

Menu planning food  
beverage  
management  
marketing essay



**ASSIGN  
BUSTER**

Devon plc is related to the hostility sector company. It has more than 25 year experience regarding that field. So they carry on their future activities with good manner. They always think their future. It consists Demand planning, future forecasting, swot analyzing and future progress planning.

In present they accomplish the hospitality establishment which is situated in Torquay. By paying

£1, 800, 000, it consists of 20 double en suite bedrooms, a restaurant which seats sixty, and banqueting suits that may accommodate one hundred gusts. It covered the lot of services relating to the restaurant sector. To implementation and carry on this project they draft the business plan and other management accounting statement to get really picture about the investment.

In here it is very essential to do feasibility study in the first step. The industry trends checklist provides a sample of topics us might want to study as part of our market analysis.

The area of marketing planning involves forging a plan for a firm's marketing activities. A marketing plan can also pertain to a specific product, as well as to an organization's overall marketing strategy. Generally speaking, an organization's marketing planning process is derived from its overall business strategy. Thus, when top management is devising the firm's strategic direction or mission, the intended marketing activities are incorporated into this plan. Within the overall strategic marketing plan, the marketing planning process contains the following stages:

Marketing sector is very important to service Provider Company, not only this company but also all the firms depend on the market structure. If we not well planed the market structure it will badly affect to the future demand and it goodwill also. So Devon analysis current product mix and they turn their product portfolio to restaurant side also.

Lean marketing concepts are applied in work methods, Strong determination & positive attitude of the majority of the staff, Good distribution net work for sales, Good reputation from in this area, Knowledge Management is in place, Attractive location. Various kinds of facilities are in this area. Attract best people (new or professionals), Consistent good performance on Internal process are the main strength of Devin plc.

Lean marketing concepts must analysis these products because of this is service provider business, when it is so it highly move with the customer (people). if they do a little mistake it will badly have an effect on to their reputation.

Their going through the market analysis and their product portfolio as well . because of if they produce the product to the market with out of analysis market they will be loss in very shortly. Devon Company wishes to acquire the 10% of growth rate as their turnover. As well they decided to the prices for their product by adding 65% of profit to each for the food and beverage. Accommodation can be divided in two separate sectors as luxury and normal. When pricing 55% profit add to their cost in luxury level and normal rooms will be added 45% profit to their cost.

Devon plc is related to the hostility sector company. In present they accomplish the hospitality establishment which is situated in Torquay. By paying £1, 800, 000, it consists of 20 double en-suite bedrooms, a restaurant which seats sixty, and banqueting suits that may accommodate one hundred gusts. It covered the lot of services relating to the restaurant sector. By investing such amount of money to this new restaurant they will wish to have a well performance in their marketing and financial sector. If they able to give food and beverage in good quality, they will able cover their capital investment with in very near future. If they try to supply more than facility to the customer in every side, it also helps to mounting up their reputation. It indirectly increases their profit.