



Australian Government

SITHKOP015 Design and cost menus

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design profitable menus for all types of cuisines and food service styles. It requires the ability to identify target markets for the organisation, design menus to meet market preferences, price menu items and to monitor and evaluate the success of menu performance.

The unit applies to hospitality and catering organisations and to those people who operate independently and are responsible for making a range of operational and strategic decisions. This includes senior catering managers, and sous, head and executive chefs.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Unit Code	Unit Title
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SITHKOP010	Plan and cost recipes
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Competency Field

Kitchen Operations

Unit Sector

Hospitality

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Evaluate market trends and identify target markets.
 - 1.1. Identify current customer market based on past and current sales performance.
 - 1.2. Analyse current customer profile and food service preferences.
 - 1.3. Source information on current and emerging food service trends and customer preferences.
 - 1.4. Evaluate market trends for relevance to organisational service style and cuisine.
 - 1.5. Identify target markets based on the nature, style and location of the operation.
2. Develop menus.
 - 2.1. Evaluate food service preferences of target markets and create menus to meet market needs and preferences.
 - 2.2. Develop menus to provide balanced variety of dishes for the style of cuisine.
 - 2.3. Sequence menu items according to menu requirements.
 - 2.4. Analyse operational constraints when designing menus.
3. Cost menus for profitability.
 - 3.1. Itemise proposed components of the included dishes.
 - 3.2. Calculate portion yields and costs of ingredients.
 - 3.3. Determine net production costs of menu items.
 - 3.4. Determine required profit margin and calculate selling price to ensure maximum profitability.
 - 3.5. Assess cost-effectiveness and profitability of proposed dishes to form a menu with balanced yield.
 - 3.6. Make reasonable cost adjustments to ensure price-competitive menus.
4. Write menu content.
 - 4.1. Write menus using terminology appropriate for the market and organisational service style.
 - 4.2. Follow required menu item naming conventions for the style of cuisine.
 - 4.3. Present sequence of service on printed menus for ease of customer reading.
 - 4.4. Use accurate and innovative descriptions that promote the sale of menu items.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• read and interpret documents about food service trends, customer profiles and preferences, and market preferences.
Writing skills to:	• write comprehensive and creatively expressed menus and product descriptions to explain menu dishes and promote sales.
Numeracy skills to:	• interpret market statistics when calculating the cost of producing dishes for menus • calculate mark-ups and selling price for profitability • compare menu items based on their anticipated yield, budgetary constraints and profitability.
Learning skills to:	• continually research and source information on current and emerging food service trends and synthesise this information for menu updates.
Problem-solving skills to:	• consider all operational constraints and develop menus that can be realistically delivered by the organisation.
Initiative and enterprise skills to:	• initiate the development of new menus to meet changing customer demands.
Planning and organising skills to:	• access and sort all information required for menu planning and to coordinate a timely and efficient menu development process.
Technology skills to:	• use computers and software programs to cost and document menus.

Unit Mapping Information

Supersedes and is not equivalent to SITHKOP007 Design and cost menus.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

