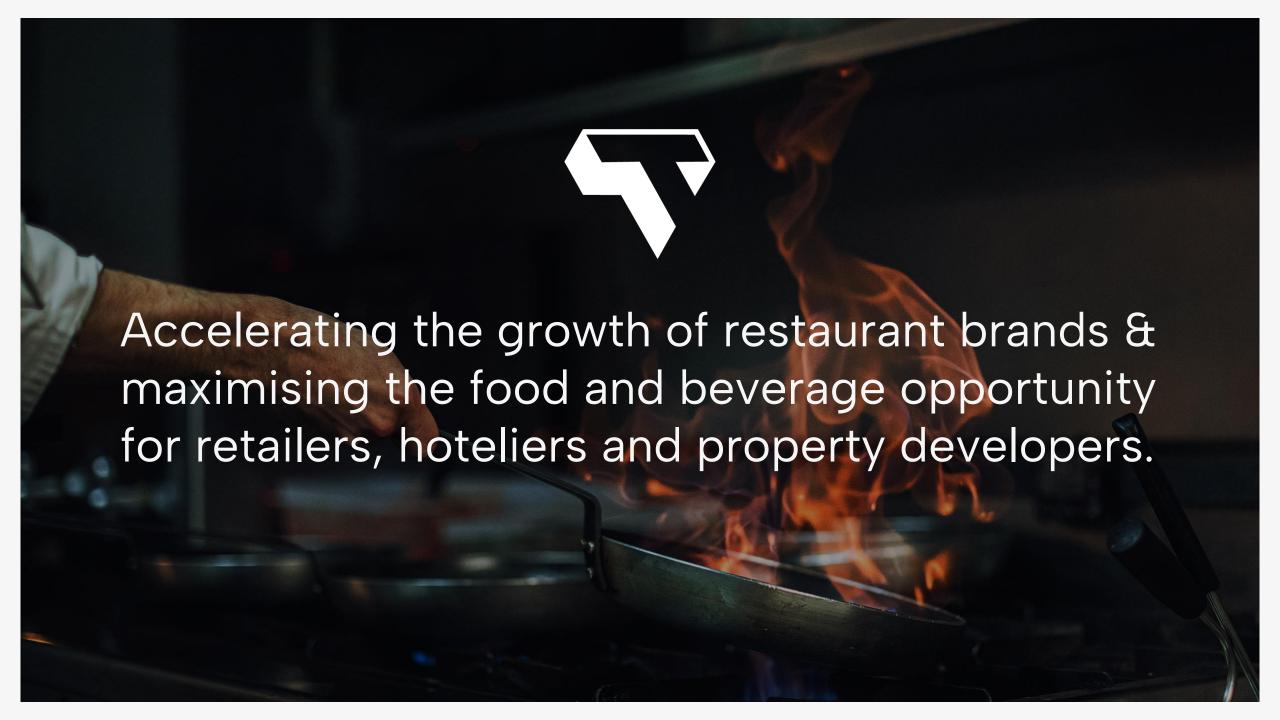


Restaurant Revenue Optimisation

Think Hospitality















Dubai

Global bases

Working with the biggest & best brands



We've worked on hundreds of client consultancy engagements and hospitality venture partnerships across Europe, the Middle East, Africa & North America.

HOSPITALITY BRANDS

RETAIL, SPACES & PLACES

INVESTORS





























































visit estonia

CLAUS MEYER

SELL MORE TO EXISTING



OPTIMISE CAPACITY

HIGHER VISIT FREQUENCY



MENU SCIENCE

- Guest behavior is predictable
- The overall guests experience will be shaped by the choices made.
- Guests do not want an abundance of choice when it comes to dish selection.
- Guests want to be taken on a simple, clear journey and given confidence in the specialism and expertise of the venue and its menu.
- Guests will be persuaded by menu science techniques, based on a well-designed and clearly marked menu.
- Ensuring experience focused dishes with good margin are highlighted and easily selectable set menus are on offer drives average spend.



