

Welcome to Leading Restaurant Strategy- BMGM6001

I will begin the Lecture at **9:30am**, so use this as an opportunity to grab a beverage, access required documents or ask me any questions that you have. Please ensure that once we begin the lecture you have access to Moodle with your module handbook open.

Please ensure that during this lecture your camera **remains on at all times**.

BMGM6001

International Gastronomy Management

Leading Restaurant Strategy

Week 1 – Module Overview



Agenda

- Module Overview
- Module Handbook
- Assignment Overview
- What is restaurant strategy?

House Rules



- Punctuality – 5 minutes late is still late, be on time for all classes
- Anybody not present when the register is called will be marked absent.
- Join class via your laptop only & ensure cameras are on throughout!
- Mobile phones away – you'll have breaks to use them then
- Email in advance if unable to attend class to avoid an absent mark

Module Aim

- To encourage and develop the student's ability to interpret trends within the current market, the needs and wants of future diners and the key financial information for budgeting, performance measurement and evaluation techniques to allow for a business plan to be written and 'pitched'.

Module learning outcomes

- Critically analyse and evaluate the informational requirements of management, particularly in relation to decisions involving revenues, costs and other financial criteria used when writing a business plan.
- Demonstrate a systematic understanding of developing and compiling a business plan to enable its successful production and pitch delivery.

INDICATIVE CONTENT

- Financial planning for sustainability within the restaurant and hospitality industry.
- Cost volume profit analysis: cost behaviour, marginal v absorption costing, costing for short- and long-term decision making, use of marginal costing, limiting factors/ constraints.
- Introduction to budgeting, cash budgets and working capital management.
- Functional and master budgets, sales, materials, labour, and overhead budgets (Preopening).
- Property design – planning laws and building regulation controls.
- Recruitment procedures- advertising appropriately.
- Onboarding of staff- designing the training programme.
- Menu design to establish the restaurant concept.
- Sourcing and supply chain planning.
- Marketing and advertising campaign techniques- launching the restaurant.



Schedule

Date	
No. of weeks	8 (15/01/26 – 05/03/26)
Time	9am – 1pm Every Thursday going forward.

Assessments:

- **Assessment Component 1 – 50% -**
- Pre-opening business plan (2000 words)
- Title: Assessment 1 - Pre-opening business plan.
- **Assessment Component 2 – 50% -**
- Individual presentation (10 Minutes)
- Title: Assessment 2 – Individual pitch presentation of the pre-opening business plan.

DRAFT DEADLINE 7 WORKING DAYS BEFORE SUBMISSION

Assignment 1

Student name:		Student ID number:	
Programme:	BA Dip CertHE International Gastronomy Management		
Module:	BMGM6001 Leading Restaurant Strategy		
Module code:	BMGM6001	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Jemma Smith	Internal Verifier:	Jessica Newport
Assignment Title:	Assessment 1 – Pre-opening business plan	Word count (or equivalent):	2000 (+ or -10% or penalties will be incurred)
Submission deadline:	Thursday 26 th February 2026 at 23:59pm	Return date of provisional marks & written feedback:	Thursday 26 th March 2026 at 23:59pm
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your <u>submission</u> you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Assessment 1: 2000-word pre-opening business plan

Within the business plan you will:

- Identify a realistic business opportunity within the hospitality industry and develop a compelling, well-structured business plan to support and promote the concept.
- **It is vital that you use the provided business plan template, as any other format will incur a failing grade.**
- Create a new and innovative hospitality business or utilise a previous concept of yours that you have taken to market or plan to in the future. Consider the concepts, techniques and suggestions that we have discussed during classes, and make use of the provided resources for inspiration.
- Assess the current market in relation to your business idea – how is it viable to bring to fruition? Outline clear strategic decision making to ensure the greatest chance of success in the crucial early stages, and to help mitigate risks.
- Provide proof of thorough research on your concept, presented in a compelling and professional report.

