sale of 11.95%.

After net income (-11.95), Restaurant think to get positive feedback. According to (Nastasoiu and Vandenbosch, 2019), Create a package for first-time customers. This generally entails handing out vouchers to entice consumers to return.
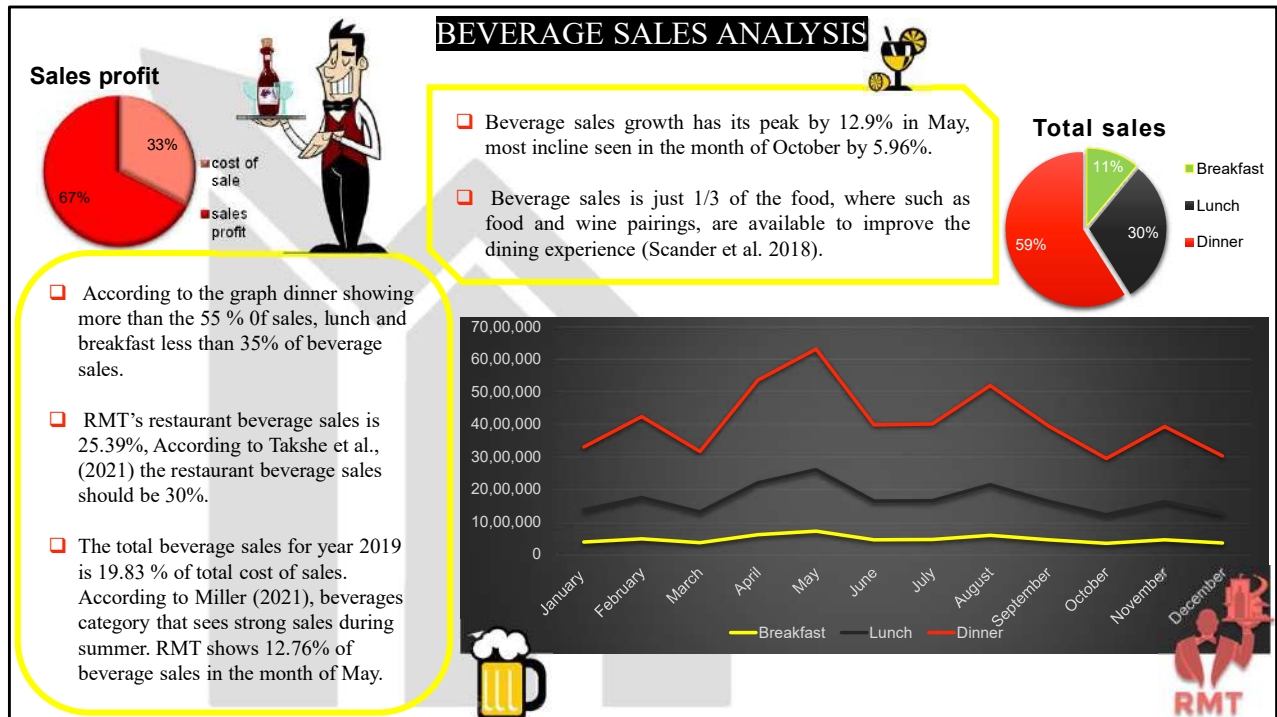
Tourists who live in the city are the key guests. Using Micro-Influencers and Food Bloggers to target customers because 33% of people read blogs before making a purchase (Harahap and Amanah, 2018).

