

HSMAI Instructor-Led Classes






hsmmai
ACADEMY

MASTERCLASS
The RM Toolbox:
Strategies to Improve
Profit
from your Restaurants

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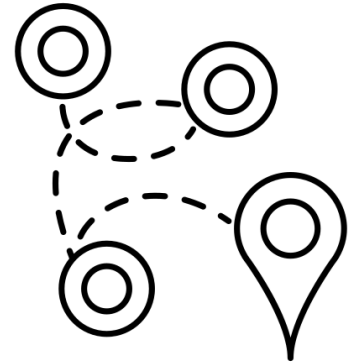
Roadmap

Introduction

The toolbox

Using the toolbox

Case study



Stores

Dark Purple	Dark Purple
Grey	White
White	Grey
Dark Purple	Dark Purple
Grey	White
White	Grey
Dark Purple	White
White	Grey

White	Grey
Grey	White
White	White
Dark Purple	Dark Purple
Grey	White
White	Dark Purple
Dark Purple	White
Dark Purple	White

Dark Purple	White
Dark Purple	White
White	Dark Purple
Grey	White
Dark Purple	Dark Purple
White	White
Grey	White
White	Grey



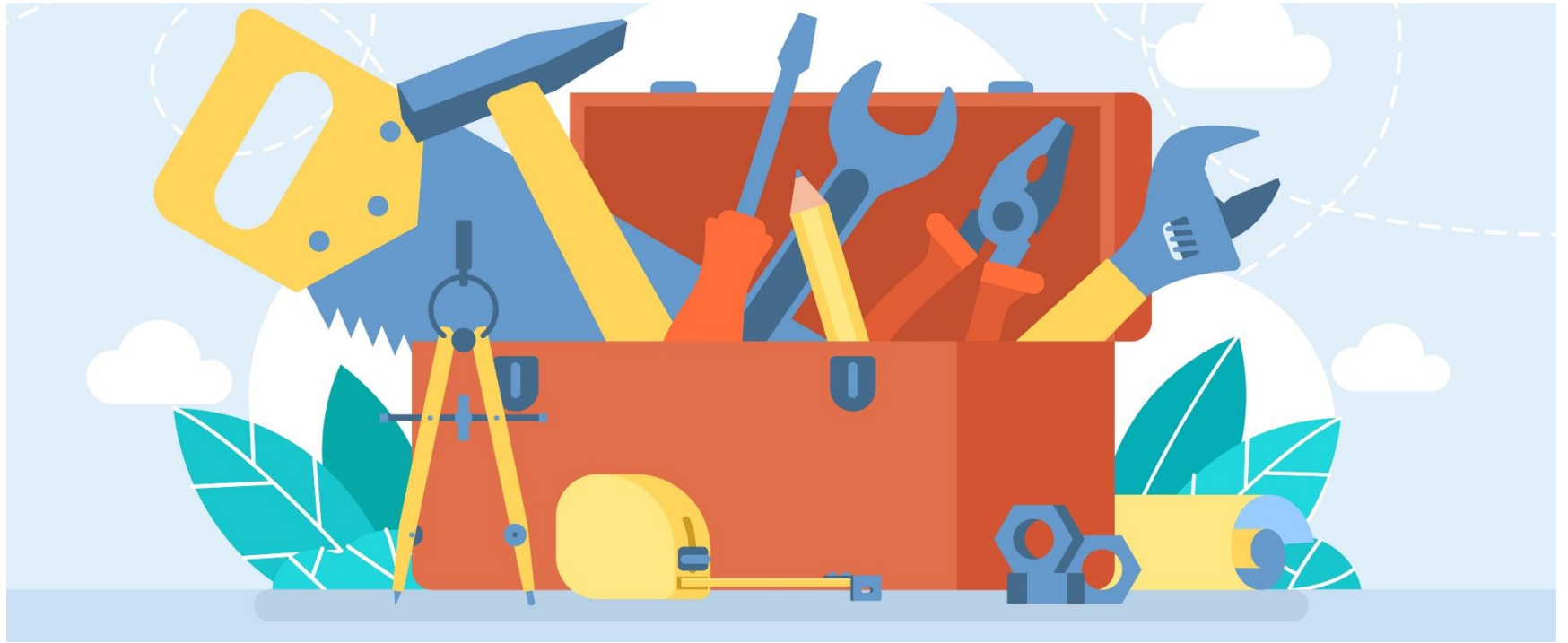
Restaurant Revenue Management



Sell the right seat to the
right guest at the right time
at the right price .

Maximise revenue.