CONVENIENCE VS. EXPERIENCE

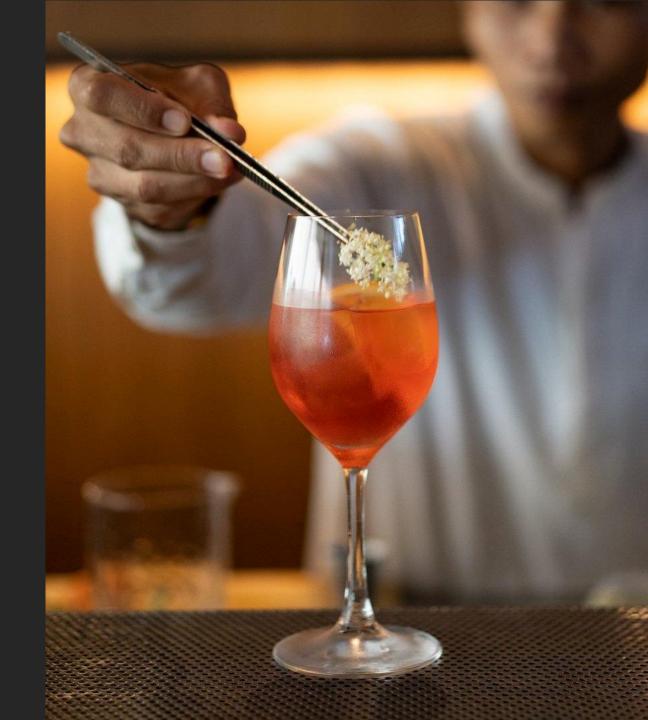
TEAM
ENGAGEMENT,
TRAINING &
INCENTIVES



PRE-SALE



EXPERIENCES





OPTIMISE CAPACITY

RESERVATION MANAGEMENT

- Encourage customers to come outside of key times
- Dynamic pricing on menus
- Set-up your table reservation system for earlier and later
- Incentivise people coming earlier or later with better table allocation
- Give customers options of times, rather than let them ask for one
- Leave some tables for walk-ins and flexibility



MANAGING LARGER GROUPS

- Push earlier and later
- Incentivise with surcharges on menus at peak times
- Offer set menus
- Gain pre-orders on food
- Offer drinks packages
- Dynamic pricing based on time of seating and week





OPERATIONAL EFFICIENCES

- Quick table turnarounds; Don't delay the bill & quick table refreshes
- Aces in places putting your best people on the right stations and shifts to maximise efficiencies
- Mapping out the steps required for chefs, considering new kitchen layouts
- Consider using bussers/runners
- Reviewing menus for items that slow down service
- Reduce menus on big days





- Customise experiences
- Reward through surprise & delight
- Go above & beyond in your service
- Keep guest history notes
- Build length of service



KEEP YOUR REGULARS INFORMED

- Regular, meaningful communications to your customers – email, Whatsapp, SMS & social media
- Consider concepts like secret dishes & exclusive offers
- Make them feel special with pre-sale on events, best tables or key nights



Retail, spaces & places

Services

- Foresight & market intelligence
- Placemaking & master planning
- Tenant & operator mix
- Feasibility studies
- Concept development & ideation
- Asset reviews & enhancement
- Strategy facilitation, study tours & workshops

