

Welcome! The webinar will begin at 10:00am

## **Tips to Increase Revenues in 2021**

***Presented by:***

**Nandu Awatramani, Business Coach and Advisor to  
Ambitious Restaurant Owners and Groups**



**Nandu Awatramani**

**“It was incredibly exciting to find solutions and systems that could change the restaurant industry from the inside out. To find new ways that offer relief and results for problems most of us have accepted as “just the way it is” in the hospitality business.”**

**There were solutions to increasing revenues, reducing costs, improving employee retention used by companies in other industries that he adopted and used to solve similar challenges we face in restaurants.**

**In under 3 years, using radically different approaches and break through ways of doing business in the restaurant industry, he increased revenues by 296%, profits by 212% and improved employee retention from 35% to 92% (3 time better than the industry average).**

**He coaches and advises ambitious restaurant owners in person and online on how to get organized to confidently increase revenues to take care of their business and life.**

**“Immediately usable techniques AND Food for thought,  
Ideas for the future”**

Jason Friedman, Fat Pallies Deli, Saratoga Springs  
NYSRA Member

**“Transformative for business mindset”**

Anthony Lynn, Empowered Hospitality, NYC



# **Confidently Increase Revenues to Take Care of Your Business and Life**

**2020**

# Today's Goals:

- 1: Reducing your food cost and increasing profits
- 2: Increasing Repeat Customers and average guest spend
- 3: Increase New customer visits to your restaurant and online
- 4: Eliminating three things to get better results in increasing revenues

# Agenda:

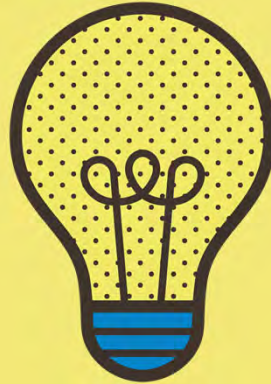
**4 x 10 min segments**

***Each segment is followed by a short Q&A***

# **Segment 1:**

## **Increasing Profits and Reducing Your Food Costs**





Decide on the profit you'd like to earn and  
find a way to make your costs fit in with your  
new business model

# Why?

Decide on the profit you'd like to earn and find a way to make your costs fit in with your new business model

**Goal: Increase profits by 7%**

**1. Club controllable costs together**

# Controllable costs

1. Food
2. Beverage
3. Wastage
4. Packaging and take-away
5. Flexible labor costs

## Total Controllable Costs

Apr'21

Total Food Cost	23%	\$	27,547
Food cost - Indoor			
Food cost - Delivery			
Total Bev Cost	20%	\$	12,898
Bev cost - Indoor			
Bev cost - Delivery			

## Labor Costs - Variable

FOH Hourly	8%	\$	13,820
BOH Hourly	13%	\$	23,954
Taxes & WC Insurance	6.0%	\$	2,266
<b>Total Labor Costs - Variable</b>	<b>22%</b>	<b>\$</b>	<b>40,040</b>

# Before reducing food cost

1. Decide on the profit you'd like
2. Club all Controllable costs together
- 3. Look at a few non negotiables to sustain your brand quality while reducing costs**
- 4. Increase menu prices**

# **In trying to reduce my food cost I didn't want to**

- Change over to a new vendor and compromise quality, delivery, consistency
- Sting on quality and offer a lower quality product
- Kill my creativity and sell what any other person could sell

# Reduce food costs:

**Found suppliers to outsource** pizza sauce and meat and marinations at a lower cost



# Increasing menu prices:

## **BIG RISK**

- Afraid people won't pay
- Afraid to lose my regulars
- Afraid my revenues will fall

# Take away risk of losing customers:

**Started listening to our customers** by taking feedbacks seriously so we could pivot quick and avoid any big risks

# Q & A



# **Increase Revenues & Maximize Profitability**

# **Want a Constant Feedback Loop**

# Confidently

## **Segment 2**

Increasing Repeat Customers and average guest spend

When you have a system to listen to your customers you can give them what they want and increase prices without worrying about losing your repeats



