

A Review on Identifying Issues for Managers of Restaurant

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Abstract: *The main objective of this conceptual study is to review the important issues related to menu usage and to identify a conceptual framework for menu management Based on concepts and findings in menu literature, key themes contained in menu design, menu function, and menu development. Furthermore, the paper discusses the concept relationship between menus and dining experiences. Given that few studies incorporate evidence and hypotheses from previous studies into a single study, the conceptual framework for food consumption presented in this paper yields a food supply*

Keywords: Menu, menu development, Menu management, Restaurant firms

I. INTRODUCTION

The menu offering retains its special place in restaurants, as it is the primary food and beverage business. Essentially, the menu is a clear indication of (i) what is being bought, (ii) the types of equipment and materials required, and (iii) the requirements of the employees. The menu is also a means of communicating and selling (Kincaid and Corsun), 2003) was authored. Specifically, it affects not only the food and beverage offerings but also the image of the company. In addition, menus are the basis on which consumers make their food choices and a well-designed menu can attract consumers to products that the company wants to sell more (Antun and Gustafson, 2005). The essential skills associated with food service reflect the importance of restaurant management and customer experience. Indeed, in modern understandings of food, it has both material and abstract meanings. Physically, a menu is a list or card of foods and drinks served in a restaurant. Meaning beyond menu items has proven to be instrumental in affecting customers' perceptions of the restaurant experience (Wansink et al., 2005), and is also an element of restaurant management that requires specialized functions such as planning, pricing, planning, and review (2005). Jones). And Miffley, 2001). It also differs from the main retail area of the restaurant. Previous research (Johns and Kivela, 2001, Gustafsson, 2004, Hansen et al., 2005) suggests that restaurants are primarily the dining experience and there are many factors such as food and beverage, atmosphere, lifestyle, etc. design etc. Whatever consumers benefit from the menu in restaurants and their memories and impressions of the dining experience, the food served is part of that experience and captures the consumer's imagination. Consequently, the menu cannot be viewed as the restaurant as a whole but as an integral part of the environment where a good memorable dining experience is paramount. As a key factor in attracting and satisfying customers and influencing the performance of restaurants, menu receives considerable academic attention from researchers. Previous studies on menu are rich literature and examined menu design, menu pricing, menu planning and menu analysis in particular for example Kiwela (2003). Through the use of an experimental research design, a menu item selection framework for menu design analysis was proposed. Menu pricing investigates consumer price perceptions (Shoemaker, 1994, Iglesias and Guillen, 2002), price perceptions, pricing strategies (Kelly et al., 1994, Raab et al., 2009, Kelly et al colleagues 2009), and psychological value (Carmin and Norkas, 1990). Naipaul and Parsa, 2001, Parsa and Hu, 2004). Menu design has also received significant attention from menu researchers who have focused primarily on placing a menu item on a menu card (Bowen and Morris, 1995, Kincaid and Corsun, 2003, Reynolds et al., 2005), labeling (Lockyer, 1995). 2006), Wansink et al., 2001) and descriptions of menu items (McCall and Lynn, 2008, Hwang and Lorenzon, 2008). In menu research, researchers have proposed several models such as menu engineering (Kasavana and Smith, 1982), utility analysis of menu items (Hayes and Huffman, 1985), and more recently multi-dimensional analysis of menu items (Taylor and Brown, among others. 2007 by the author). From a practical point of view, the food supply chain is directly linked to many activities of the food and beverage industry and

also draws on a series of interdependent management decisions on menu planning, pricing, design, operation and promotion.

1.1 Objectives:

To explore key issues in menu design, menu functionality, and menu development, integrate these elements, and integrate them into a cohesive work

II. RESEARCH METHODOLOGY

To complete this article exploratory research have taken place and referred to various research article, websites, periodicals, magazines, online interviews, etc.

III. LITERATURE REVIEW

Perspectives from organizational, advertising and strategic management concepts provide a reliable theoretical basis for information the crucial menu aspects of management e.g. organizational concept emphasizes the have an impact on of externalities environment has a clean emphasis on corporate managerial decision-making and company sturdiness. Duncan, 1972, Jurkovich, 1974, Dess and Beard, 1984, Ashill and Jobber, 1999) particularly recommend that managers need to take into account the external impacts that... cause uncertainty, diversity and trade time making their decision. Planning and catering in a restaurant setting takes into consideration outside elements together with clients, competitors and providers that have the finest ability to create uncertainty, range and variability in the immediately commercial enterprise surroundings Assuming the importance of they promote, rate, promote and deliver services and products must be consistent with customers' needs and expectations on the only hand, and in line with the organisation's targets on the opposite. Additionally, menu management includes making plans, pricing, scheduling, and distribution, as well as promotional choices which can be also key troubles in marketing. Strategic management is a promising new theory that helps us understand the competitiveness of restaurants and the importance of the food provider industry. Indeed, creating and preserving competitive advantage is the point of interest of strategic subject. In impact, strategic control specifically examines the phenomenon of sustainable competitive advantage as a source of overall performance differentiation among companies (Nerur et al., 2008). Following this logic, it's far pertinent to bear in mind the function of menus in creating a sustainable competitive gain for eating places. Specifically, imparting extraordinary dining experiences and assuring client pride are the important thing factors that supply eating places a competitive benefit. As one of the maximum essential elements of the eating revel in, the menu deserves special attention to understand how a eating place agency can reap its strategic objectives, for competitive benefit sustainable results, pleasurable its customers and outperforming beneath competition.

