

Menu planning and product development essay sample

[Business](#), [Management](#)



The purpose of this assignment is to: Understand menu planning and related product development as strategic business processes, and acquire skills in effective implementation of new products and services. There are four learning outcomes to this unit:

1. Understand factors that influence menu planning decisions.
2. Understand menu product development planning processes.
3. Be able to apply design principles within a food service environment.
4. Be able to develop specific and actionable recommendations for a new food service concept

The assignment will discuss the principles of professional menu planning, meal management and the development of new menu products and services. To succeed in this unit, you are required to follow the assessment criteria. Your assignment should demonstrate your understanding of how your research links coherently to these aspects of menu planning and product development. Your assignment should include evidence of your research with reference. This includes linking research coherently to your writing and presenting using referencing (Harvard model), such as bibliography, citing and quotes. Word count:

1000-1500 for Task A

1000-1500 for Task B

1000-1500 for Task C

500 for Task D

Task A: Produce a Research Report describing the factors influencing menu planning and menu product development processes Carry out an individual research into the factors that affect menu planning and menu product development. Using your research, produce a written report of your findings which should include: a) A discussion of the principles of recipe development (ref. 1. 1) b) An assessment of the factors that influence menu planning decisions (ref. 1. 2) c) A discussion of the factors that influence service methods (ref. 1. 3) d) A discussion of the stages of the planning of menu product development (ref. 2. 1) e) An evaluation of the influences on the development process (ref. 2. 2)

Task B: Produce a Research Report presenting your findings and recommendations related to a food service environment and develop a new food service concept Carry out an individual research in order to apply the design principles within a service environment and make recommendations for a new food service concept. Using your research, produce a written report of your findings which should include: a) A justification of the design of a menu taking into account the recipe development (ref 3. 1). b) A justification of the development of the food service environment to support the menu, recipe and service style (ref. 3. 2).

Layout and referencing:

All 6 Grading Criteria can be achieved in this assignment.

M1 Identify and apply strategies to find appropriate solutions. effective judgements have been made in your assessment of the factors that influence menu planning decisions (Task A; b) (ref. AC 1. 2).

M2 Select/design and apply appropriate methods/techniques the design of methods/techniques has been justified in your justification of the design of a menu taking into account the recipe development (Task B a)ref. AC 3. 1).

M3 Present and communicate appropriate findings coherent, logical development of principles/concepts for the intended audience has been presented in your evaluation of the influences on the development process (Task A e) ref. AC 2. 2).

D1 Use critical reflection to evaluate own work and justify valid conclusions conclusions have been arrived at through synthesis of ideas and have been justified in your recommendations on launch/implementation of new food concept (Task C a) ref. AC 4. 3)

self-criticism of approach has taken place in your review of your own performance with suggestions for improvements regarding the creation and assessment of a new food concept (Task D a) ref. AC 4. 4).

realistic improvements have been proposed against defined characteristics for success in your justification of your choice of a new food concept (Task C a) ref.. AC 4. 2).

D2 Take responsibility for managing and organising activities substantial activities, projects or investigations have been planned, managed and

organised in your justification of the development of the food service environment to support the menu, recipe and service style (Task B b) ref. AC 3. 2).

D3 Demonstrate convergent / lateral / creative thinking self-evaluation has taken place in your review of your own performance in relation to developing and implementing new food concept, suggesting improvements (Task D a) ref. AC 4. 4).

Specification

Present your work in one business report style which should include table of contents, reference list, foot or end notes and appendices if any Include the reference code of this assignment on your assignment submission. Each page must be numbered at the bottom right hand side.

Ensure your name is in the footer and the production date/version number of your assignment Spell-check the document and make sure there are no grammatical errors. Complete all the tasks. Produce clear specific reasoning and arguments in support of your answers. Submit your work in a single work processed document of not more than 5000 words for all Learning Outcomes. This word limit is only for guidelines, and is not applied to grading. You must include a bibliography at the end to show where your information was sourced. Your sources must be identified using the Harvard referencing system. The words used in your bibliography will not be included in your word count.

Achievement of a pass grade

A pass grade is achieved by meeting all the requirements defined in the assessment criteria for each individual unit. Achievement of a merit or distinction grade

All the assessment criteria and merit grade descriptors need to be completed within a unit to achieve a merit grade. All the assessment criteria, merit and distinction grade descriptors must be completed within a unit to achieve a distinction grade.

If an extension is necessary for a valid reason, requests can be made using a course work extension request form available from the college. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension.

The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

Any act of plagiarism and collusion will be seriously dealt with according to the regulations. In this context the definition and scope of plagiarism are presented below:

‘ Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include¹: the verbatim (word for word) copying of another’s work without appropriate and correctly presented acknowledgement; the close paraphrasing of another’s work by simply changing a few words or altering the order of presentation, without

appropriate and correctly presented acknowledgement; unacknowledged quotation of phrases from another's work;

The deliberate and detailed presentation of another's concept as one's own.' All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

' Collusion occurs when, unless with official approval (e. g. in the case of group projects), two or more students consciously collaborate in the preparation and production of work which is ultimately submitted by each in an identical, or substantially similar, form and/or is represented by each to be the product of his or her individual efforts. Collusion also occurs where there is unauthorised co-operation between a student and another person in the preparation and production of work which is presented as the student's own. (ibid)'

All work for assessment must be submitted with a Turnitin Report on plagiarism. The Maximum Turnitin score admissible is 15% (after deduction of 1% & 2% records). Assignments with more than this adjusted 15% score will be automatically referred for reworking and resubmission