

F&B Concept Development Methodology for Hotels

It is possible to apply a disciplined approach to concept development, so long as we acknowledge that “creativity”, or “inspiration” are ingredients in the final concept recipe.

These seven steps of development illuminate the path toward concepts success. Note that this is a SUMMARY of the seven steps, the full Methodology is rather more detailed and complex.


- 1) **Establish Concept Criteria: what must the concept achieve?**
 - a) **Support the hotel’s brand image.**
 - b) Meet the hotel’s **functional needs.**
 - c) **Unique Selling Proposition (USP)**
 - d) And, if the concept is for a chain, the chain should be **able to duplicate it**

- 2) **Research: understand the Brand, Customer and Facility**
 - a) **Hotel Brand** attributes
 - b) Who is the hotel’s **customer?**
 - c) Who are the hotel’s **catering and meeting customers**
 - d) What are the key features of the hotel’s **facilities?**
 - e) What is the hotel’s primary concept need: **amenity or destination?**
 - f) For existing hotels, what is the current **financial performance?**

- 3) **Research: understand the local market**
 - a) About the **location**
 - b) **Competitive** hotels
 - c) **Restaurant market**
 - d) **Interviews**

- 4) **Ideation: concept ideas created, examined, selected**
 - a) **Internal ideation** process

 :404 547 1900

 :866 323 6221

 :Ned@GrillVC.com

 :GrillVenturesConsulting.com

- b) **External ideation**
 - c) **Legal review** (trademarks)
 - d) Concept (with name) **selection**
 - e) **Initial Concept Statement**: guidebook, plan for everything that follows
- 5) **Concept Development: creating the restaurant brand**
- a) Mobilize **resources**
 - i) Internal
 - ii) External
 - b) Create the **operating profile**, using the Concept Statement
 - c) Apply for **Trademark(s)**,
 - d) Create **logo**
 - e) Prototype **menu(s)**
 - f) **Design**
 - g) **Concept Touches**
 - h) **Projections**
- 6) **Implementation**
- a) **Critical path** schedule
 - b) **Construction/Project management**
 - c) **Smallwares**, tabletop
 - d) Office/**operations**
 - e) **Uniforms & Linens**
 - f) **Pre-Opening** Staff Related
 - g) **Final Menu** Development
 - h) **Pre-Opening/Other**
 - i) **Rehearsals**
- 7) **Document the Concept**
- a) **Adjust Initial** Concept Statement as needed
 - b) **Final** Concept
 - c) Integrate concept into chain's offerings
 - d) **Distribute** Concept Statement