University of Wales Trinity Saint David

Assignment 2: Menu Engineering
(Practical Task)

Course Name: Food and Beverage Operation (BMIH4002)
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Part 1:

A magnificent fine dining Indian restaurant called ‘Komola’ is set to open at the esteemed Hotel Trinity in the center of the United Kingdom. The concept is to offer an upscale dining experience that honors Indian cuisine while blending modern and eco-friendly components. This will appeal to a large clientele that is willing to pay even a premium price (Legrand, Chen and Laeis, 2022, p.546). The objective behind the concept is to bring people, dishes, and the planet into harmony especially considering recent events (Sanghera, 2022).

‘Komola’ will cater to both local professionals and foreign guests seeking a distinctive dining experience. It caters to foodies who value excellent service in a classy setting, businesspeople wishing to arrange memorable client meals, and couples looking to commemorate important occasions (Blue Corn, 2022).

This restaurant will create a straightforward, profitable, and memorable menu by using a concept development plan, which h includes steps like defining the restaurant's unique concept, listing key ingredients, streamlining the supply chain, cost analysis, visualizing presentation, menu testing, and staff training (Radkey, 2020).

Since menu design, layout, sections, color schemes, typography, menu descriptions, nutritional symbols, and other factors may have a significant impact on sales and customer experience, the menu development team stressed their significance (Webstaurant Store, 2022).

(Beasley and Missing, 2021)

The restaurant pricing strategy will include desirable pricing, supporting item pricing, temptation effect menu pricing, comparative pricing, and trade rivalry-driven pricing to boost sales and attract customers while enhancing profitability (Rupani, 2021). These strategies encompass charm pricing, items priced slightly below round amounts, such as £6.95 rather than £7, to manipulate how people see things. Complimentary item pricing uses discounts to sell one item at a cheaper price to increase sales of related goods, while the decoy effect menu pricing takes advantage of decoy alternatives to increase the attraction of other selections. Relative pricing strategically places lucrative products next to more expensive meals to entice people to choose the less expensive but still profitable option. Lastly, competition-driven pricing depends on pricing changes made by competitors and market research to find a balance between bringing in business and keeping profits high (Rupani 2021).

The restaurant will prioritize locally sourced, seasonal ingredients, thereby reducing our carbon footprint (Davin Foods, 2023). The commitment extends beyond the plate; It will implement waste-reducing practices, eco-friendly packaging, and engage in responsible sourcing (SCS Packaging, 2023).

Moreover, ‘Komola’ is ready to change the game when it comes to eating at Hotel Trinity by providing a distinctive and ethical culinary experience.

Part 2: (menu)

KOMOLA

Indian Restaurant

Experience Exquisite Indian Culinary Artistry:

A Fusion of Tradition and Modernity in Every Bite.

INDICATORS

(V) = Vegetarian | (N) = Contains Nuts

(G) = Contains Gluten | (D) = contains Dairy | (E) = Egg

There is a chance that our food has traces of dairy, gluten, nuts, or other allergies. When ordering your order, please let your server know if you have any dietary restrictions or allergies.

Starters

Lamb Chop **£7.95**
(juicy and tendered) marinated Lamb chops in Indian spices and yoghurt

Chicken wrap **£4.95**
(mouthwatering) stir-fried chicken, green onion, and
crunchy fresh salad vegetables wrapped in puri bread with special sauce. (G)

Tendered Boti Kebab **£4.95**
Strips of lamb tikka stir fried with chunky onions and peppers

Garlic Mushroom Chicken **£4.95**
In a medium spiced sauce, served with puri bread (G)

Tandoori Mixed Kebab **£4.95**
Boneless Chicken and lamb grilled, shish kebab, served with salad

Tandoori King Prawns **£7.95**
Lightly spiced grilled King Prawns served with salad

Chicken Tikka Tendered **£4.95**
Lightly spiced boneless Chicken served with salad

Sheek Kebab **£3.95**
(juicy and tendered) Minced meat mix (Chicken & Lamb) served with salad