Last year, RMT spent a lot of time focusing on internet-based advertisements, According to (salleha, 2017) focusing on Customer loyalty could a better option.
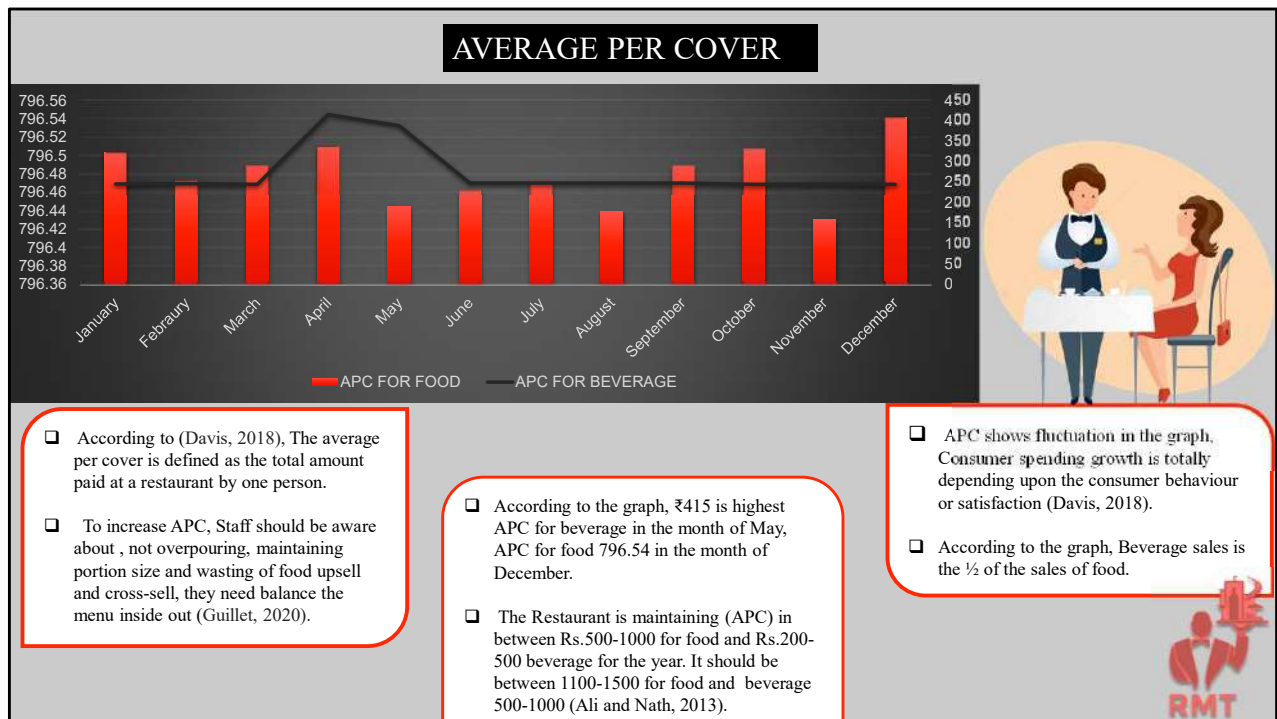
According to the present condition of RMT, it is a loss of -11.95%, according to Zhong and Moon (2020), one of the most common mistakes made in restaurants is focusing too much on new customers while neglecting existing clients. Only the office workers and travelers are the part of sales in the restaurant. Restaurant has no current strategy to engage with new customers, according to Harahap and Amanah (2018), Using micro-influencers can target 33% people through blogs. Focusing on loyalty customers to make a better option to increase revenue.
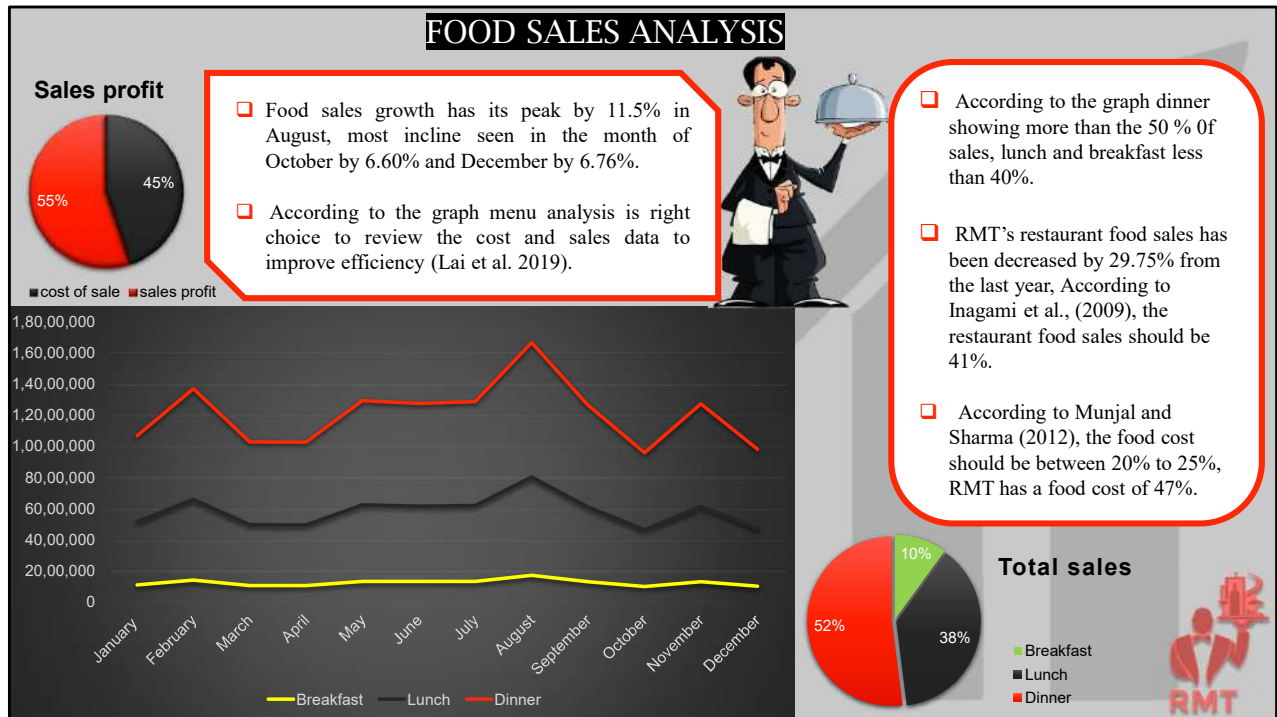
RMT's restaurant food sales have been decreased by 29.75% from the last year, RMT restaurant need some improvement through menu engineering. Menu analysis is right choice to review the cost and sales data to improve efficiency (Lai et al. 2019). Food sales growth has its peak by 11.5% in August, according to Ali and Nath, (2013) there are many festivals likes Raksha Bandhan, Janmashtami and Independence Day. According to Munjal and Sharma, (2012), the food cost should be between 20% to 25%, RMT has a food cost of 47%.

