

# WEBINAR: Modern Restaurant Management and Operations



## Overview

The food service industry (restaurant industry) is very dynamic. Managing and operating one is not an easy task. Restaurateurs always have to think of ways on how to be able to adapt and cope with this fast-changing industry and business. Understanding the operation side of it is not always the key to success. With the advent of new technologies, globalization and new ideas always coming in, one has to be kept abreast with what's new in the industry in order to be competitive and to stay on top. Specially in the time that the restaurant industry is facing so many challenges, as restaurateurs, one has to be knowledgeable of the ways by which, the business will not only be able to survive but how to thrive.

## Objective

- This webinar aims to give attendees knowledge on how to use technologies in order to gain an upper hand in this highly competitive industry. Attendees will learn how to use the menu as the focal point of the restaurant operations in order to be innovative, profitable and adaptable to the ever-changing food service industry. It will also discuss tools by which one can make operations much more effective and efficient focusing on customer experience, supplier-buyer relationship, cost-volume profit analysis, flow of food in the restaurant.

## Who Should Participate

- Those who would like to improve the way they manage and operate their restaurant business.
- Those who would like to venture into the dynamic restaurant business world.

## Key Topics

- I. The Restaurant Industry: Today and Tomorrow
  - A. Attributes of a Good Restaurant
  - B. Life Cycle of the Restaurant Business
  - C. Trends in the Restaurant Industry
- II. Menu: Focal Point of the Food Service even in the New Normal
  - A. Menu Creation and Development
  - B. Pricing Your Menu
  - C. Menu as a Marketing Tool
  - D. Redesigning Your Menu and Menu Engineering
  - E. Kitchen Layout and Design
- III. In and Out in the Millennial Restaurant Operations: What's New in the Restaurant Industry
  - A. Supplier - Buyer Relationship
  - B. Making the Operations Simple
  - C. Your Restaurant as a Safe Space for Customers
  - D. Takeout and Delivery as New Normal for Restaurant
  - E. Getting Customers through Aggressive Promotion and Marketing
  - F. Generating Sales the New Way - The Use of Technology

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

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