



Australian Government

SITHKOP007 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, sous, head and executive chefs.

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

Pre-requisite Unit

Nil

Competency Field

Kitchen Operations

Unit Sector

Hospitality

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Evaluate market trends and identify target markets.

PERFORMANCE CRITERIA

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

- 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 and style 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. Generate a range of different, innovative and creative approaches and concepts to menu design.
 - 2.4. Plan and design menus and the sequence of menu items, according to cuisine requirements and conventions.
 - 2.5. 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 from raw ingredients.
 - 3.3. Accurately calculate all **expenditure items** to determine net production costs of menu items.
 - 3.4. Determine required profit margin and calculate selling price.
 - 3.5. Assess cost-effectiveness and profitability of proposed dishes and choose menu items that provide high yield.
 - 3.6. Make reasonable cost adjustments to ensure price-competitive menus.
 - 3.7. Price menu items to ensure maximum profitability.
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.
 - 4.4. Use innovative descriptions that promote the sale of menu items.
5. Monitor menu performance.
 - 5.1. Monitor demand patterns for menu items.
 - 5.2. Seek ongoing feedback from staff and customers and use to improve menu performance.
 - 5.3. Analyse sales and profit performance of menu items.
 - 5.4. Adjust menus based on feedback and profitability.

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 complex 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 complex 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.

Range of Conditions

Specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Balanced variety must relate to different:

- colours
- cooking methods
- delicacies
- flavours
- nutritional values
- presentation
- seasonally available ingredients
- tastes
- textures.

Operational constraints must involve consideration of:

- kitchen equipment
- seasonal availability of ingredients
- skill level of kitchen staff
- suitability of dishes for the season.

Expenditure items must involve consideration of:

- ingredients
- labour
- operational costs of the business
- wastage.

Unit Mapping Information

SITHKOP501 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>