

Restaurant Management

July 18 - 20, 2016



Executive Education
Indian Institute of Management, Ahmedabad

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The size of the food services market in India is estimated to be \$48 billion in 2013, as per the Food Services Report 2013 commissioned by consultancy firm Technopak for lobby group National Restaurant Association of India (NRAI). This market is projected to grow at a compound annual growth rate of 11% over the next five years to reach \$78 billion by 2018. With an increase in the consumer's discretionary expenditure on dine-in services, the demand for better service quality at restaurants is also gaining much attention. Hence, there are several start-ups in fine dine-in restaurants and allied technologies. However, there are limited restaurant management training programmes, which can help the restaurants to benchmark, compete, and grow their business. To address the management training needs in this area, this programme aims to skill the participants in four primary areas: managing restaurant operations, managing restaurant revenues and menu pricing, design thinking for nurturing innovation and integrated user experiences in restaurants, and strategies for a successful restaurateur.

Objectives

- To equip the participants on restaurant operations management skills
- To guide entrepreneurs for start-ups in restaurant space and nurturing innovation
- To address the pricing and costing complexities in restaurants

Contents

A few topics which the programme will focus on are as follows:

- Menu pricing decisions
- Relevant cost analysis to maximize capacity utilization
- Break-even analysis
- Process and capacity analysis and restaurant system dynamics
- Role of ICT in restaurant management.
- Business models, opportunity recognition, planning a market entry, and competitive dynamics.
- Restaurant business valuation
- Experience design, innovation, and agile thinking

Methodology

- Case sessions
- Exercises
- Lectures

Target Audience

- Fine dine-in restaurant managers
- CEOs of restaurant chains
- Restaurateurs
- Restaurant technology developers and specialists
- QSR managers

Faculty

- Naman Desai
- Amit Karna
- Ashis Jalote Parmar
- Debjit Roy (E-mail: debjit@iima.ac.in)
Faculty Chair – Restaurant Management

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **July 04, 2016**. The last date for early bird discount – **June 27, 2016**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plan only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management, Ahmedabad

Vastrapur, Ahmedabad 380 015

Phone: +91-79-6632 4472-76

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: exed@iima.ac.in

Website: www.iimahd.ernet.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have any guest stay with them during the programme.

Programme Fee and Payment

Rs. 80,000 (+15% service tax) per person for participants from India and equivalent US Dollars for participants from other countries. The fee includes tuition fees, programme materials, board and lodging.

The programme fee should be received at the Executive Education Office latest by July 04, 2016. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person / organization concerned.

The programme fee can be paid in one of these three ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management, Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
Restaurant Management
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA Service Tax Registration Number:
AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can connect your remittance to your nomination.

[B] Payment Gateway

Please visit IIMA website (www.iimahd.ernet.in/exed) for more information.

[C] Demand draft/cheque payable at par at Ahmedabad

The cheque/draft should be in favour of "**Indian Institute of Management, Ahmedabad**" and sent directly to Executive Education Office through courier or speed post.

Discount

Early Bird Discount: Nominations received with payments on or before June 27, 2016 will be entitled to an early bird discount of 07%. Early submission of fee and nomination does not, however, guarantee acceptance of application.

Group Discount: Any organization sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



