

## Challenge: Concept Development for Hotel Conversion

A select service hotel is converting to a full service brand. There is not enough space for a traditional kitchen, yet the owner must be able to prepare and serve breakfast, dinner and banquets/meetings.

## Services provided by Grill Ventures Consulting

1. **Concept Ideation** resulting in the presentation of three Concept ideas with supporting rationale and suggested USP (Unique Selling Proposition).
2. **Concept Statement** based upon client's selection of one of the three concepts
  - Concept Mission, Vision, with detailed description of the concept
  - Description of the customer experience
  - Naming suggestions
  - Signature menu, service and design features and attributes
  - Restaurant "Brand Standards"
  - List of **preparation and service equipment** required to execute concept
  - Marketing strategies and sales projections (based upon client occupancy projections)
3. **Concept Menus** – transforming the Concept Statement to the menu:
  - Dinner Menu (item names & descriptions) **with recipes and costs**
  - Theoretical Cost Analysis
  - Room Service Menu
  - Kids Menu
  - Catering Menu
  - Menus formatted in Word for reproduction on plain white 8 ½ x 11 paper
  - Plan, graphics, design review as requested

## Results

Hotel conversion was successfully completed, providing all required F&B services in-house.