## BUSINESS RESOURCE CONSULTANT MARKEN SCIENCE CONSULTANT OF A STATE OF A STATE



The Business Resource Consultant Team is here to assist you with easy to book and personalized virtual consultations to meet your business needs. Some of our top most requested services are listed below. In this Menu of Services, you will gain insight into what to expect when booking said consultation, what you will take away and the many Service and Solutions Partners here to help you with your day to day operations. Should you not see the service you are needing assistance with please reach out to your Sales Consultant for more details on how the Business Resource Consultant Team can assist you with a personalized consultation.

# WHAT'S



Recipe Costing & Portioning Procedures Profitability & Sales Volume Analysis Menu Engineering & Layout Consultation

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Building A BrandSocial Media EvaluationCreative Marketing ConsultationManaging Online Reviews & InteractionsDeveloping Your Online Presence, Building a Website

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Inventory Management Outdoor Dining Solutions Service & Waitstaff Training Creating a Gift Card Program Alternative Revenue Sourcing Restaurant Operations & Procedures Solving for Rising Food & Labor Costs Developing an Off Premise Dining Program Implementing a Customer Loyalty Program Ghost Kitchen Getting Started & Best Practices Franchising Support

## RECIPE COSTING & PORTIONING PROCEDURES

#### **SERVICE DESCRIPTION:**

Identifying your per plate cost and competitive sell price can play a critical role in a restaurant's long term success. Customers in the past who have utilized our free proprietary recipe costing software, Sysco Studio, in conjunction with a Virtual Business Consultation have been able to identify their food cost, determine competitive selling prices and emphasize the importance of portioning in the kitchen. Plate portion consistency is the leader in maintaining a profitable plate and your Business Resource Consultant Team is here to help you determine the best practice around food costing and portion control for your establishment.

#### **DELIVERABLES:**

Customers can expect a brief demonstration of the Sysco Studio software and the importance it plays in tracking your food cost week to week. Customers will walk away with a strong understanding of portioning practices, recipe costing and how it relates to overall profitability and for all recipes entered into Sysco Studio, recipe cards are available to use as training material for new hires.

#### **RELEVANT PARTNERS OR PROGRAMS**

Sysco Studio

Supplies On The Fly Portioning Equipment Recipe Costing In Sysco Studio (Video)



This tool provides you with several resources to help you manage your cashflow.

| This calculator is automatically up<br>information on the tab labeled |           |
|---|-----------|
| food & Soft Beverage Sales Total                                      | \$111,000 |
| Bar Sales Total   | \$11,586  |
| Other Operating Income Total  | \$500     |
| Sales Total   | \$123,086 |
| Beginning Inventory   | \$30,000  |
| food & Soft Beverage Cost Total                                       | \$20,600  |
| Bar Cost Total  | \$10,600  |
| Other Costs Total   | \$1,100   |
| Ending Inventory  | \$20,000  |
| Cost of Goods Sold Total  | \$42,300  |
| Gross Margin  | \$80,786  |
| abor Total  | \$19,400  |
| Prime Costs Total   | \$61,700  |
| /ariable Cost Total   | \$39,740  |
| fixed Costs Total   | \$17,400  |
| Operating Expenses Total  | \$76,540  |
| Operating Income Total  |           |

| This calculator provides you with several different resources to help you manage your business on a financial level.<br>All grey boxes are inputs while white boxes are automatically updated. There are 5 tabs:  |
|---|
| P&L Summary   |
| This tas thow you how your operation is soling overall. The <u>summary</u> on the left automatically updates with values from the "input" tab (2nd tab).<br>-COGS = (Beging Injustry) = 0.000 & Beverage Purcahes) - Ending Inventory<br>-Gross Margin = Sale Total - COGS<br>- Primer COSS = Labor - Variable Costs - Fraed Costs<br>- Operating Expense = Labor + Variable Costs - Fraed Costs<br>- Operating Income - Gross Margin - Operating Expense |
| Input<br>This tab is where you will input all your expenses for your business. Populate all relevant values (grey boxes) as they pertain to your operation and<br>each bib (where applicable) will update automatically.  |
| Break Even Calculator<br>This tax will help you understand how your business needs to perform in order to break even. It has both a monthly and weekly level summary.<br>Fourieutent the grobuses as necessary.   |
| Labor Simulation.<br>This tab will help you understand what your labor force should look like as depending on current establishment climate. Populate the grey boxes as<br>necessary.   |



#### **SERVICE DESCRIPTION:**

There is no doubt that profitability and popularity are key in creating an effective menu. The Business Resource Consultant Team is here to help identify profitability pitfalls and income opportunities in relation to your operation. In this consultation we cover menu profitability and popularity against your overall menu in relation to your sales volume. Which items are working for you to make money? Where are opportunities for incremental profit growth? Overhead, labor recap and break even calculations are topics that may be covered in this consultation.

