



# Future Proofing Your Business with HSMAI

# **How to Increase Revenue & Profit from your Restaurant**

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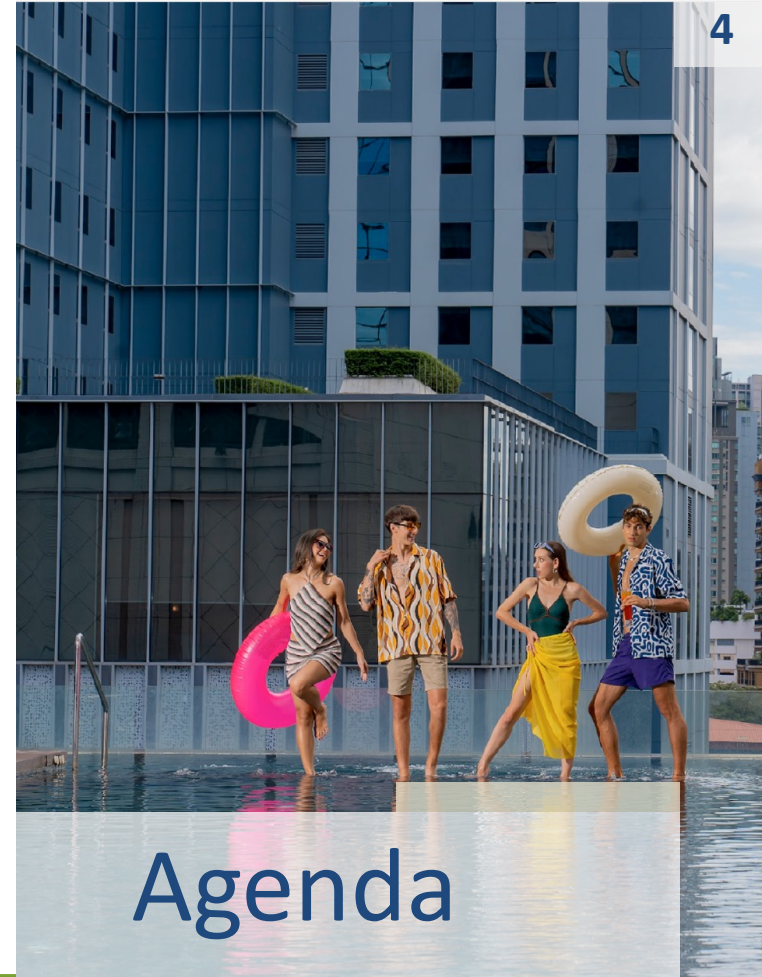
# MAXIMIZING PROFITS

## Food & Beverage



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1. **RATIO OF EXPENSES | EXPENSE MANAGEMENT**
2. **MENU ENGINEERING | F&B REVENUE MGMT**
3. **PERFORMANCE TRACKING | ANALYSIS**
4. **OPTIMIZING COSTS | COST CONTROL**
5. **MARKETING | PROMOTIONS**
6. **TEAM DEVELOPMENT | INVEST IN TALENT**





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## MANAGING EXPENSES

To maximize profits, it's essential to understand the golden ratio of expenses. This includes allocating resources effectively across various cost categories. Here's a typical breakdown:

PAYROLL	15% - 25%
COSTS OF SALE	30% - 40%
OVERHEADS	15% - 20%
PROFIT	15% - 40%

*The above is dependent of type of venue, i.e. restaurant and/or bar, buffet vs. a la carte vs. a la carte buffet, volume vs. Average Check.*

## Expenses





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## MENU ENGINEERING

Menu engineering is a critical aspect of F&B revenue management. By strategically designing menus, we can optimize profitability.

### KEY STRATEGIES INCLUDE

- Highlighting high-profit margin items
- Adjusting pricing to maximize revenue
- Streamlining offerings to reduce waste and inventory costs
- Utilizing descriptive menu descriptions to upsell



Introducing



## PERFORMANCE TRACKING

Analyzing revenue performance per period provides valuable insights into peak sales periods and revenue drivers. Consider tracking revenue performance by:

### 1. MEAL PERIOD

Breakfast, Lunch, Dinner

Do you need all 3 meal periods?

### 2. DAY OF THE WEEK

Weekdays vs. Weekends

Do you need to be open 7 days per week?

### 3. SPECIAL EVENTS

Promotions





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### OPTIMIZING COSTS

Implementing cost control strategies is vital for maximizing profits. Some effective tactics include:

1. Negotiating with suppliers for better pricing
2. Implementing portion control measures to reduce food waste, i.e. switching from buffet to a la carte buffet
3. Cross-training staff to increase operational flexibility
4. Investing in energy-efficient equipment to reduce utility costs



Optimizing Costs





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## STRATEGIC MARKETING

Effective marketing and promotion are essential for attracting customers and driving revenue. Strategies to consider include:

1. Targeted social media campaigns
2. Loyalty programs to incentivize repeat business
3. Collaborations with local businesses or influencers
4. Special promotions and events to drive foot traffic





Team



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### **INVESTING IN STAFF**

Well-trained and motivated staff play a crucial role in delivering exceptional customer experiences and driving profitability. Consider investing in:

1. Ongoing training programs to enhance skills
2. Incentive programs to reward performance
3. Empowering staff to upsell and enhance guest satisfaction





# Thank You



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