The RRM Toolbox



Your Toolkit



All-purpose



Cold



Hot

Your Toolkit



All-purpose



Cold



Hot

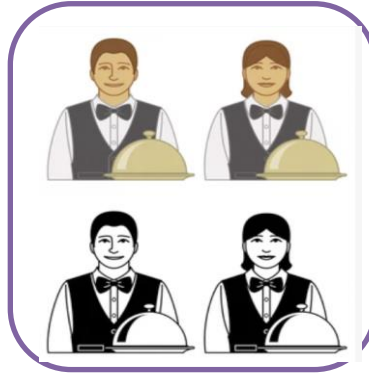
All-Purpose Tools



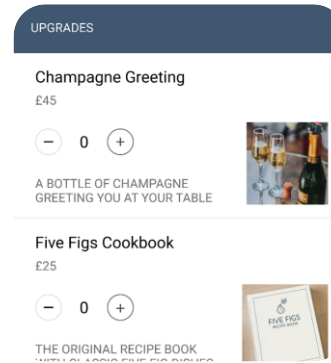
Menu Engineering



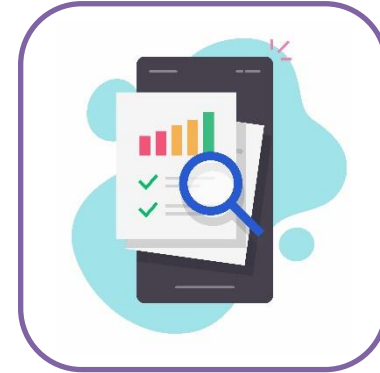
Menu Design



Server Mentoring



Upselling



Data and Technology

Your Toolkit



All-purpose



Cold



Hot

Is it hot or is it cold?