Menu management issues

Menu making plans is a quite new concept that isn't always widely ordinary by means of researchers or clinicians. In truth, best a limited variety of research in the relevant literature have applied the concept and no complete definition has been furnished. Thus, the principle goal of the literature assessment in this phase is to observe the variables examined via menu researchers. The seek become deliberately confined to journal articles that had been subjected to a rigorous instructional judgment procedure prior to publication. Previous studies includes empirical and conceptual research analyzing numerous elements of the meals supply chain when it comes to control, consisting of menu layout, menu pricing, menu advent, and menu development are precise. Examining problems of co-design, planning, merchandising, pricing, and evaluation in seven hospitality corporations Jones and Miffley (2001: sixty one–62) link menu design to a restaurant corporation's product choice and menu design links menu documentation of the. Menu evolution is described as the subsequent trade in a planned menu. Finally, menu evaluation includes strategies and techniques for analyzing menu overall performance. The following phase draws on proof from menu literature and describes details of menu layout.

Menu planning :

Recent studies on menu layout examines variables together with the approach of choice of menu objects and standards for menu objects, menu changes and adjustments, and novelty of menu objects. Those research basically count on that

menu planning is a control feature that is important to the achievement of restaurant corporations. In this regard, Kivela (2003) defines menu making plans because the technique of selecting menu objects. Criticizing the conventional approach to menu making plans based totally often at the know-how of government cooks, he proposes a menu nice management (MPQV) method that considers culinary, financial, advertising and culinary technological trade. Morrison (1997) and Kwong (2005) are also of the view that menu design is a method of choosing menu objects and their research reports empirical proof that the criteria for choosing menu objects are primarily based on uncooked cloth fee, labour price, earnings menu item, assessing personnel skill stage, availability of substances, space and device requirements, and patron necessities. Another convenient manner to select a menu object from current alternatives based totally on a few predefined standards is to create a new menu object. More these days, some researchers (Ottenbacher and Harrington, 2007, Ottenbacher and Harrington, 2009) have targeted on innovation in eating place kitchens. The studies performed by way of the ones researchers empirically demonstrates how cooks increase meals improvements counting on innovation that commonly encompasses concept technology, checking out, concept improvement and checking out, advertising and marketing, implementation, and research components round. Emphasize that converting menu's content is likewise an critical thing of menu making plans and their take a look at exhibits that the important standards of menu adjustments are whether the new menu item will entice new customers or keep the existing purchaser base, and the way it's going to have an effect on sales and income. Furthermore, menu modifications can also cause menu variety, and in line with findings supplied through Bernstein et al. (2008), customers cost variety of their menu picks. After analyzing the recent tendencies in food options of customers, DiPietro et al. (2004) finish that healthy food objects are getting an increasingly more crucial part of eating place menus even in quick carrier section. With admire to the growing trend towards healthy food selections, menu planning becomes extra complicated because of associated sports for looking, selecting or innovating the healthy menu alternatives. Menu making plans researchers have contributed to setting up the conceptual structure of menu making plans by means of introducing and exploring menu item choice, menu object innovation, menu range, menu alternate and menu content material variables. It appears that studies on menu making plans in large part holds control theories' perspective and highlights the outcomes of external (client, rivals, carriers) and internal (fee structure, employees, device) elements on menu planning decisions of managers. Considering the findings and recommendations of the previous studies, it's miles possible to make an operational definition of menu making plans. In this regard, menu planning refers to menu object selection and/or menu object innovation with a consideration of menu variety and menu trade with a purpose to generate a menu content of an ideal composition of food and beverage services which might be maximum in all likelihood to gratify both the customers' and eating place corporation's Glanz et al. (2007) Emphasize that customization of menu content is likewise an crucial thing of menu design and their studies indicates that the main criterion for converting a menu is whether or not a brand new menu item will appeal to new clients or retain present clients , and how it will have an effect on income and profits . Furthermore, menu modifications can lead to unique menu sorts, and Bernstein et al. (2008), consumers as price of their food selections. Examining current developments in client meals preferences, DiPietro et al. (2004) concluded that even inside the brief service section, healthy food is turning into an increasing number of vital function in eating places. Regarding the growing fashion closer to healthful food picks, menu planning is similarly complex by using the activities worried in deciding on, choosing or innovating healthy ingredients. Menu layout researchers have helped set up the conceptual framework of menu layout by identifying and analyzing menu object picks, new menu gadgets, menu modifications, menu adjustments, and menu variables gram, employees, system). Within the nineteenth century and focuses on the impact of factors. Considering the findings and pointers of previous research, a useful implications of feeding method can be evolved. In this case, menu making plans refers to the selection of menu gadgets and/or additional menu items considering menu changes and menu adjustments to attain remarkable menu gadgets that consist of meals and beverage services which might be probable to satisfy customers and all of the restaurants in it are virtually happy.

