

Case Study (1/2)

Objective

The objective of the project was to identify effective strategies and methods to enhance profitability and provide valuable insights into the competitive landscape through a detailed competitor survey to a fine dining restaurant.

Scope of the project

The scope of the project involved:

- Understanding the financial standing of the company based on the financial statements.
- Trend-analyses of revenue and costs at a ledger scrutiny level.
- Variance and percentage-to-sales analysis to identify irregularities and benchmark against industry standards.
- Outlet wise performance analyses
- Detailed evaluation and trend analyses of each revenue vertical.
- Seasonal revenue analysis to identify key contributors, occupancy patterns, and Average per Cover (APC) trends.
- Analyses of F&B consumption patterns.
- Detailed scrutiny of HR, Admin and other overhead costs to identify the irregularities.
- Assessing potential of the company to attract investors either through debt or equity.



Case Study (2/2)



Methodology

- Reviewed historical financial statements to assess revenue, expenses, and net profitability trends.
- Analysed the sales register to segment revenue by sales channels and service categories across both restaurant outlets.
- Analysed contribution margins to determine the most and least profitable areas.
- Assessed capacity utilization and benchmarked occupancy rates against competitors and industry standards.
- Conducted mystery shopping for competitors to gauge KPI's and compare against the client's restaurant.

Outcomes

The outcomes of the Profitability analysis were as mentioned below:

- Elevated fine-dining experience through diversifying cuisines.
- Customer feedback on new dishes.
- Rise in demand on highlighting chef special dishes.
- Gained an edge over competitor prices and delivery channels.
- Helped assess investment potential, leading to the recommendation of equity funding.