Client experience





Imperial College London





















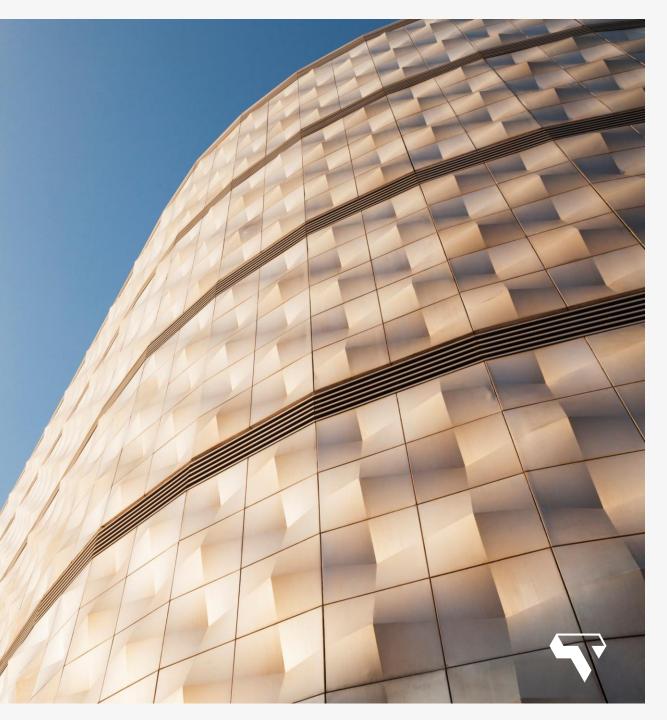












Hotels & resorts

Services

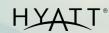
- Asset reviews & enhancement
- Concept matchmaking & partnership development
- F&B revenue & menu optimisation
- Asset master planning & concepting
- Foresight, intelligence & market studies
- Problem solving & ideation
- Strategy facilitation, study tours, workshops & conferences

Brand experience









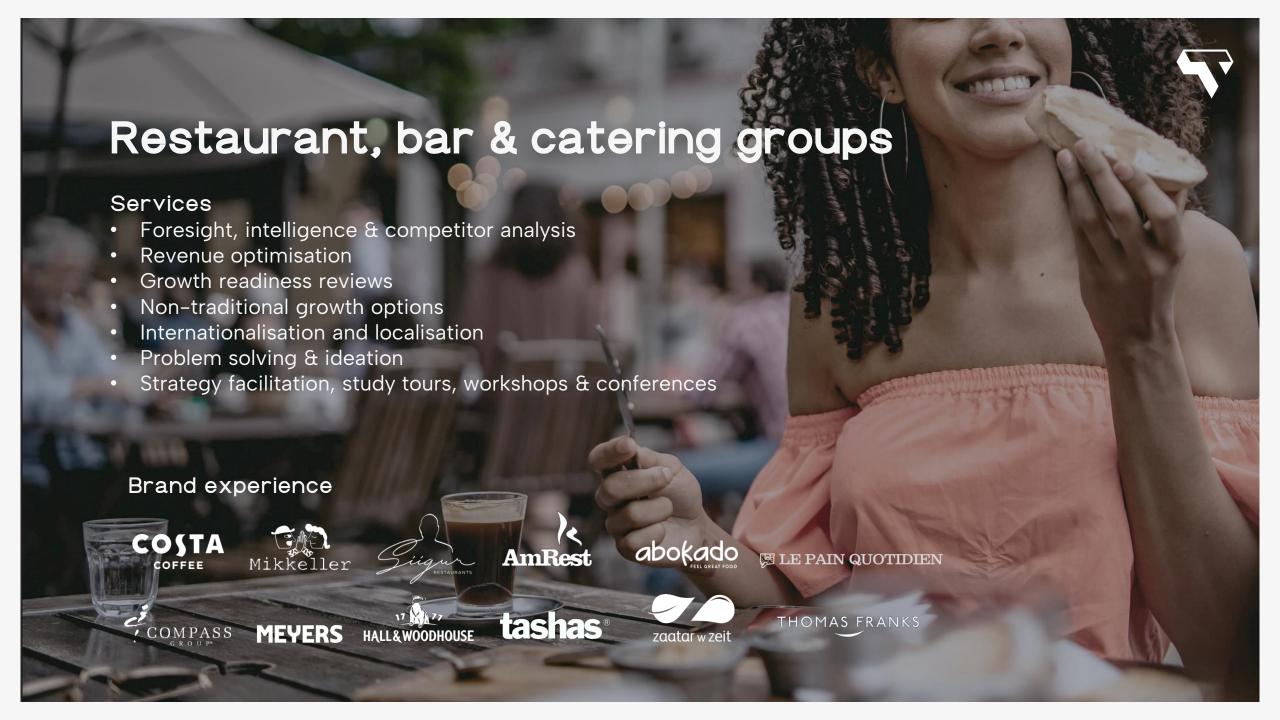












Private equity & investors

Services

- Foresight & marketplace intelligence
- Brand & commercial due diligence
- Deal sourcing & introductions
- Feasibility studies
- Turnaround
- Growth readiness & leadership reviews
- Special projects & problem solving