#### **DELIVERABLES:**

Customers that participate in a Profitability & Sales Volume Analysis Virtual Business Consultation can expect to have their sales volume data interpreted and analyzed to provide recommendations on which items to keep, increase or remove from their menu to make room for new menu items as to keep your menu ever evolving.

Cross-referencing your sales volume data against food cost, labor and fixed expenses will give you a deeper insight into your operations profitability. Our FREE Financial Planning Calculator breaks this data down into digestible content.

#### **RELEVANT PARTNERS OR PROGRAMS**

Download our Financial Planning Calculator Here

Sysco Studio Menu Engineering Sales Data Input





One of our most top most requested services, the Sysco Business Resource Consultant Team prides itself on assisting restaurant operators to create a compelling, competitive, and creative menu. Built on market research to drive traffic to your most profitable and popular items through suggestive selling. In this consultation we take into consideration the brand you are intending to convey, the message of your menu and create a cohesive menu that fits the establishment and its employees.

#### **DELIVERABLES:**

Following your Menu Engineering & Layout Consultation customers can expect to have their menu designed or altered to meet their goals. Whether it be a new design, changing prices, consolidating your menu, or changing up your offerings. The Business Resource Consultant Team can help create a compelling, competitive, and creative menu.

Frequent menu requests include: price changes or alterations, digital menus for online or digital menu boards (TVs), as well as large scale poster board menu's and take out menus.

#### **RELEVANT PARTNERS OR PROGRAMS**

The Sysco Print Shop provides print services for all your menu and marketing needs. Our new print portal allows Sysco Customers to directly upload and pay for print services. You also have the ability to request a custom quote through the portal. Click on the "Sysco Print Shop" link below for more information and to log into your personalized portal today.

### **Sysco**<sup>•</sup> | MARKETING SERVICES

Sysco Studio Creating a Popular and Profitable Menu

Sysco Print Shop

Sysco's New Printing Portal



What is a brand? Simply put, brand is defined by a customer's overall perception of a business and what they talk about to describe the business. Building a successful brand consists of many parts; restaurant culture, atmosphere, food, service, and feel. When a business has an effective brand, it is easier to market, promote, and build customer loyalty. The Business Resource Consultant Team can help you define and market your brand.

The Brand equation: Positive image + Standing out = Brand Success

#### **DELIVERABLES:**

Customers can expect a customized approach of how to market and brand their concept/ restaurant. This consultation can include a multitude of applications for creating a brand, whether it be physical or virtual. Create a consistent approach to how consumers experience your operation and how maintaining a brand leads to repeat business.

#### **RELEVANT PARTNERS OR PROGRAMS**





The rapid expansion of social media in the last decade has opened the flood gates for consumers to quickly research, review and repost their experiences as it relates to your operation. In this consultation we will review your current social media standing and make recommendations on actions you may take to improve your page(s), increase followers, share examples of captivating content and provide an introduction of the top platforms for those currently not on social media. For customers looking to outsource their social media functions we have Solutions Partners that can assist you in alleviating the daily need to post content and monitor reviews.

#### **DELIVERABLES:**

Following a completed Social Media Evaluation Virtual Business Consultation you will be given recommendations on actions you may take to improve your social media standing, best practices or be introduced to one of our Solutions Partners to assist in managing your online and social media presence.

#### **RELEVANT PARTNERS OR PROGRAMS**





Whether your customer is a social media guru or they are just starting out, the Business Resource Consultant Team can meet with and create a marketing platform that works with your customer's vision of their business. The Business Resource Consultant Team will dig deeper to gain a better understanding of customer's marketing needs and provide tools & resources to help build an effective marketing platform.

#### **DELIVERABLES:**

Customers can expect a review of their current marketing efforts in relation to their success as well as recommendations to grow exposure leading to actualized sales.

A Creative Marketing Consultation can cover a multitude of platforms and practices ranging from physical to digital. Social media posts, QR codes, digital sidewalk menus, all the way to a completely customizable website are available during this consultation.

