

Module Title: Revenue and Menu Management

Module Code: B2216

Level: BAICA – 4th Semester...Lesson Plan

S. No.	Units	Topics/Activities
1	Factors that Impact Menu Item Selection	<ul style="list-style-type: none">• Marketing Environment• Selecting Menu Items• Changing a Menu• Internal Operational Concerns when Choosing New Items
2	Meeting Nutritional Needs and Food Preferences of Customers	<ul style="list-style-type: none">• Factors Influencing Food Selection• Sources of Nutritional Components on the Menu• Nutritional Information for Customers• Nutritional Cooking Methods• Types of Vegetarian Diets• Addressing Food Allergies
3	Menu Layout and Design	<ul style="list-style-type: none">• Purposes of the Menu• Relationship of Menu Design to Marketing• Menu Psychology• Menu Layout and Design Principles
4	Menu Pricing	<ul style="list-style-type: none">• Use of Price in Strategic Marketing• Impact of External Environment on Prices• Pricing Strategies• Pricing and Gross Profit Margin• Pricing Methods• Employee Meal Pricing
5	The Alcoholic Beverage Menu	<ul style="list-style-type: none">• Alcoholic Beverages in Restaurants• Merchandising Wine• Merchandising Spirits• Merchandising Beers and Ales• Pricing Alcoholic Beverage

6	Menu Item Sales Performance Analysis	<ul style="list-style-type: none">• Sales Evaluation Measures• Popularity Evaluation Measures• Profitability Evaluation Measures• Other Measures Used to Evaluate Menus
7	Menu Sales Mix Analysis	<ul style="list-style-type: none">• Purposes of Sales Mix Analysis• Performing of Sales Mix Analysis• Changing the Menu Based on Analysis