Client experience







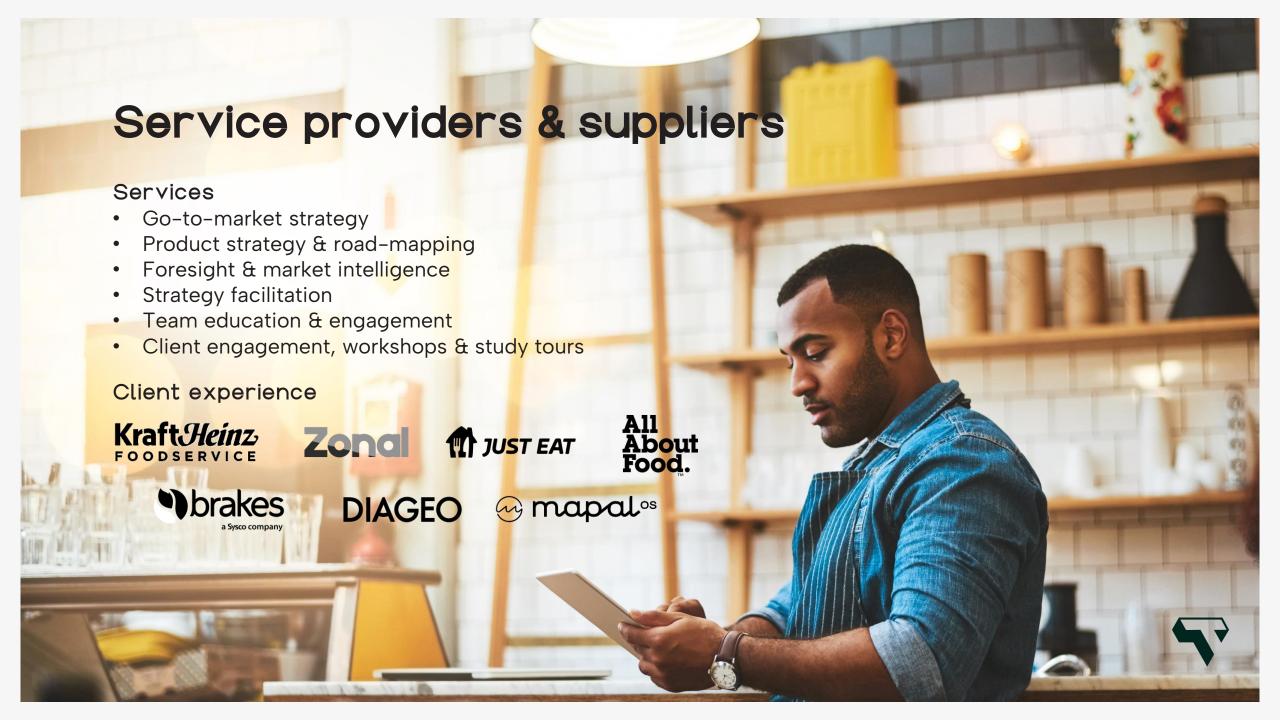












Discover the Think Hospitality difference



- 1. Expect board-level gravitas, thinking and challenge: All projects are delivered by partner-level leaders, no handing down to analysts or interns.
- 2. We are hyper-connected with extensive networks across the global hospitality industry.
- 3. We put out money where our mouth is, investing in and operating our own brands not just telling others how to do it.

- 4. We have extensive experience from living and traveling internationally, and from working with a diversity of brands across the globe, giving us a unique perspective of the market, what is on offer and how other businesses are structured, operate and the solutions they deploy.
- 5. We bring experience and insights from a range of other industries and sectors, thus broadening the scope of our perspective and problem solving













www.thinkhospitality.co.uk