BEVERAGE SALES ANALYSIS

Sales profit

- 33% cost of sale
- 67% sales profit

❑ Beverage sales growth has its peak by 12.9% in May, most incline seen in the month of October by 5.96%.

❑ Beverage sales is just 1/3 of the food, where such as food and wine pairings, are available to improve the dining experience (Scander et al. 2018).

Total sales
- 11% Breakfast
- 30% Lunch
- 59% Dinner

❑ According to the graph dinner showing more than the 55 % 0f sales, lunch and breakfast less than 35% of beverage sales.

❑ RMT's restaurant beverage sales is 25.39%, According to Takshe et al., (2021) the restaurant beverage sales should be 30%.

❑ The total beverage sales for year 2019 is 19.83 % of total cost of sales. According to Miller (2021), beverages category that sees strong sales during summer. RMT shows 12.76% of beverage sales in the month of May.

Breakfast — Lunch — Dinner

The total beverage sales for year is 19.83 % of total cost of sales. According to Miller (2021), beverages category that sees strong sales during summer. RMT shows 12.76% of beverage sales in the month of May. During the summer, office workers and tourists consume 21% more soft drinks, with the most significant increases in water, juice drinks, and flavoured carbonates. According to the RMT research, beverage sales account for only 1/3 of total food purchases, despite the availability of food and wine pairings to enhance the dining experience(Scander et al. 2018).
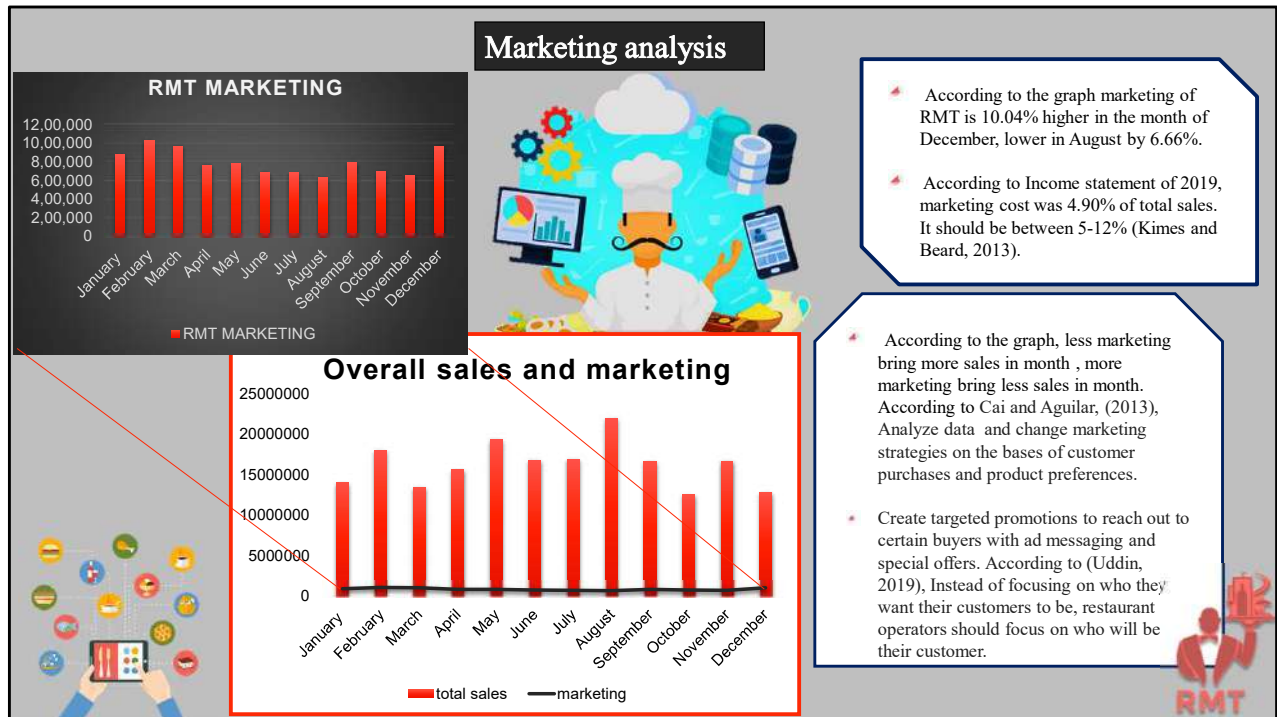
AVERAGE PER COVER

Chart: APC FOR FOOD (red bars, left axis 796.36–796.56), APC FOR BEVERAGE (line, right axis 0–450), across months January–December.

- According to (Davis, 2018), The average per cover is defined as the total amount paid at a restaurant by one person.

- To increase APC, Staff should be aware about , not overpouring, maintaining portion size and wasting of food upsell and cross-sell, they need balance the menu inside out (Guillet, 2020).

- According to the graph, ₹415 is highest APC for beverage in the month of May, APC for food 796.54 in the month of December.

- The Restaurant is maintaining (APC) in between Rs.500-1000 for food and Rs.200-500 beverage for the year. It should be between 1100-1500 for food and beverage 500-1000 (Ali and Nath, 2013).

- APC shows fluctuation in the graph, Consumer spending growth is totally depending upon the consumer behaviour or satisfaction (Davis, 2018).

- According to the graph, Beverage sales is the ½ of the sales of food.

The Restaurant is maintaining (APC) in between Rs.500-1000 for food and Rs.200-500 beverage for the year. It should be between 1100-1500 for food and beverage 500-1000 (Ali and Nath, 2013).

