

Profitable Food Management

Specimen Paper

The specimen examination questions contained in this publication are representative of the type of questions used to assess candidates taking the written examination paper for this qualification.

A marking scheme for each of these questions is towards the end of this document.

The examination paper consists of 10 short-answer questions. Candidates are given 1 hour 30 minutes to complete the paper. Candidates can score a maximum of 4 marks per question. The examination paper is marked out of a total of 40 marks and candidates will need to obtain 20 marks to pass.

Profitable Food Management

Answer *all* ten questions that follow this scenario

John and Jenny Cook own The Wizard Inn, an independent pub restaurant in the centre of a thriving, affluent market town located in Cheshire. They have run the business for the last 5 years and have decided that they should now upgrade the facilities by:

- Modernising the cramped and disorderly kitchen.
- Improving restaurant décor
- Changing the food policy.

The cost is estimated at £60K, half of which can be met by savings and the other by a bank loan. This will require a plan that reassures the bank that the proposals are financially viable: that the business will grow sufficiently to cover additional loan payments.

The Wizard Inn has established a growing reputation and trade has increased steadily, especially amongst the early retired and wealthy groups who particularly enjoy the unhurried calm generated by the light and airy restaurant. The decision to change the food policy has been made because the Cooke's are bored with same offering and they wish to appoint a new Head Chef who can produce food which reflects their ambitions.

The Cooke's believe that there are now plenty of new young professional people within the area with plenty of disposable income, whom they can target.

There is plenty of competition around, including a fine-dining restaurant, which is very busy on Fridays and Saturdays, and several pub-restaurants offering similar food, competitively priced to each other and with The Wizard Inn.

Please see the financial data provided to help you with the case study and the exam.

Profitable Food Management

£000s	2009	2010	2011
Restaurant sales			
Food	608.0	702.0	800.0
Beverage	228.0	253.5	284.0
Total sales	836.0	955.5	1,084.0
Gross profit			
Food	389.1	442.3	496.0
Beverage	136.8	152.1	170.4
Total gross profit	525.9	594.4	666.4
Labour costs	284.2	305.8	325.2
Variable costs	126.0	135.0	145.0
Fixed costs	65.0	70.0	75.0
Operating profit	50.7	83.6	121.2
Food GP%	64%	63%	62%
Liquor GP%	60%	60%	60%
Wage ratio	34%	32%	30%
Restaurant covers	38,000	39,000	40,000
Average spend (F)	£16.00	£18.00	£20.00
Average spend (B)	£6.00	£6.50	£7.10

Profitable Food Management

1. Describe the possible effect of the introduction of new business on The Wizard Inn's existing business.

[4 marks]

2. Identify and describe **two** external factors that could have an impact on the success of the new food offer at The Wizard Inn.

[4 marks]

Profitable Food Management

3. The refurbishment of the kitchen will allow the Cookes to purchase new equipment. Explain the importance of employing a schedule of regular maintenance of equipment.

[4 marks]

4. The refurbishment will allow the Cookes to modernise their cramped kitchen. Explain the purpose of kitchen planning principles in optimising workflow in a kitchen.

[4 marks]

Profitable Food Management

5. A new food offer will require the Cookes to produce a new menu. Explain the rules of dish descriptions in order to meet customer expectations and legislative requirements.

[4 marks]

6. Outline the principles of menu engineering and explain how this can help the business.

[4 marks]

Profitable Food Management

7. A relaunch of any food offer should lead to an evaluation of each step in the cycle of catering. Describe how an evaluation of food production standards can raise quality and result in greater profitability.

[4 marks]

8. To relaunch their new food offer explain how the Cookes could take advantage of new technology to promote their business.

[4 marks]

Profitable Food Management

9. Evaluate the success of The Wizard Inn's existing food policy on two of its key performance indicators, food gross profit % and food cash contribution and make a recommendation on whether to follow the proposed new food policy or to continue with the present food policy.

[4 marks]

10. If the Cookes decide to go ahead with their new food offer, they will benefit from the regular collection of internal and external data, explain how benchmarking can contribute to the improvement of business performance.

[4 marks]

Profitable Food Management

Marking Scheme

The answers to Questions 1-10 should be covered by the appropriate Assessment Criteria as indicated below. Examiners are instructed to give credit to valid answers.

Question 1

This question assesses Assessment Criteria 2.1 which states:

Explain the relationship between business opportunities, training needs and training objectives.

Question 2

This question assesses Assessment Criteria 1.2 which states:

Identify the benefits of training to business success.

Question 3

This question assesses Assessment Criteria 2.3 which states:

Explain the importance of lesson planning in meeting training goals and objectives.

Question 4

This question assesses Assessment Criteria 3.2 which states:

Describe the importance of the physical environment needed for delivering training.

Question 5

This question assesses Assessment Criteria 3.4 which states:

Describe the characteristics and behaviours of an effective tutor.

Question 6

This question assesses Assessment Criteria 4.1 which states:

Explain the advantages and disadvantages of different training techniques.

Question 7

This question assesses Assessment Criteria 4.6 which states:

Explain the importance of questioning skills when training.

Profitable Food Management

Question 8

This question assesses Assessment Criteria 4.5 which states:
Identify methods to overcome barriers to learning.

Question 9

This question assesses Assessment Criteria 5.1 which states:
Explain the benefits of evaluating training in relation to business profitability.

Question 10

This question assesses Assessment Criteria 5.3 which states:
Explain the use of a learner evaluation questionnaire to measure the success of training.