Restaurant Prodigy

STEP-BY-STEP REVENUE INCREASE GUIDE

Before you start working on increasing revenue, you need to understand where the money comes from.

Step 1

In the accounting system, a group of dishes / or points of sale (in IIKO it is a department) / or the setting can be by tables.

Main groups:
• Restaurant
• Delivery
• Shipping aggregators
• Take with you
• Banquets (yes, banquets are better for a separate group, as they affect all revenue indicators, which as a result gives us a distorted picture if we count banquets in the total revenue of the restaurant)
• Catering

It is better to configure all reports in IIKO or R-keeper via OLAP, this gives a more correct picture.

From this, we conclude where we do not make money and build a strategy, what we work on.

Step 2

Let's analyze each group, by the hour:
• Breakfast (8-12)
• Lunch (12-16)
• Afternoon tea (16-18)
• Dinner (18-22)

Based on the data received, we understand that at some point our revenue fails. We direct the work of marketing to attract guests during this period of time).

Likewise, for each group (delivery, takeaway, and so on)

Step 3

Look at the turnover of the seat.

Table turnover = number of checks/number of tables.

Seat turnover = number of guests / number of seats in the restaurant.

Turnover can be calculated per day / week / month. Working with turnover is related to step 2

How to work:

1. Breakdown of the landing (there were fours - they were transferred to twos, if we understand that this is a decision for us)
2. Training of hostesses/managers/waiters in the reception of reservations and seating of guests in the hall.
3. Checking the speed of serving dishes – perhaps our guests sit at the table for a long time, since we cook for a long time. The recoil rate can also be calculated.

Step 4

The average check per guest/table is the ratio of the total revenue of the establishment for a shift (week, month) to the number of visitors to the checks who paid the bill for the selected period of time.

• Watch waiters' sales
• Check/table occupancy
• Pricing
• Consumer demand by menu groups
• Serving size

All of this should be in line with your vision and target audience.

Step 5

Occupancy – the number of purchases (in pieces) should be divided by the number of guests (or, more precisely, by the number of punched checks) When calculating this indicator, we remove from the number of dishes all indicators by which we do not earn money:

• Executive Tables
• Compliments
• Modifiers

This is a short minimum that will allow you to start on managing revenue and sales in your project. Of course, these are not all aspects, there is also pricing, marketing, menu structure, and much more.

But these are the first steps you can take on your own. We collect information and analyze it from month to month. Based on this data, it is already possible to set goals, KPIs, and a training plan.