Hot: Busy Periods

Full tables

Reservations are
turned away

People are waiting

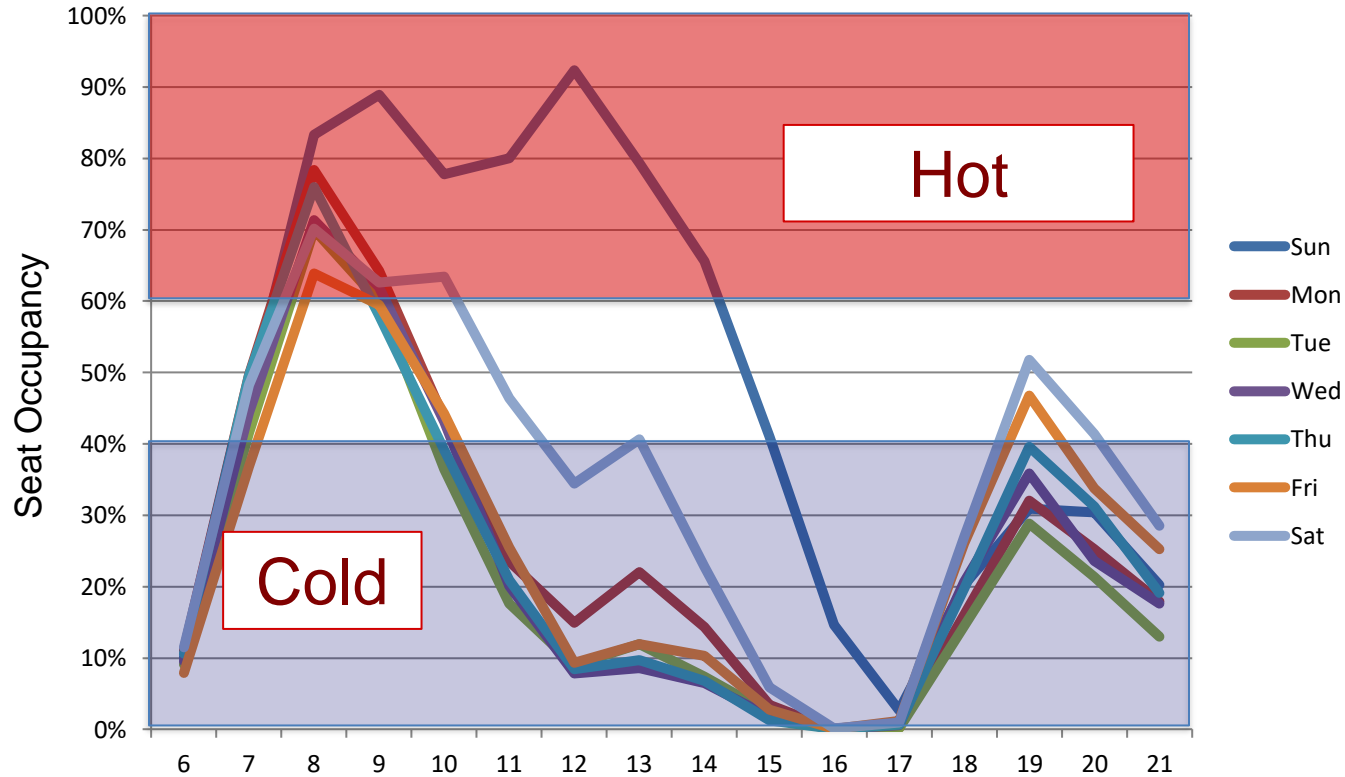
Over 50% - 60% seat
occupancy

Cold: Slow Periods

Empty tables

Under 50% seat
occupancy

Francisco Grill: Seat Occupancy by Day of Week & Time of Day



The Pointe: RevPASH by Day of Week & Time of Day

	11	12	13	14	15	16	17	18	19	20	21	22	23
Sun	\$7.91	\$9.01	\$4.76	\$3.45	\$0.54	\$0.46	\$3.95	\$9.15	\$10.10	\$7.21	\$0.80	\$0.00	\$0.00
Mon	\$0.38	\$6.95	\$3.26	\$1.37	\$0.05	\$1.28	\$4.96	\$8.36	\$10.07	\$6.28	\$3.52	\$0.59	\$0.00
Tue	\$0.86	\$7.09	\$2.92	\$1.06	\$0.10	\$0.72	\$3.61	\$7.83	\$12.32	\$8.81	\$4.80	\$0.99	\$0.96
Wed	\$0.25	\$8.08	\$3.36	\$0.83	\$0.03	\$0.38	\$3.72	\$8.14	\$13.63	\$10.26	\$4.02	\$0.81	\$0.00
Thu	\$0.66	\$8.50	\$3.73	\$0.69	\$0.18	\$0.73	\$6.96	\$10.34	\$12.30	\$9.18	\$5.07	\$1.02	\$0.16
Fri	\$0.84	\$7.09	\$4.43	\$1.05	\$0.45	\$1.02	\$7.01	\$13.54	\$14.57	\$15.92	\$8.32	\$3.05	\$1.55
Sat	\$6.78	\$5.98	\$6.56	\$8.49	\$0.33	\$1.98	\$8.64	\$13.41	\$13.14	\$11.55	\$10.79	\$3.27	\$0.38

Cold Tools



All-purpose



Cold



Cold

Cold Tools

Hi Norah,

It's been a while since you've visited Five Figs! We would like to invite you back in to see what's new. The next time you're available to join us, please use my direct link to book your visit:

[Five Fig's Booking Link](#)

Hope to see you soon,
Sam Smithson
GM, Five Figs Restaurant

Ensure maximum visibility

Fri, Feb 5 • 2 guests • Around 7:00pm

Select a time

5:00 pm
Early Bird

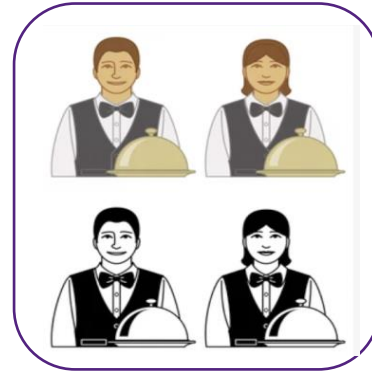
6:00 pm

7:00 pm

Early Bird

Receive a FREE glass of champagne for the whole table for booking an early reservation with us!

Promotions



Upselling

Cancellation Policy

While we won't charge you a cancellation fee, we ask that you cancel 24 hours in advance.

Modify Reservation

Cancel Reservation

Relax booking policies

Hot Tools



All-purpose



Cold



Hot

Hot Tools



Maya Greene

VIP

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Maya, you have a table alert for Five Figs: Party of 4, Mon October 30 8:00PM. Reserve now: <http://sevn.ly/xgpVEnwP>

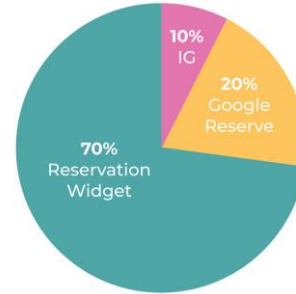


Five Figs

Optimise for highest value guests

Payment	
Alexis	Jones
0123 4567 8910 1112	12/26 492
Summary	
Five Figs	
Fri, Jan 17 · 8:00 - 9:30 · Dinner for 4	
4 guests	

Reduce no-shows & late cancellations



Minimise acquisition costs

Party Size	Current Shift Duration	Actual Avg Duration
2	1 hr 45 min	1 hr 38 min
4	1 hr 45 min	1 hr 44 min

Ensure reservation are optimised

Your Toolkit



All-purpose



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Hot

Sell the right seat to the
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Maximise revenue.



