

BANQUET PRODUCT DEVELOPMENT MEETING

TOPICS TO BE DISCUSSED:

- Overview of current and future market positioning
- Market share
- Market survey results
- Available statistics
- Banquet menu policy
- Future menu policy
- Selling and marketing of products and the reasons for standardising, streamlining and simplification, i.e. minimise labour intensiveness
 - minimise consumer confusion
 - broader access of market
- Banquet brochure concepts
 - Banquets
 - Meetings
 - Outside catering and themed events
 - Restaurant private room sales
- Outside Catering - Can we afford to do it?
 - Can we afford not to . . ?
- New sales concepts
 - Meeting/ seminar packages
 - Wedding packages
- Discount policy
- Sundry Income and why we charge.
- Breakfast opportunities
 - Group policy
 - Business councils
- Coffee break price and product