

RESTAURANT MANAGEMENT

DECEMBER 9 - 13, 2019



Executive Education
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Restaurant Management

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According to a FICCI technopak report, the size of the Indian Food Services market in India (organized and unorganized) is estimated at INR 3,37,500 crore in 2017 and is projected to grow at a CAGR of 10% over the next 5 years to reach INR 5,52,000 crore by 2022. The food and beverage sector in India is already the largest retail consumption category in India, accounting for approximately 31% of the country's consumption basket, compared to 9% in the US, 17% in Brazil and 25% in China (www.restaurantindia.in). With an increase in the consumer's discretionary expenditure in dine-in services, the demand for better service quality at restaurants is also gaining much attention. Hence, there are several start-ups in fine restaurants and allied technologies. However, there are limited restaurant management training programmes, which can help the restaurants to benchmark, innovate, 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

Programme highlights

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

Participants' Profile

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

Pedagogy

- Case sessions
- Exercises
- Lectures

Faculty

- Desai, Naman
- Karna, Amit
- Roy, Debjit (Faculty Chair)
Email: debjit@iima.ac.in



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **November 25, 2019**. The last date for early bird discount is **November 18, 2019**.

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 plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

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

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation in campus/nearby Hotel.

IIMA norms do not allow participants to have guests staying with them during the programme.



Programme Fee and Payment

INR 1,20,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **November 25, 2019**. 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 two 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 GST Registration Number:

24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed

Discount

Early Bird Discount: Nominations received with payments on or before **November 18, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four 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.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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