Regardless of a server's section size or turnover, average cover tells you how effective your serving crew is at increasing sales.The Restaurant is maintaining (APC) in between Rs.500-1000 for food and Rs.200-500 beverage for the year. It should be between 1100-1500 for food and beverage 500-1000 (Ali and Nath, 2013). To give best marketing tactics to staff to maximize each upsell possibility.
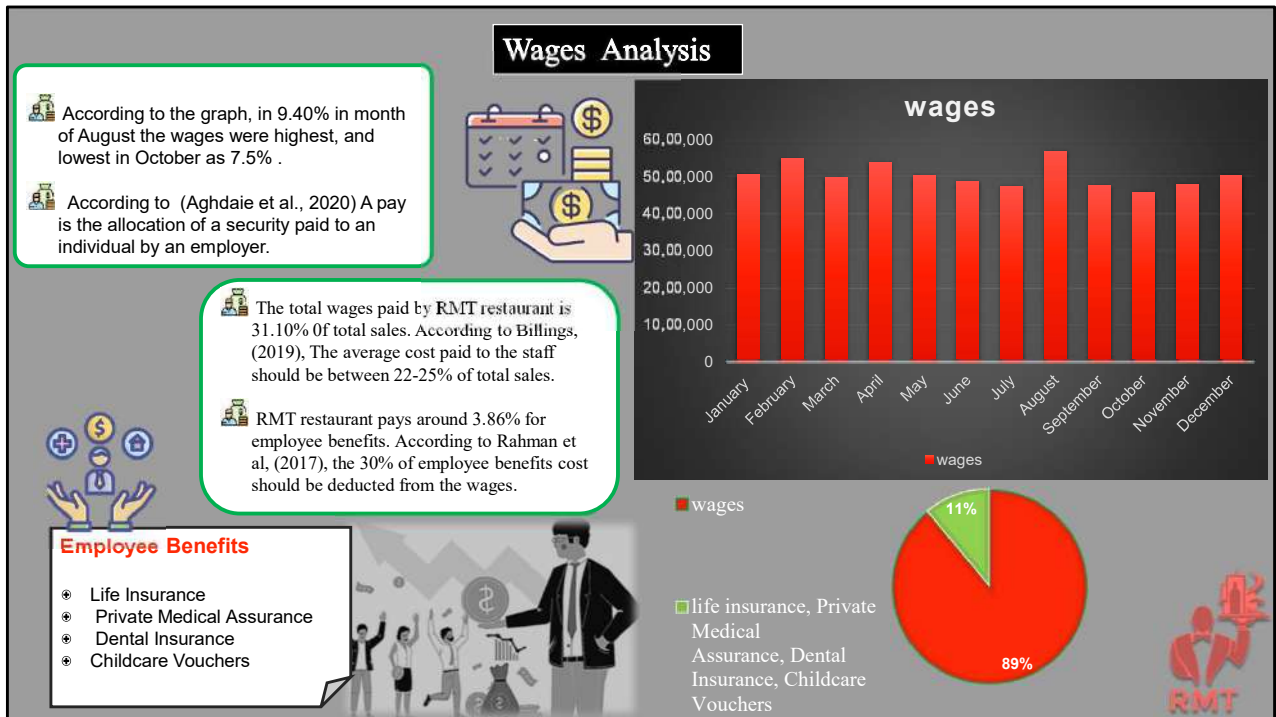
According to the graph, in 9.40% in month of August the wages were highest, and lowest in October as 7.5%. According to (Aghdaie et al., 2020) A pay is the allocation of a security paid to an individual by an employer. The benefits like life insurance, dental insurance, etc. are costing around 3.86%, According to Rahman et al, (2017), the 30% of employee benefits cost should be deducted from the wages. To increase the revenue restaurant should maintain the cost paid to the staff should be in between of 22-25% of total sales, currently RMT paying as more than the 30%.

Marketing analysis

RMT MARKETING

According to the graph marketing of RMT is 10.04% higher in the month of December, lower in August by 6.66%.

According to Income statement of 2019, marketing cost was 4.90% of total sales. It should be between 5-12% (Kimes and Beard, 2013).

Overall sales and marketing

According to the graph, less marketing bring more sales in month , more marketing bring less sales in month. According to Cai and Aguilar, (2013), Analyze data and change marketing strategies on the bases of customer purchases and product preferences.

Create targeted promotions to reach out to certain buyers with ad messaging and special offers. According to (Uddin, 2019), Instead of focusing on who they want their customers to be, restaurant operators should focus on who will be their customer.

According to the graph, less marketing bring more sales in month, more marketing bring less sales in month. According to Cai and Aguilar, (2013), Analyse data and change marketing strategies on the bases of customer purchases and product preferences.

Since the Internet became mainstream about 20 years ago, Big Data has been the most game-changing prospect for marketing and sales. Create targeted promotions to reach out to certain buyers with ad messaging and special offers. According to (Uddin, 2019), Instead of focusing on who they want their customers to be, restaurant operators should focus on who will be their customer. Creating loyalty through offering loyalty programs create a base for the restaurant to generate revenue.