#### **RELEVANT PARTNERS OR PROGRAMS**





When discussing online reviews and interactions, the Business Resource Consultant Team excels at discussing the finer points of reputation management. In this consultation, we will explore best practices for engaging your current and potential guests via social media, public review sites, and your website. Conversations frequently address when and what to post, how to respond to negative reviews, and managing your brand identity through the tone, topic, and content of your posts and responses. This topic can be covered in tandem with Online Presence & Website Consultation.

#### **DELIVERABLES:**

Following your Online Reviews & Interactions consultation, you will be provided with the tools, training and resources needed to manage your online reviews and interactions. Operators walk away with a deeper understanding of how to manage negative reviews, how to correctly compensate service gaps and how to incentivize customers to return. Customers who need assistance in managing this daily aspect of their business can take advantage of our industry partnerships that provide monitoring and summary services of their online reviews and interactions.

#### **RELEVANT PARTNERS OR PROGRAMS**

WEBSITE CREATION, ONLINE ORDERING

popmenu





When electing to discuss online presence and website consultation, The Business Resource Consultant Team will research your current digital experience and suggest best practices to make certain that your identity online is an extension of your brand. In this consultation, we delve into the benefits of claiming your business online, discuss the importance of search engine and mobile optimization, and craft an engaging message. Frequent topics include: Google My Business, social media demographic usage, mobile optimized websites, leveraging your digital identity to attract potential employees, and aligning with a web hosting partner that specifically supports restaurants. This topic can be covered in tandem with Managing Online Reviews & Interactions.

#### **DELIVERABLES:**

Following your Online Presence and Website Consultation the Business Resource Consultant Team will help identify the best course of action when it comes to owning your online presence. Our industry partners allow you to manage your own website or take advantage of do it for me services alleviating the need for constant monitoring. Build a dynamic and unique online experience that conveys your physical space in an increasingly more digital world.

#### **RELEVANT PARTNERS OR PROGRAMS**





Inventory Management is an important operational function of profitable restaurants, but is often overlooked or tracked incorrectly. Proper inventory management can combat key contributors to elevated food costs: over-portioning, waste, and theft, and can contribute 3-5% to an operator's bottom line. Your Business Resource Consultant Team can work to develop an effective approach to managing inventory and integrating tracking and reporting into the regular operational cadence.

#### **DELIVERABLES:**

Inventory spreadsheets are still effective, and while more timeconsuming than tech-based solutions, they can still be an appropriate solution for smaller businesses with limited inventory. Technology platforms which allow shelf-to-device list management and live pricing are now the standard in inventory management. These tools reduce time and labor investment and can produce robust reporting for operators to get a holistic snapshot of their current inventory and trends over time. During your Virtual Consultation you can expect your Business Resource Consultant Team to help you identify the appropriate program, service, or approach to help you manage your inventory for your current operational needs.

#### **RELEVANT PARTNERS OR PROGRAMS**



Cheddrsuite is a Sysco Solutions Partner that focuses on restaurant management and labor, and also offers an inventory management functionality for a discounted rate to Sysco customers.

**<u>Click Here to View the Cheddrsuite Promotional Flyer</u>** 

CAKE is one of Sysco's POS Solutions partners, and they offer the most integrated inventory management system in our suite. Utilized in conjunction with ORCA inventory software, CAKE can debit inventory levels based on sales processed through the POS, providing live insights into inventory levels as well as data on ideal vs actual inventory.



Helping operators construct outdoor seating strategies for additional revenue for any season. During this consultation the operator will get customized plans based on their unique concepts. The Business Resource Consultant Team will explain in detail best practices when developing a successful outdoor program. A few topics covered include menus, marketing and ways to overcome unexpected challenges. An operator will walk away with a clear direction on how to develop a plan that works for their location and budget.

#### **DELIVERABLES:**

Following your Outdoor Dining Solutions Consultation, operators will walk away with a stronger understanding of the importance outdoor dining plays within their operation. Sysco has partnered with several companies to streamline the implementation of outdoor dining. This consultation can provide operators with a complete service from designing the outdoor space to a custom quote for equipment, tables and utensils.

#### **RELEVANT PARTNERS OR PROGRAMS**

Sysco Foodie Outdoor Dining Toolkit



## SERVICE &

#### **SERVICE DESCRIPTION:**

The Business Resource Consultant Team can assist restaurant operators in creating a multi-level training program that will define their customer experience model, create a business culture, and engage the staff to exceed the guest's expectations. When discussing staff training, it is important to address cost benefits, team engagement, and how to create consistency among the team members. In this consultation we take into consideration where the business is in their onboarding, training, and ongoing education and offer solutions to address those areas. Staff training on standard steps of service are also available as a toolkit for the operator to administer or hosted by the Business Resource Consultant Team virtually.

