

saffron

Improve Profitability

Saffron serves up a complete back office solution that provides catering managers with the control they need to drive forward profit margins.



Stock Control

Enables hospitality businesses to operate efficient inventory control that will reduce waste and improve bottom line performance.



Business Performance

Keeps you in control of business performance to maximise profit.



Business Planning

Helping caterers with menu costing and recipe planning by calculating accurately the cost of each recipe and the profit margin you can expect based on the selling price.



Nutritional Analysis

Helps caterers and restaurants plan their menus according to nutrient content and to fulfil menu labelling requirements.

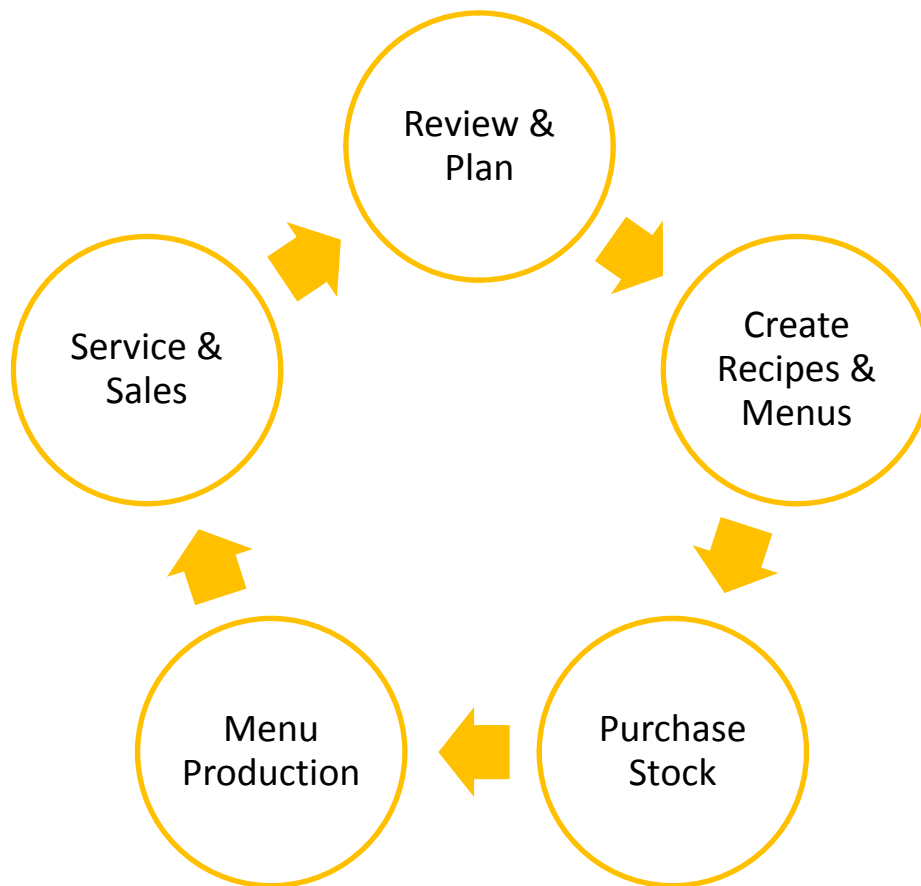


Increase Customers

Helps hospitality businesses improve the speed of customer ordering and quality of service.



**Simple steps to Improve Profitability
by
Fretwell-Downing Hospitality**



THE COST CYCLE

Research shows there are three perspectives that contribute towards the success of any hospitality businesses.

- **Economic Perspectives** including aspects such as revenue and profit levels, management controls and cash flow.
- **Marketing Perspectives** including aspects such as location, style (service/menu), target customers and market saturation.
- **Managerial Perspectives** including aspects such as business targets, motivation, stress levels and personal objectives

These are interlinked and influence success; by managing the five key operational aspects (see right) you can take a range of simple steps to minimise negative influences and maximise opportunities.

I would hazard a guess that in the early days you worked your way through the cycle on a regular, if not daily, basis; however as your business became more successful and demands on your time became greater you began to rely more on instinct.

To keep you focused on providing excellent service this guide is designed to be a reference that can be used again and again with a range of questions that will help you look at the areas affecting business performance and, hopefully, allow you to make a little more profit from the things you do on a daily basis.

If you would like to discuss any aspect from the cost cycle our contact details can be found on the last page.

Review & Plan

Us



Our Customers



The Competition



Our Goals

Why did we start this business?
Do we have a business plan?
What is our target market sector?
How do people know we exist?
Do we have the correct skills in the team?
Is there something we know we should be addressing?

When did we last put ourselves in our customers shoes?
Have we ever dined at our business, unannounced?
Why do people eat/visit us?
What are the current and new trends?

What is the direct local competition?
Is there any indirect competition?
When did we last eat at a competitors?
How are we different – good or bad?

Do we know how our business is performing?
What are we trying to achieve?
Is there something we know we need to address – but haven't?
Do we have defined food and service standards?
Do we have a defined policies and procedures?
How do we measure performance?
What plans do we have to address performance variance?