The art of studying and deliberately developing your menu to enhance restaurant revenues is known as menu engineering. Menu engineering develops your menu in the most effective way possible by promoting your restaurant's most popular and lucrative items using menu psychology strategies (Lee, 2020). Placing the star items with puzzle and dogs increase the sales of star items. According to Ardiansyah, (2020) Removing the ₹ sign will, this allows for a more subtle indication of the item's price, keeping the guest's attention on the experience rather than the price. Menu engineering methods increase your restaurant's revenue significantly, but menu psychology methods improve your customers' experience.
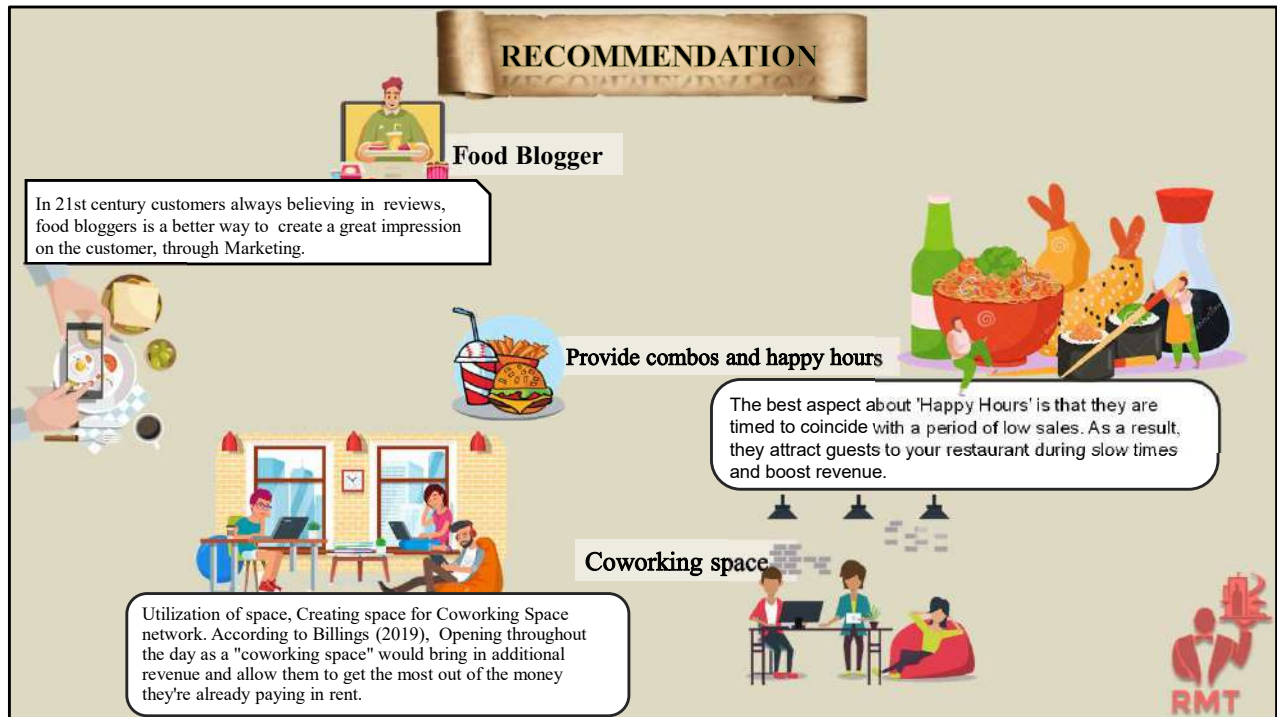
According to the graph there is no effective marketing has been done, engaging with food bloggers a useful resource for boosting sales. Because 71 percent of consumers are more inclined to make a purchase based on social media references, many restaurants and cafés engage with influencers on