

COST OPTIMIZATION IN HOSPITALITY FOOD SERVICE

Alain Najar



MODULE LEADER

Alain Najar is Senior lecturer at the world-famous school Ecole hôtelière de Lausanne (EHL), Switzerland, since 1992. He is an alumnus of Ecole Hôtelière de Lausanne, holds an MBA from the Business School Lausanne, and is a Certified Hospitality Educator (CHE) and an official assessor of EFQM. His industry experience spans 13 years with international hotel chains worldwide.

Prof. Najar's area of expertise includes F&B management, F&B control and finance, quality management/customer experience, auditing, concept development, marketing and innovation in F&B. Alain regularly delivers Executive Education programs around the world. Alain is a certified assessor for EFQM (European Foundation for Quality Management). Alain is also the founder of his consulting company Najar-Hospitality-Consulting.

RECOMMENDED READING

- <https://www.posist.com/restaurant-times/restro-gyaan/9-golden-rules-restaurant-cost-control.html>
- <https://www.restaurant365.com/blog/7-methods-for-controlling-food-costs-in-restaurants/>
- <https://www.hvs.com/article/7609-seven-steps-to-food-cost-control>

RECOMMENDED YOUTUBES

- https://www.youtube.com/watch?v=1_hbOUAlqwE
- <https://www.youtube.com/watch?v=QpYX4GfSiHA&t=2s>

RECOMMENDED BOOK

- <https://www.pearson.ch/HigherEducation/Pearson/EAN/9780131714878/Understanding-Foodservice-Cost-Control-An-Operational-Text-for-Food-Beverage-and-Labor-Costs>

MODULE DESCRIPTION

Cost Optimization will give you insights into your food & beverage operation and allows for immediate implementation in your operation cost optimization.

- Do you know the profit margin of your food & beverage outlets?
- Do you know your restaurant costs and the cost leakage areas?
- Are you aware that your 80% cost leakage in your company is due to 20% of causes?

LEARNING OBJECTIVES

Even if success in restaurants begins by creating a great guest experience, sustainable restaurant operations depends also in maximizing revenue and controlling costs effectively. In this four webinar series you will learn to:

- Optimize costs more strategically
- Analyze your P&L statement
- Master cost control optimization techniques
- Identify your main *Key Performance Indicators* (KPI's) for your operation
- Increase your profit margins

METHODOLOGY

- Mix of short lectures and debates
- Short tests
- Take-home reading

PARTICIPANTS

- Independent restaurant operators or managers
- Hotel restaurant operators, F&B managers, cost analysts