

Questions for Needs Analysis

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- **Project Start Date:** October 14, 2024
- **Project Finish Date:** November 8, 2024

Menu Details

How many items will be on the menu?

Appetizers: 2-4 items

Main Courses: 4-6 items

Desserts: 2-3 items

Drinks: 3-5 options for cocktails, wines, and beers

Will there be seasonal items or daily specials?

Offer upon availability.

Are there any signature dishes you want to highlight?

There will be one highlighted main course.

Will the menu include dietary accommodations (e.g., gluten-free, vegan)?

No.

Design and Presentation

What is the desired style and tone of the menu (e.g., rustic, modern, casual)?

Modern.

Will there be printed menus, digital menus, or both?

We are reaching for the printed version but could add a digital version if it doesn't increase the budget.

Who will design the menu layout (graphic designer in-house or outsourced)?

Outsourced graphic designer.

Do you have a brand identity (colors, fonts, etc.) that should be reflected in the menu?

Yes, the brand package is defined and should be followed throughout the menu.

Suppliers and Ingredients

Have the food and beverage suppliers been finalized? If not, when will this be done?

Yes, we have chosen the suppliers and are currently drafting the final contracts to be signed.

Are there any local or seasonal ingredients that should be featured on the menu?

Only on the seasonal items of the menu.

Is there a target food cost percentage or price range for each category of dishes?
Yes, we have a target price range for each category but this might slightly change once the final contracts with the suppliers are signed. Our current markup goal is 100% to 300%.

Stakeholders and Approvals

Who will have final approval of the menu (chef, owner, or both)?
Both.

Will there be a food tasting or test run with the staff before finalizing the menu?
Yes, we want to have a soft opening to test the menu under real world conditions. It will be attended by friends, family, and invited customers only.

Bar and Drink Selection

Will there be a signature cocktail list?
Yes, it has to include 3-5 options.

Should the bar focus on a specific type of drinks (e.g., Italian wines, craft cocktails, local beers)?
We will have signature cocktails plus Italian wines a la carte and beers.

How will drink prices compare with food prices? Is there a drink pricing strategy?
Yes, we are aiming for higher markup goals. Our current target range is 200% to 400%.