



Australian Government

SITHKOP302 Plan and cost basic menus

Release 1

SITHKOP302 Plan and cost basic menus

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	<p>New unit.</p> <p>Covers planning and costing components previously in SITHASC013A Plan menus for Asian cuisines, SITHCCC016A Develop cost-effective menus and SITHCCC023B Select, prepare and serve specialised food items.</p> <p>Two units now cover all menu and cuisine types SITHKOP302 Plan and cost basic menus and SITHKOP501 Design and cost menus.</p>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan and cost basic menus for dishes or food product ranges for any type of cuisine or food service style. It requires the ability to identify customer preferences, plan menus to meet customer and business needs, cost menus and evaluate their success.

It does not cover the specialist skills used by senior catering managers and chefs to design and cost complex menus after researching market preferences and trends. Those skills are covered within SITHKOP501 Design and cost menus.

Application of the Unit

This unit applies to hospitality and catering organisations. Menus can be for ongoing food service, for an events or function or for a food product range such as patisserie products. It applies to cooks, patissiers and catering personnel who usually work under the guidance of more senior chefs.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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|-----------------------------------|--|
| 1. Identify customer preferences. | 1.1 Identify current <i>customer profile</i> for the food business. |
| | 1.2 Analyse the <i>food preferences</i> of the customer base. |
| 2. Plan menus. | 2.1 Generate a range of ideas for <i>menus</i> for dishes or food production ranges, assess their merits and discuss with relevant personnel. |
| | 2.2 Choose menu items to meet <i>customer</i> preferences. |
| | 2.3 Identify organisational service style and cuisine and develop suitable menus. |
| | 2.4 Include a <i>balanced variety</i> of dishes or food production items for the style of service and cuisine. |
| 3. Cost menus. | 3.1 Itemise all proposed components of the included dishes or food production items. |
| | 3.2 Calculate portion yields and costs from raw ingredients. |
| | 3.3 Assess cost-effectiveness of proposed dishes or food production items and choose menu items that provide high yield. |
| | 3.4 Price menu items to ensure maximum profitability. |
| 4. Write menu content. | 4.1 Write menus using words that appeal to the customer base and fit with the business service style. |
| | 4.2 Use correct names for the style of cuisine. |
| | 4.3 Use descriptive writing to promote the sale of menu items. |
| 5. Evaluate menu success. | 5.1 Seek ongoing <i>feedback</i> from customers and others and use to improve menu performance. |
| | 5.2 Assess the success of menus against and customer satisfaction and sales data. |
| | 5.3 Adjust menus based on feedback and profitability. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- critical thinking skills to evaluate the food service preferences of the customer profile and plan menus to meet those preferences
- literacy skills to:
 - read and interpret information on customer profiles and preferences
 - write creatively expressed menus and product descriptions to promote sales
- numeracy skills to:
 - determine portion sizes and portion yield from ingredients
 - calculate the cost of producing dishes for menus
 - calculate mark-ups and selling price for profitability
- planning and organising skills to access and sort all information required for menu planning and to coordinate a menu development process
- problem-solving skills to identify unprofitable menu items and adjust menus to include high yield dishes
- technology skills to use computers and software programs to cost and document menus.

Required knowledge

- for the organisation:
 - sources of information on current customer profile and food preferences
 - service style and cuisine
 - costs of supply for ingredients
- methods and formulas for calculating portion yields and costs from raw ingredients including:
 - butcher's test
 - standard measures
 - standard yield tests
- hospitality and catering industry desired profit margins, mark-up procedures and rates
- different types and styles of menus for dishes or food production ranges for different types of food outlets
- influence of seasonal products and commodities on menu content
- naming conventions and culinary terms for a variety of cuisines
- formats for and inclusions of menus presented to customers
- methods of assessing the popularity of menu items including the use of:
 - customer surveys
 - popularity index
 - sales data.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment Evidence of the ability to:

and evidence required to demonstrate competency in this unit

- evaluate the food preferences of particular customer groups
- develop and cost multiple menus to meet a diversity of customer profiles
- evaluate menu success over a menu life cycle
- demonstrate knowledge of:
 - costs of supply for ingredients
 - methods and formulas for calculating portion yields and costs from raw ingredients
 - desired profit margins, mark-up procedures and rates
 - different types and styles of menus for dishes or food production ranges
 - develop menus within commercial time constraints.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated hospitality industry business operation or activity for which menus are planned and costed and workplace documentation defined in the Assessment Guidelines; this can be a:
 - real industry workplace
 - simulated industry environment such as a training kitchen servicing customers
- costs of food supply for food service businesses
- menus for a variety of cuisines and service styles.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- projects and activities that allow assessment of the individual's ability to:
 - evaluate the food preferences of particular customer groups
 - create menus to meet customer preferences
 - calculate nett costs and selling prices of different menu items
 - write creative menu content

- evaluation of reports, prepared by the individual evaluating the success of menus
- activities that allow assessment of the individual's ability to write creative content for menus of diverse cuisine and service styles
- use of problem-solving exercises to allow the individual to identify unprofitable menu items and adjust menus to include high yield dishes
- operational constraints and develop menu solutions
- written or oral questioning to assess knowledge of:
 - costs of supply for ingredients
 - methods and formulas for calculating portion yields and costs from raw ingredients
 - desired profit margins, mark-up procedures and rates
 - different types and styles of menus for dishes or food production ranges
 - review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- BSBMKG401B Profile the market
- SITXINV301 Purchase goods
- TLIE1005A Carry out basic workplace calculations.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Customer profile may involve:

- age
- buying power
- gender
- income levels
- social and cultural background.

Food preferences may relate to:

- contemporary eating habits
- cultural and ethnic influences
- popular menu items
- quick service foods
- seasonal dishes
- variety of food products.

Menus may be:

- à la carte
- buffet
- classical
- cyclical
- degustation
- ethnic
- for a:
 - function
 - event
 - festival
- for:
 - a food product range such as patisserie products
 - any cuisine
 - dishes
- modern
- set
- table d'hôte
- seasonal.

Customers may include:

- athletes
- business people
- business to business
- defence forces
- event or function customers
- health care customers

Balanced variety may relate to different:

- infants, children and adolescents
- international tourists
- locals
- older people
- people from different socio-economic groups
- people from specific cultural or religious groups
- students
- those with particular nutritional interests
- young people.
- colours
- cooking methods
- delicacies
- flavours
- nutritional values
- presentation
- seasonally available ingredients
- tastes
- textures.

Feedback may involve:

- customer satisfaction discussions with:
 - customers
 - employees during the course of each business day
- customer surveys
- improvements suggested by:
 - customers
 - managers
 - peers
 - staff
 - supervisors
 - suppliers
- regular staff meetings that involve menu discussions
- seeking staff suggestions for menu items.

Unit Sector(s)

Hospitality

Competency Field

Kitchen Operations