

FOOD & BEVERAGE REVENUE MANAGEMENT

Course Synopsis

This course examines Food & Beverage Revenue Management Theory and its application in maximizing profits for food & beverage operations.

Course Objectives

This unit enables participants to effectively and creatively increase restaurant revenue by using technique such as queue management, menu planning and re-engineering marketing and sales techniques to allocate the right inventory to the right customer at the right place at the right time.

Course Outline

- Understand the concept of revenue management in the hospitality industry
- Identify the different challenges various hospitality providers face in revenue management
- Understand the methods of using the menu as an effective marketing tool to improve business performance
- Identify strategies for different business operating hours
- Understand the concept of segmentation in dining markets
- Appreciate the role of differentiation and how it complements segmentation
- Discover how the consumer buying decision process works
- Recognize the difference between different pricing strategies
- Understand the importance of queue management and its impact on revenue management
- Examine the possibilities of restaurant revenue enhancement from various perspectives
- Identify strategies for different business operating hours
- Explore the effect of meal pace on customer satisfaction
- Discuss how additional revenue can be made primarily from existing customers
- Examine the possibilities of increasing revenue without sacrificing customer satisfaction

Course Dates

30,31 August & 1 September 2010 (Mon, Tues & Wed)

Duration

30,31 Aug (9am to 6pm), 1 Sep (9am to 1pm)

Closing Dates

30 July 2010

Course Fee

Full course fee:
\$481.50 per participant (incl. GST)

Subsidies Available

<http://www.skillsconnect.gov.sg> for more info.
(Broad-based Skills Training exceptional support for SMEs only)

Target Participants

Food & Beverage professionals at supervisory or mid-management level at hotels and free-standing restaurants.

Certification

Participants will be issued with a Certificate of Accomplishment upon meeting 75% of the required course attendance and passing the assessment.

Enquiries and Application

Submit application form to:
Professional Development Centre
Temasek Polytechnic
(ENG Block 13, Lobby E, Level 3)
21 Tampines Ave 1
Singapore 529757

Opening Hours

Mon to Fri: 8.30 am to 7.00 pm
Closed on Sat, Sun & Public Holidays

Contact Details

Tel: 6788 1212
Fax: 6788 1475
Email: pdcc@tp.edu.sg
URL: <http://www.tp.edu.sg/home/pdc.htm>

Temasek Polytechnic reserves the right to alter the course, modify the scale of fee, amend any other information or cancel the course if enrolment is low.