

# 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.

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**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%.