Menu pricing :

Menu pricing is a subject of super hobby to menu researchers and that they seem to be occupied via a extensive variety of factors along with patron fee belief, charge belief, price sensitivity, pricing techniques and specially mental pricing. For example, Iglesias and Guillen (2002) particularly emphasize the importance of patron perceptions of menu object expenses and argue that all measures of consumer price encompass economic fee measures and non-economic price

measures. Essentially, to some extent, deliver prices are decided via the costs of options. For example, in a eating place setting, the costs of check objects on a menu card can also serve as a reference charge (Shoemaker, 1994). Depending on perceived charge or price elasticity, client demand for a particular restaurant's meals and beverage services may additionally alternate in response to price increases or decreases (Kelly et al., 1994, Raab et al.). Colleagues, (2009). Furthermore, price quit orientation might also have an effect on purchasers' perceptions of fee or related food first-rate whilst they interact with mental pricing techniques (Naipaul and Parsa, 2001). Pricing researchers build a marketing theory on consumption by means of emphasizing patron perceptions and expectations. In addition to the conceptual history furnished by beyond research, menu pricing can be described as functional to the organization's sales and income dreams and client notion and expectations to supply Importance

Menu Designing

Researchers suggest that menu layout involves layout decisions that are controlled in terms of menu card types, positions, labels, and menu items defined in a menu display (card or board) So specifically, positions, labels, menus product descriptions through prior research on menu design It was associated with marketing-consumer intentions Some tasty items are on the menu card and placing a particular menu in a tasty location results in more sales. Restaurant food can have sweet spots where customers' first impressions are the focus. Labeling on a menu card focuses consumers' attention on specific products and positively influences the taste and price perception of their products. Nutritional information provided on menu cards can enhance consumers' positive perceptions by informing them of the healthy choices on the menu and making more of them converts into healthier orders. The menu design also involves various elements such as background colors, text, graphics, fonts, control boxes, menu size as menu card attributes which also have a significant impact on consumer choices Studies focusing on menu design seem to contribute significantly to our understanding of menu design by clarifying the relationship between products and menu design variables and thus shaping performance perspectives promoting menu design and marketing concepts that help managers to attract customers to particular menus. Given the above background, menu design refers to the planning of menu card types, menu item layouts, menu items and character descriptions in order to create an attractive menu.

Menu operating:

Menu running is essentially covered in menu control , research on topics inclusive of income forecasting, budgeting, price manipulate, carrier screw ups, and meals safety provides insightful contribution to our know-how of menu working. Menu operating involves management of menu gadgets' manufacturing and service tactics. Thus, it is anticipated that eating place managers regularly consider 3 key elements as best, hygiene and price while making selections and taking actions of menu running. Accordingly, standardizing manufacturing, minimizing provider disasters, assuring food safety, forecasting demand to menu gadgets, making budgets and controlling charges grow to be vital sports of operational management of menus. When considered inside the eating place context, one of the major additives of this sort of exceptional management device can be assurance of meals high-quality and safety relying on preferred manufacturing, minimal provider failures, premier call for and suitable value structures. In the production manner of menu objects, development and implementation of a few standards including widespread yields, general purchasing specifications, preferred recipes and preferred portions are beneficial tools for sustaining a high-quality stage , particularly inside the chain restaurants component manage, trendy recipes, fine manipulate, and standard specifications are quintessential components of menu operations. Serving a meal in a eating place (particularly in a desk carrier restaurant) consists of several sequential provider stages such as greeting and seating, order taking and delivery, consumption, and fee and exiting Inevitably, carrier screw ups may arise at any stage of provider, and these screw ups might also result in bad client perceptions. For example, customers may additionally bitch following a failure . Service disasters may additionally negatively affect the clients' pleasure ranges and their likelihood of returning). Consequently, menu working selections of managers need to remember serving menu objects properly without any delays or defects with a purpose to minimize carrier disasters at all carrier degrees. Restaurant customers have become more and more involved approximately viable dangers stemming from unsafe meals practices and meals safety is a important eating place selection attribute.