Lotus Pavilion Hotel

Overview: Lotus Pavilion Hotel

Established 10 years ago, offers 220 rooms & suites.

Features Café M (140 seats) and Flames Grill Bar (40 seats)

1950 Sqm meeting space including a Grand Ballroom and smaller meeting rooms.

Strategically located near vibrant standalone outlets

Primarily corporate and retail segments, with groups contributing 12% of occupancy.

Strong weekday occupancy at 88% and weekend occupancy at 61%.

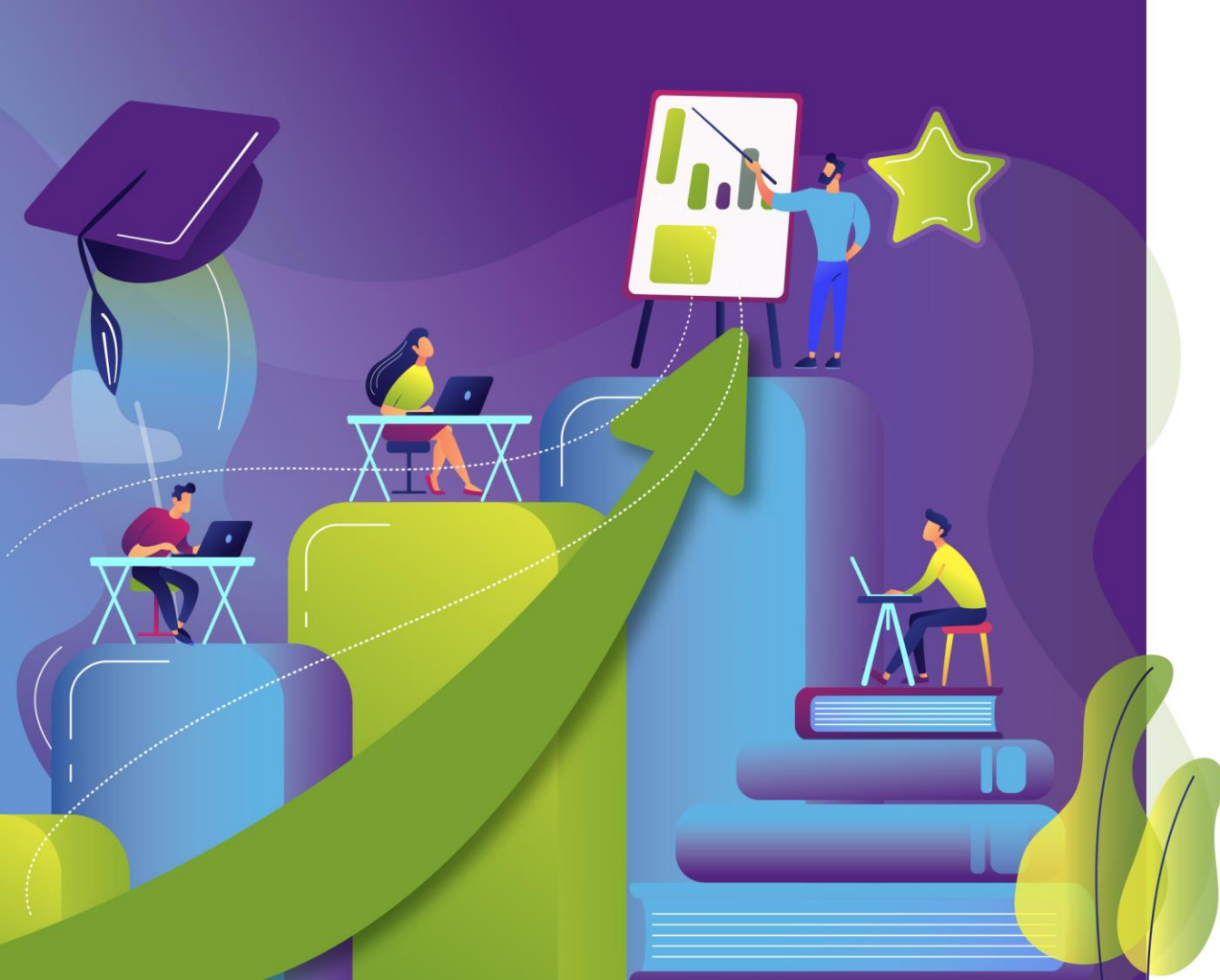
Your Challenge

Review the material

Develop a strategy

Be prepared to discuss your suggestions

Issue	Hot, Cold or All-Purpose?	Recommendation(s)




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ACADEMY

**Thank
you!!**

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