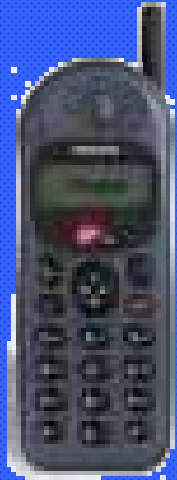




WELCOME EVERYONE



PLEASE ENSURE THAT YOUR
MOBILE PHONE IS SWITCHED
OFF

THANK YOU FOR NOT SMOKING
IN THIS ROOM





WELCOME EVERYONE

A PRESENTATION ON FOOD AND BEVERAGE

by

Steven Brown FBII

Supreme Commander

of Inn-formation



INN-FORMATION

FOOD AND BEVERAGE MANAGEMENT

Remember this:

- **Your business success must happen by design and not accident**
- **Its okay to exceed the B.E.P.**



INN-FORMATION

THE KEY CRITERIA

- **The secret of success in MARKETING is to be in the market your customer wants you to be.**
- **The secret of success in FINANCIAL CONTROLS is to remember that “Turnover is vanity and profit is sanity”**



INN-FORMATION

ESSENTIAL MARKETING TECHNIQUES

❖ YOUR FOUR MARKETING OPTIONS

- Sell more existing products to existing customers
- Sell new products to existing customers
- Sell existing products to new customers
- Sell new products to new customers



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A MARKETING MASTERCLASS

❖ **Price**

❖ **Trends**

❖ **Service style and quality**

❖ **Environment**

❖ **Availability**

❖ **Customer communications**

❖ **Product range**

❖ **Merchandising**

❖ **and now for something completely different**



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FINANCIAL CONTROLS

“You know you are TAKING money but how do you know you are MAKING money”

Steven Brown FBII (genius)

Are you driven by TURNOVER, GROSS MARGINS, BUDGETS

In short are you controlling your F & B business or is it controlling you?



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FINANCIAL FOCUS – industry norms

- **Gross margin (wet/dry)**

- **Days stock**

- **Pipe cleaning loss**

- **Yield**



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THINGS YOU NEED TO KNOW!

- **Stock control**
- **Till technology**
- **House rules/guidelines**
- **An operations manual**



INN-FORMATION

INN-FORMATION AT YOUR FINGERTIPS

Dial

01604 497747 (World Headquarters)

**-07785 276320 (speak directly to the Supreme
Commander)**

note all calls will be recorded regarding abuse!