the platform. According to Billings (2019),A coworking space is a new type of workspace where freelancers, entrepreneurs, consultants, start-ups, and students collaborate in a common area. Many of the amenities needed to manage a successful coworking space are already available in restaurants and cafes. Combo meals are an excellent method to attract clients, particularly those who are on a budget. Choose popular lunch items and serve them with a popular side dish and beverage delivers a higher profit (Lee, 2020).
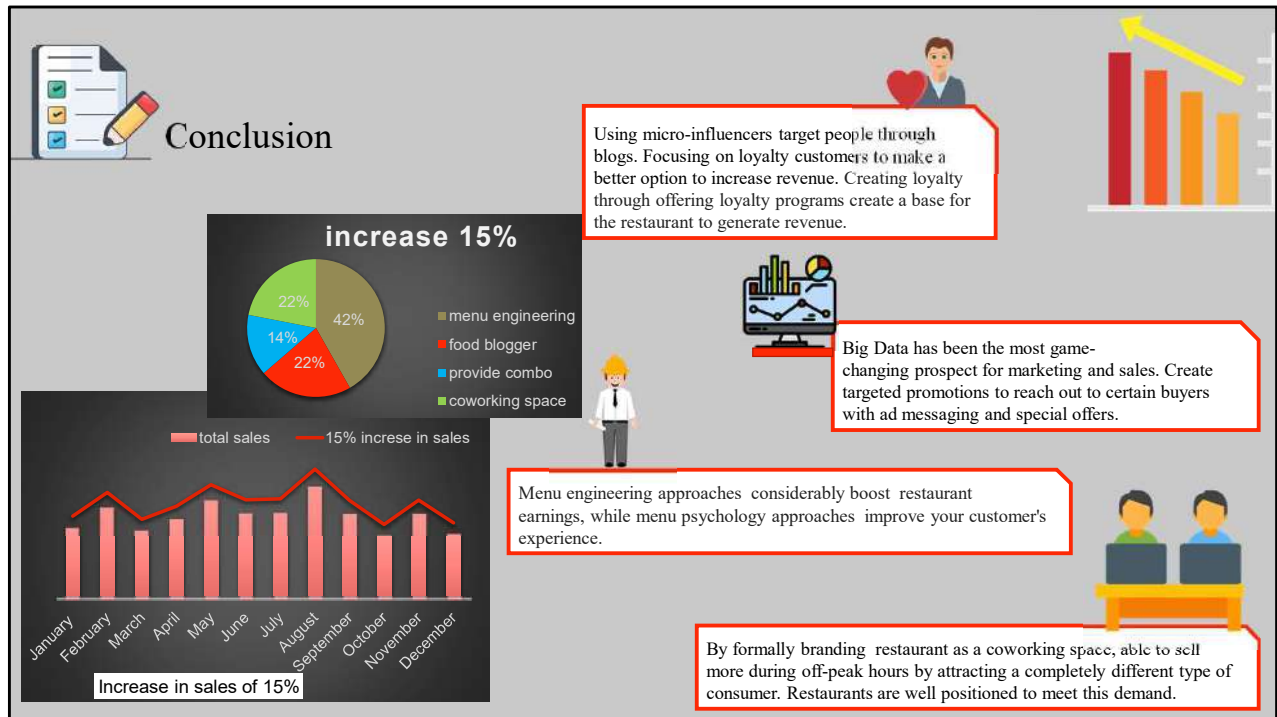
The last year sales of RMT is showing a net loss, bringing RMT into profit collected some points to give 15% growth. Introducing influencers in the field to increase the sales with specifying the specialty of the restaurant. Using a big data to hold the loyalty customers with the putting the star items to the menu, bring the new customers to the restaurant through happy hours. Increasing revenue through creating a coworking space and reducing the cost of rent for the fiscal year.