Menu analysis

Researchers have especially dealt with growing some quantitative models to analyze the strategies to remove performance of menu items. Additionally, a number of them also proposed development the performance deficiencies

of menu items. In the Nineteen Eighties, early systematic menu analysis processes based on matrixes had been introduced by means of Miller (1980), Kasavana and Smith (1982) and Pavesic (1983). These matrix based fashions have been criticized by way of subsequent research and numerous weaknesses had been referred to (Taylor and Brown, 2007). Among them is the notion that indicator of menu gadgets' profitability is only the contribution margin that is computed through subtracting food value from selling price. Consequently, this method does not include other variable and attach charges such as labor and strength. Paying special interest to this deficiency of matrix models, LeBruto et al. (1995) try to include labor charges into the menu engineering version. Moreover, Hayes and Huffman (1985) and Bayou and Bennett (1992), known as the builders of menu object profitability evaluation, are trying to find to pick out income of menu object via subtracting general fee from sales of the item. Recently, a few multi-dimensional analysis tactics have been advanced (Taylor and Brown, 2007). For example, Cohen et al. (2006) propose a multi-dimensional menu evaluation version employing five overall performance dimensions which includes food value, recognition, sales charge, contribution margin, and weighted contribution margin. More these days, Taylor et al. (2009) recommend that facts envelopment analysis is a useful multidimensional method to investigate menu item overall performance. Taylor and Brown (2007), Jones and Mifli (2001) and Kwong (2005) offer information about viable improvement techniques for menu object overall performance enhancement. Indeed, next to the evaluation of menu is the implementation of suitable improvement techniques for overall performance deficiencies. According to the authors, promotion and reposition of menu item; modification of presentation, recipe, and charge are techniques for will increase within the income extent. Recosting, repricing, and recipe modification are optionally available solutions to value issues. High performer menu objects can be left as they're and coffee performers may be eliminated. Studies on menu evaluation reveal that assessment of menu overall performance is mainly based on the economic overall performance signs inclusive of value, popularity, profit and rate. Additionally, upgrades are made on the way to growth income or lower expenses. Therefore, it's miles apparent that menu evaluation is made with respect to restaurant firms' economic desires. Relying at the arguments within the relevant literature, menu development may be proposed as a two dimensional idea inclusive of menu analysis and enhancements rather than menu analysis idea on my own. In this experience, menu improvement refers to analyzing menu object performance and then taking corrective moves to enhance the performance imperfections of menu gadgets.

Limitations and suggestions for future research:

The conceptual structure of menu control presented on this have a look at affords a device for hospitality researchers to investigate the menu issues. Researchers can use this conceptual structure as an organizing tool with a purpose to have an basic view of menu management concept and method. For instance, the relationships among menu control problems want to be tested thru using empirical studies design. Theoretically, each step of menu control process is an critical preceding step for subsequent steps. Additionally, the efficacy of each menu control difficulty positively pertains to performance of menu management and ordinary overall performance of restaurant company. However, these conceptual relationships want to be empirically investigated. Although this examine has made an effort to conceptually recognize the institutions among menu control issues and meal enjoy, there is some other want for empirical studies investigating using menu in improving the meal enjoy. Consequently, some guiding propositions can be derived from the menu management system. First, menu control issues are interrelated. Second, the effectiveness of menu control problems is undoubtedly associated with the menu overall performance. Third, the powerful control of menu is undoubtedly associated with the general overall performance of eating place corporations. Finally, menu management problems affect the meal enjoy perceptions of customers. This is a conceptual study attempting to discover conceptual structure of menu management. Therefore, the major drawback of the look at is that it can't present empirical evidences which might be acquired via a selected studies layout. However, an extensive literature evaluate changed into conducted with a view to reflect the theoretical and empirical insights from the applicable preceding studies. Another difficulty of the current paper is that the menu control method defined on this look at is a general one and ignores the specific changes which can occur in one-of-a-kind segments of eating place industry. That is why an empirical research study which specializes in a comparative analysis of menu control issues in special segments of eating place enterprise together with complete carrier as opposed to short provider is needed and such an empirical look at will probably produce very useful findings that enhance our information of eating place menus. Additionally, an exciting empirical

research might be the exploration of variations in menu management troubles depending on the distinct instances of intake such as control of lunch or dinner menus, business-day menus or seasonal menus. In truth, the time while the menu is ate up by customers probably calls for special techniques, however due to the distance constraints it turned into no longer feasible to explain the ones techniques within the present day paper. In conclusion, this study fills a gap within the menu literature through presenting an integrative conceptual shape of menu management.

IV. CONCLUSION

Relying at the previous studies on menu, this take a look at suggests that the menu literature is constituted by way of 5 menu control problems comprising menu making plans, menu pricing, menu designing, menu operating and menu improvement. Menu management idea, then, is defined as an ongoing manner consisting of menu control problems

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