#### **DELIVERABLES:**

Following your Service and Waitstaff Training Consultation you will receive assistance in developing a staff training program fitted to your establishment. The Business Resource Consultant Team can administer a Service Training session with the operator and their staff. For customers looking for ongoing and specialized trainings, our partners at Food Service Training Portal offer continued and specialized education courses.

#### **RELEVANT PARTNERS OR PROGRAMS**

We have a partnership with training programs that can create employee training programs for you. Food Service Training Portal and Service with Style both offer training templates to begin implementation right away. Food Service Training Portal allows you to work with their team to design an online training program customized for your establishment

#### https://servicewithstyle.com/Sysco/



## Creating A GIFT CARD PROGRAM

#### **SERVICE DESCRIPTION:**

Gift cards, whether physical or digital, are significant drivers of profits for restaurant operators. This additional source of income that some restaurants do not offer can increase sales in a variety of applications. The Business Resource Consultant Team can help you explore options for implementing a gift card program and marketing the sale of gift cards.

#### **DELIVERABLES:**

Following your Creating a Gift Card Program Consultation, the Business Resource Consultant Team can assist in creating a gift card system that best fits your operation or introduce you to our Service Solution Partner GIFTFLY where you can begin selling physical or digital gift cards instantly across your website, social media accounts or in house.

#### **RELEVANT PARTNERS OR PROGRAMS**

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#### **Gift Card Partnerships:**

Sysco has partnered with Giftfly, an all-in-one, DIY, customized digital and physical gift card solution for all merchants. Easy to use and offering 24/7 sale of e-gift cards, this allows easy profits for our customers with little to no effort. Giftfly offers mobile real time reporting, free promotions, incentives for current customers, and fundraising capabilities.





Whether your current business process and systems have reached their maximum potential or a drastic change in operation is needed, your Business Resource Consultant Team will collaborate with you to find the right mix of alternative revenue streams to keep your business growing. From loyalty and gift card programs to ghost kitchens, curbside and delivery programs, helping you find new ways to increase revenue and serve your community is always an exciting conversation. Your Business Resource Consultant Team looks forward to assisting you in finding new and innovative ways to differentiate yourself from your competition and keep customers coming back for more.

#### **DELIVERABLES:**

Following your Alternative Revenue Sourcing consultation, you will be supported by the Sysco Business Resource Consultant Team and any Sysco Solutions Partners that you have agreed to partner with or are wanting to learn more about. A strategy for implementation will be established and Sysco teams will work to assist you in seeing your project through to completion.

#### **RELEVANT PARTNERS OR PROGRAMS**





The Business Resource Consultant Team will focus this consultation around systems and procedures in overall restaurant operations. A restaurant needs to have a set of Standard Operating procedures for it to run smoothly. We will review system options for Back of House, Front of House, and Managerial. Back of House systems can include options such as, Opening/ Closing Checklists, Prep Checklists, Line Check, Recipe Adherence, etc. Front of House can include Side-Work Duties, Opening and Closing Checklists, Steps of Service Standards, etc. Managerial systems would be a discussion on Inventory, Food/ Beverage Costing, P&L, Opening/ Closing Checklists, Ordering and Receiving, Time and Temp Logs, Human Resource Systems, Marketing Strategies, Scheduling, etc. Typically, this consultation will required follow up meetings due to how large a topic.

#### **DELIVERABLES:**

Following your Restaurant Operations Virtual Consultation you can expect a customized strategy for setting operating procedures, identifying profit and loss, implementing financial planning tools and creating standard operating practice that translates to a seamless customer service experience.

#### **RELEVANT PARTNERS OR PROGRAMS**



## SOLVING FOR RISING FOOD & LABOR COSTS

#### **SERVICE DESCRIPTION:**

Understanding Food and Labor costs is critical for a profitable business in any environment, but particularly during inflationary periods. Fortunately, there are a variety of tools for identifying what these costs are, and even more options for creatively addressing these costs by adjusting the standards and procedures within the operation. While this process is normally more involved than a single one-size-fits-all solution, the immediate and ongoing benefits of these conversations are likely the most valuable interactions our Business Resource Consultant Team can have with most operators. During this consultation you can expect your Business Resource Consultant Team to help you identify profitability pitfalls and opportunities for incremental profit growth in the future.

