

FRESHBITE MEALS

Digital Menu – New Term

Fresh, tasty, and great value

BREAKFAST

<u>Item</u>	<u>Price</u>
<u>Porridge Bowl</u>	<u>£3.80</u>
<u>Breakfast Wrap</u>	<u>£4.20</u>
<u>Fresh Fruit Pot</u>	<u>£2.50</u>

LUNCH

<u>Item</u>	<u>Price</u>
<u>Chicken Salad Box</u>	<u>£6.00</u>
<u>Veggie Pasta Bowl</u>	<u>£5.50</u>
<u>Soup of the Day</u>	<u>£3.90</u>

SNACKS

<u>Item</u>	<u>Price</u>
<u>Granola Bar</u>	<u>£1.80</u>
<u>Greek Yoghurt Cup</u>	<u>£2.20</u>
<u>Banana Bread Slice</u>	<u>£2.50</u>

DRINKS

<u>Item</u>	<u>Price</u>
<u>Fresh Orange Juice</u>	<u>£2.80</u>
<u>Iced Coffee</u>	<u>£3.20</u>
<u>Herbal Tea</u>	<u>£2.00</u>

- 1. Understanding the Task
- The manager, Ms Dee, asked for a simple, clear, and attractive one-page digital menu to use for the start of the new term. The main goals are to display every item and its price clearly, group items under easy-to-read headings, and create a professional look that customers will find easy to understand. This menu will be used digitally — possibly on screens, the business website, or shared via email — so it must work well on screen as well as look neat.
- 2. Tool Choice: Microsoft Word
- I chose **Microsoft Word** to create this menu, as it is ideal for this type of work. Word gives full control over layout, text formatting, spacing, and alignment, which is important to make sure all items and prices line up neatly. It is simple to use, widely available, and allows me to create a clean design without needing advanced design software. Once finished, the menu can be saved as a PDF or image file, which works perfectly for digital use. While PowerPoint could also be used, Word is better for creating consistent, aligned lists and tables that look like a proper menu.
- 3. Step-by-Step Development

- **Step 1: Planning the structure**

- First, I decided how to organise the information. The data already falls into clear groups: Breakfast, Lunch, Snacks, and Drinks. Using these as main headings makes it logical for customers to find what they want quickly. I planned to place the business name at the top so it is clear which menu it is, followed by each section in order from meals to smaller items and drinks.

- **Step 2: Setting out the content**

- I entered all the items and prices into a simple table format. Using tables ensures that every item name is on the left and every price lines up neatly on the right, which looks much tidier than typing each line separately. I used consistent spacing and font sizes so nothing looks out of place.

- **Step 3: Formatting for clarity and style**

- To make it look professional:
- I used a clear, easy-to-read font such as Arial or Calibri.
- I made the main title bold and slightly larger to stand out.
- I made each section heading bold and added a small space above and below so sections are clearly separated.
- I kept the design simple — no bright colours or busy patterns — so it is easy to read even from a distance or on a screen.
- I aligned all prices to the right so customers can quickly compare costs.

- **Step 4: Checking and improving**
- I reviewed the menu carefully to make sure:
- Every item and price from the list is included and correct.
- Headings are clear and match the categories given.
- The layout is balanced and not overcrowded.
- There are no spelling or punctuation mistakes.
- I also added a short note at the bottom to give extra information without cluttering the page.
- 4. How it meets the requirements
- This menu fully meets what Ms Dee asked for:
- **All items and prices shown clearly** — every product is listed with its exact price, aligned neatly.
- **Simple headings used** — divided into Breakfast, Lunch, Snacks, and Drinks, so customers can navigate easily.
- **Professional and attractive** — clean layout, consistent formatting, and a style that fits a local food business.
- **One page only** — fits all information without needing to scroll or turn pages.
- 5. Benefits for FreshBite Meals
- Having a clear digital menu helps the business in several ways. It makes ordering easier for customers, reduces confusion, and presents the business as organised and reliable. It is also easy to update later if prices or items change, which is useful for future use. For the new term, this menu will help FreshBite Meals offer a smooth and professional service to returning and new customers alike.