Recipes & Menus

Price



Nutrition



Cost



Yield

Gross profit or Mark-Up?
What is our customers average spend?
What income levels do we need to cover costs?
How can we increase revenue?
What profitable offers could we introduce?

Are our customers looking for healthier options?
Are healthier options more profitable?
Would displaying calories attract new customers?

Are we using stock correctly?
When did we last update stock/recipe prices?
What profit do we need to be profitable

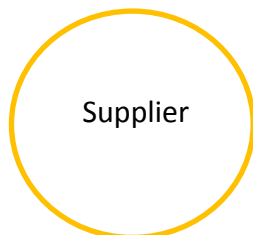
Is the actual yield used to calculate selling price?
How many dishes do we have on the menu?
What is the real profit achieved?
Could we change some dishes on the menu?
Would different menus at lunch/evening improve profitability?



Do we have contract prices?
What is the most economical purchase quantity?
When did we last update recipes?
Do we use gross profit or mark up?



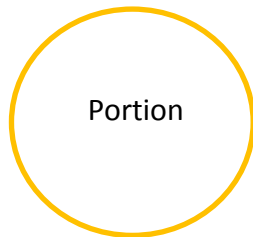
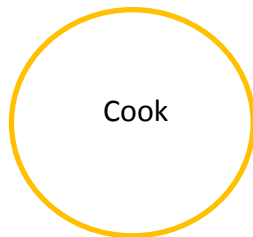
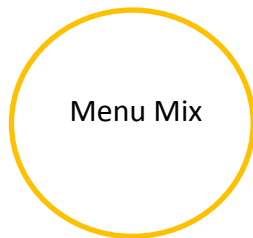
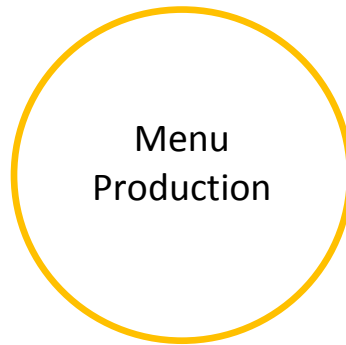
How much stock are we holding?
Is this too much? Money sat on shelves
Is this too little? Not achieving best possible prices
What level of business have we forecast next day,
week, month?
Is our stock secure?
When did we last count stock?



What are our payment terms?
How many suppliers do we use?
Have we completed a HACCP?
Can we buy better?



What stock levels do we need to hold?
How often do we need x?
Do we have sufficient/too much storage space?
Did we get what we ordered?
Did we get charged the expected price?



Is our menu balanced for profit, taste and service period?
Have we included free items in our costing e.g. bread?
Have we included the cost of staff meals?
Do we use tested recipes?

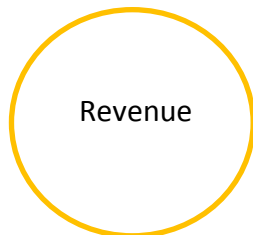
Do staff eat off the menu?
What dishes do we include in our special offers?
Is there a recipe for each dish?
Have we set standards for each dish

Have we completed yield tests?
Do we over prepare?
How much prepared stock are we holding?
What items can we prepare instead of buy?

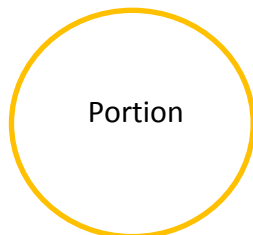
Do we control preparation waste?
Why do we throw food away?
Are the team trained?
Do we purchase correctly?



How much profit do we make on our best sellers?
What is our actual sales mix?
How does our sales mix affect profit?
What is the split between food and beverage and lunch and evening sales?



Are we gaining new customers
Are we using mark up or gross profit to calculate selling prices?
Could we upsell to more profitable items?
How do our offers/discounts affect profitability?
What is the split between week-day and weekend Sales?



What is our service style?
How are we controlling the portions served?
Have we trained staff on portion control?
Could we control portions by changing service style?



Is there food left on customers plates?
How many customers return food?
How many complaints do we receive?



WHO ARE FDHOSPITALITY?

Fretwell-Downing Hospitality has over 30 years experience in the provision of hospitality software solutions and was established after our parent company's hotel and catering business recognised the need for software that was specifically designed to provide caterers with support for their operation.

Today our web based solution, Saffron, assists managers across all sectors of the hospitality industry to efficiently manage their recipes and menus to improve profitability and provide nutritional analysis. To assist in gaining increased revenue we also offer, Saffron Xpress, quick service kiosks.

Designed by caterers for caterers, Saffron is a scalable solution available on subscription and currently supports organisations from independent cafes through to branded operations across the globe.

Fretwell-Downing Hospitality continue to lead the market through a combination of employing professionals from the hospitality industry, staying abreast of industry requirements through regular dialogue with customers and partners and, embracing advances in technology to deliver innovative solutions.

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If you would like an On-line Demonstration of Saffron please visit [here](#)

Ring to speak to us about our Consultancy service on 0114 2816060