Bhuna Prawn/Chicken on Puri **£4.85**
Chicken or Prawn cooked in Indian style dryish sauce served with puri bread (G)

Bhuna King Prawn on Puri **£7.95**
King Prawn cooked in special Indian sauce served with puri (G)

Crispy Onion Bhajji **£3.95**
Light shallow fried onions-based snack made with besan flour,
fresh egg and corn flour served with salad (V) (G) (E)

Crispy Somosa **£3.95**
Minced meat or cooked vegetable filled inside pastry, triangle in shape (G) (D)

Grilled Garlic King Prawns **£7.95**
Lightly spiced grilled King Prawns served with salad

Main Courses

Chicken, Lamb, or King Prawn Dishes

Zhal Roshuni **£9.45**
Cubes of spring chicken, lamb, or King prawn cooked in garlic based Indian curry sauce,
With green chilies (spicy garlic saucy curry)

Aromatic Biryani **£11.95**
Wok fried chicken, lamb or king prawns cooked with extra-long basmati rice, special spices,
Fried egg on top and served with an Indian curry Sauce (E)

Madras Curry **£9.45**
Boneless chicken, lamb or king prawn cooked in strong spices (Fairly hot)

Rogan Josh curry **£9.45**
Medium hot cubes of chicken, lamb or king prawn with a sauce based on garlic and tomato

Curry with Achar **£9.45**
Tender cuts of chicken, lamb or king prawn cooked in Indian pickled flavour sauce.

Vindaloo Dare **£9.45**
Cooked in strong spices - extremely hot (chicken, lamb, or king prawn)

Bhuna in Authentic style **£9.45**
Diced chicken, lamb or king prawn cooked in authentic style with special ground spices.

Sweet and Sour Dansak **£9.45**
In a Dansak, boneless chicken, lamb, or king prawn is prepared with aromatic spices,
sweet and sour texture, and taste

Creamy Korma **£9.45**
chicken, lamb, or king prawn cooked in Indian gravy with cream and coconut. Mild and flavorful.
(N) (D)

Chef Special Dish

Tandoori Grill Combo **£15.99**
grilled king prawn and tikka lamb, chicken tandoori, chicken tikka, mix shish kabab,
served with fresh salad and sweet sauce.

Side Dishes and Extras

Side Dishes

Mushroom Bhaji **£3.99**
Fresh mushrooms cooked in Indian sauce

Sag Bhaji **£3.99**
spinach cooked in Indian style

Tarka Daal **£3.99**
Red Lentil cooked with fried garlic

Vegetable Curry **£3.99**
Fresh vegetables cooked in an authentic sauce

Bindi Bhaji **£3.95**
Fresh okra, slow cooked with Indian spices

Rice Dishes

Onion Rice	**£3.85**
Keema Rice	**£3.85**
Mushroom Rice	**£3.85**
Garlic Rice	**£3.85**
Egg Rice	**£3.85**
Boiled Rice	**£3.65**
Plain Pilau Rice	**£3.75**

Desserts

(Served with ice cream)

Gajar ka Halwa (carrot halwa)	**£4.85**
Malai Cheesecake	**£4.85**
Gulab Jamun (Indian style dessert)	**£4.65**
Molases Cheesecake	**£4.75**

Naan Breads & Chips

Plain Naan **£2.75**

Tikka Naan **£2.99**
filled with chicken tikka

Keema Naan **£2.99**
Stuffed with mix minced meat

Garlic Naan **£2.89**

Garlic Chilli Naan **£2.99**

Garlic Coriander Naan **£2.99**

Garlic keema Naan **£2.99**

Chips **£2.99**
Spicy Chips **£3.99**

Soft Drinks

(We do not serve alcoholic drinks, but you are allowed to bring your own alcoholic drinks)

Mojito	**£4.75**
Coke, Fanta, Sprite, J2O	**£2.95**
Small Water (still or sparkling)	**£2.95**
Large Water (still or sparkling)	**£2.95**

Hot Drinks

Karak chai	**£1.95**
Coffee	**£1.95**
English Breakfast tea	**£1.50**

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