# Outcome:

## Revenue rose 30% year on year

- Repeat customers increased by 15%
- And we increased prices

It is a known fact, a 5% increase in repeat customers  
= 10% jump in revenues

# **Pizza by the Slice sold within Cinemas:**

May 2012:

650 customer feedbacks

**80%: Pizza's aren't hot – TREND #1**

10%: Increase your toppings – TREND #2

3%: Add lamb peperoni - TREND #3

7%: various other suggestions

# **Pizza by the Slice sold within Cinemas:**

May 2012: 650 customer feedbacks

~~80%: Pizza's aren't hot – TREND #1~~

**10%: Increase toppings – TREND #2 (Increased price and were able to quickly notice how our customers accepted the new increased prices)**

3%: Add lamb peperoni - TREND #3

7%: various other suggestions

Biggest benefit to listening to our customers is to **SPOT TRENDS.**

Trends are what the majority of your customers want

**“Not knowing for sure what 60% or more of our customers want to tell us is like shooting arrows in the dark and hoping one sticks”**

# Q & A



## **Segment 3**

Increase new customer visits to  
your restaurant and online

Being able to listen to your customers carefully will help you increase the number of new customers visits in-house and online



Are you aware of any of this regarding your customers?

**Q.** What other restaurants do they visit (and how often)

**Q.** How much do they typically spend when you go out / order in?

**Q.** How often do they order in?

# Knowing your customer better helps you...

- Take more informed decisions
- Maneuver
- Stay on track
- Stay focused
- Increase revenues and profitability
- Take better care of them

**While giving the check ask these questions and have a way of documenting this information so you can use it.**

# Increasing New Customer visits online

# Online customer survey

**Text after order:**

Can you rate your experience from 1-10?

## **Objective:**

By understanding how to make your current customer's experience a 10/10 – you will learn what you need to do to attract more customers to order from you



**We want to understand our customer:**

Q. What can we do so your next experience is a 10/10?

# Spot Trends

## **These are just a few things you can do..**

- Menu profitability (dish, recipe, cost, attractiveness)
- Delivery standards (temperature, packaging, improve experience)
- Pricing (can you confidently increase menu prices without being afraid of losing your customers)

# Q & A



## **Segment 4**

Eliminating three things to get better results in increasing revenues

# **Eliminate these three things will help you get better results in increasing revenues**

1. Drama
2. Unforeseen hidden costs
3. Misalignment within teams

# **Drama makes increasing revenues much tougher**

**“I didn't know that was my  
responsibility”**



# Unforeseen hidden costs

# Misalignment within the team

**To increase revenues  
you need your employees to take  
Ownership**

# What is **Ownership**?

**How do you instill a sense of Ownership  
into the hearts of your employees?**

**By increasing accountability**

## ***Be transparent in everything you do.***

- Accounts
- Cost control
- Plans for the company's future
- Attracting new employees
- Letting go of some employees

**Being transparent removes fear and builds trust**

**Having more trust leaves no space for drama**



**A restaurant employee with no drama  
and who trusts other employees and  
management is more motivated to do  
what is best for themselves AND the  
company**

**That's why they'll take on  
accountability for their actions and  
performance**

**They'll begin to care about their  
growth and the growth of the  
company and its revenues**

**Drama free  
High Trust  
High Accountability  
More Care**

**Instills Ownership**

**I am cared for = I care for the  
company**

# **I care**

- **Care for no drama**
- **Care for not incurring hidden costs**
- **Care for working together focused on increasing revenues**

**You can instill a desire of ownership  
within your employees. *It is possible!***

By being transparent with all your employees

*- not a one-off thing, but as a way of managing your company,*



**“I didn’t know how to do it, I didn’t want to mess it up, its important, can you show me again”**

**“I chose to do this for that customer because it would make them happier and it would be good for our company”**

Eliminating Drama, Hidden Unforeseen Costs and Misalignment within teams by being transparent will increase trust, accountability and care and instill a sense of ownership in each employee's heart

**It is the best way to move towards increasing revenues**

**Q & A**



## **Business Coaching and Advisory**

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**Online and in-person**

**Thank you**