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3. Advantages of Cloud Kitchen

S. No.	Parameters	Advantages
1.	Infrastructure and grocery	• Savings on infrastructure investment • Reductions in service time through kitchen automation • Better quality control of food cooked • Easy expansion
2.	Chef and staff	• Minimum staff required • Higher consistency in food taste
3.	Delivery	• Lower delivery times due to distributed cooking • Emergence of Logistics providers
		• New Trends in the Delivery Sector
4.	Customer Acquisition Cost (CAC)	• Higher customer retention due to better control of quality and taste • More contextual customer data in terms of food preferences
5.	Average Order Value (AOV)	• Expanding Variety of Cuisines • Competitive pricing strategy due to higher margins

(Choudhary, N., 2019)

APPENDICES

(Billing, 2019)

COME WORK WITH US!

Flow State CoffeeBar was born to serve the telecommuter. We've taken care to plan the space specifically for the coworking crowd. From layout to amenities, this is for YOU!

AMENITIES:

SCHEDULE NOW

- Fast internet
- Standing bar with outlets
- Chef's nook area with drink shelf, outlets, bag hooks, and a view of the kitchen
- Communal table
- Discounted food and beverage packages to keep you going
- Free parking
- Close to public transit (Bus #5, Market-Frankford Line)

WORK PACKAGES

BASIC	$3
reserved seat with 3 hours of internet	
WORK FLOW	$12
reserved seat with unlimited drip, a pastry, and 3 hours of internet	
MORNING BOOST	$14
reserved seat with unlimited drip, a breakfast item, and 3 hours of internet	
WORK FLOW PREMIUM	$15
reserved seat with a premium drink, a pastry, and 3 hours of internet	
WORKIN' THROUGH LUNCH	$19
reserved seat with unlimited drip, lunch, and 3 hours of internet	
ALL DAMN DAY	$30
reserved seat with unlimited drip, a breakfast item or pastry, lunch, gelato, and internet from open til close	