#### **DELIVERABLES:**

Operators must know what their food cost and labor cost are relative to their sales, even if initially this is accomplished through a simple break-even spreadsheet or Profit & Loss statement, which we can provide. Meanwhile, a complete menu breakdown is also essential to understand profitability of the current menu items, and regular inventory should be instituted to track food inventory relative to sales over time. Sysco Studio and Mobile Inventory are two resources we can supply for no cost to accomplish these processes. Customers that take advantage of this consultative service can expect to gain insight into their profitability and key money makers as well as the items that detract from profitability.

#### **RELEVANT PARTNERS OR PROGRAMS**

Depending on the unique needs of the operation, there are many resources available for operators to more effectively manage the costs of operating a restaurant. In addition to tools like Sysco Studio and Mobile Inventory, we have many partners that can provide resources and consultation for our customers.

### Sysco Studi@

PAYROLL AND HR SOLUTIONS



Our Business Resource Consultant Team is up to date on all the latest trends and technology to make this a lucrative segment to any concept. Operators will understand what it takes to have a successful program and leave the consultation feeling prepared to take their services to the next level. Each call will be customized with best practices and suggestions for each unique location and business model.

#### **DELIVERABLES:**

Following an Off Premise Dining Consultation, operators will have a greater understanding of the importance off premise dining plays within their operation. The Business Resource Consultant Team will walk through the best practices, plates with best portability and quality packaging to ensure food quality is retained from your kitchen to the consumers. Each consultation is customized to that operations service style, location and business model.

#### **RELEVANT PARTNERS OR PROGRAMS**

Sysco Foodie Tips and Solutions

Sysco Foodie Curbside and Takeout Toolkit

## IMPLEMENTING A Customer LOYALTY PROGRAM

#### **SERVICE DESCRIPTION:**

Loyalty Programs drive traffic to restaurants at a higher rate than ever. Through implementation of a customer loyalty program, customers can see increased foot traffic, customer loyalty and spend. Through researching customer base and buying habits with restaurants, the Business Resource Consultant Team can assist in creating standards to use for a loyalty program.

LOYALTY CARD name surna

#### **DELIVERABLES:**

Following your Customer Loyalty Program Consultation your Business Resource Consultant Team will help identify key opportunities for creating a customer loyalty program that fits your operation and customer's needs. Our Solutions Partner Loyal Zoo may be an appropriate fit for those customers looking to bring their loyalty program to scale, reach more customers and offer a more enriching customer loyalty program for those customers who regularly frequent your establishment.

#### **RELEVANT PARTNERS OR PROGRAMS**

Sysco has partnered with LoyalZoo to offer our independent retailers a digital loyalty program to replace traditional loyalty cards or create a new, customized digital program. It gives customers tools such as customer analytics, blast marketing messages, and promotions based on buying behaviors.



## **Chost** KITCHENS GETTING STARTED & BEST PRACTICES

#### **SERVICE DESCRIPTION:**

The Business Resource Consultant Team is here to help you understand the intricacies and priorities when opening or shifting to a ghost kitchen/virtual dining concept. In today's climate with shifting consumer demands and labor issues, we can help build a robust plan for opening and marketing a new virtual dining concept.

#### **DELIVERABLES:**

The Business Resource Consultant Team will host an initial consultation to determine your needs. Following your consultation our team will work to develop a marketing plan, and profitable menu that will translate across the various platforms you intend to distribute your product across. We have industry partners that can assist in your kitchen design, custom packaging material, menu printing and third party delivery partnerships for easy onboarding and delivery.

#### **RELEVANT PARTNERS OR PROGRAMS**





Feel like you're ready to expand your business into the world of franchising but not quite sure where to begin? The Business Resource Consultant Team has over 150 years of combined restaurant experience that can help you analyze your current business model and start strategizing a plan to implement and realize your franchise dream.

#### **DELIVERABLES:**

Working with Sysco Solutions Partners, our team of industry experts will help you identify areas of your current business model that need adjustment and will also help you navigate the systems and processes needed to transition into a franchise business model. Following your Franchise Support consultation, a strategy and timeline will be established, and third-party support identified for professional services such as legal and accounting services.

#### **RELEVANT PARTNERS OR PROGRAMS**





CONTACT YOUR SALES CONSULTANT OR VISIT SYSCOFOODIE.COM