Assessment 1: 2000-word pre-opening business plan

- Ensure you are persuasive in your content. This business plan is designed to encourage potential investors to buy into your business. It is crucial to ensure they understand and believe in your concept. Convince these potential stakeholders that your proposal will result in a favourable return on investment. This could be financial, but not necessarily.
- It is crucial to include key financial data to outline required funding and support required. Ensure these figures are accurate and honest. Outline during this process the identified funding sources. Include suppliers and other aspects directly related to finances to demonstrate your understanding, research and appreciation for the wide-ranging start-up costs of a new enterprise.

Assessment 1: 2000-word pre-opening business plan

Remember to consider:

- The organisational framework
- Ethos
- Brand standard
- Leadership

Layout points:

- Title of the report
- A business plan for (insert the name of the business)
- Student name, ID, Module Title (Leading Restaurant Strategy) and Module Code (BMGM6001)

20 references minimum in line with Harvard referencing standards

Assignment 2

Student name:		Student ID number:	
Programme:	BA Dip CerTHE International Gastronomy Management		
Module:	BMGM6001 Leading Restaurant Strategy		
Module code:	BMGM6001	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Jemma Smith	Internal Verifier:	Jessica Newport
Assignment Title:	Assessment 2 - Individual pitch presentation of the pre-opening business plan	Word count (or equivalent):	15-minute presentation
Submission deadline:	Upload of slides Wednesday 4 th March 2026 23:59pm Live presentation Thursday 5 th March 2026	Return date of provisional marks & written feedback:	Thursday 23 rd April 2026 at <u>23:59pm</u>
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty/ referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted to complete this assessment.		

Assessment 2: Individual pitch presentation of the pre-opening business plan

To complement your written business plan, you are required to deliver a 10-minute formal presentation in the style of a business pitch. This must outline:

- ✓ The core concept
- ✓ Analysis
- ✓ Key highlights contained in your full business

You will then participate in a Q&A session with the panel to explore your business idea in greater depth.

Assessment 2: Individual pitch presentation of the pre-opening business plan

Further guidance:

- ☐ Produce a presentation that captivates your audience, present in a manner that is engaging and demonstrates your understanding of your concept. Ensure that you highlight the essential components – present the parts of your plan that your audience wants and needs to know to persuade them to invest.
- ☐ Demonstrate that you have thoroughly researched and understood the key elements of successful business pitching. Utilise the provided resources to produce a professional pitch.
- ☐ You will present individually using a digital tool like PowerPoint, delivering your presentation live in person.
- ☐ The duration should not exceed 15 minutes, followed by a Question-and-Answer segment.

Assessment 2: Individual pitch presentation of the pre-opening business plan

Further guidance:

- ☐ There are no limits on the number of slides or additional materials, but all content must fit within the 15-minute timeframe. Anything outside of this will not be considered when marking.
- ☐ Remember to practice extensively! Time yourself and ask others to sit in so you have experience of performing to an audience.
- ☐ A reference list should be provided via the presentation.
- ☐ Presentations may be recorded for marking/moderation purposes.
- ✓ **You will be given your individual presentation slots**
- ✓ **You MUST submit a copy of your presentation (in PDF format) in advance – (amendments made to your presentation after submission cannot be considered for assessment)**

Assignment Submission

- Assignments must be submitted to Moodle via the correct Turnitin link by the deadlines set.
- If you submit your assignment late you will be capped at 40%. If you submit your assignment more than 7 days late you will receive 0.

Use of Generative AI – remember to declare!

Use of Generative AI in Assessment:

RESEARCH	For this assessment, you can use Generative AI to support you in research, including searching for bibliography, using tools to <u>summarise</u> , compare and interrogate materials.	Yes ☒ No ☐
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes ☒ No ☐
PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.	Yes ☒ No ☐
WRITING	For this assessment, you can use Generative AI to create text for submission.	Yes ☐ No ☒
CREATIVE	For this assessment, you can use Generative AI to create creative materials, such as images.	Yes ☒ No ☐
PROGRAMING	For this assessment, you can use Generative AI to create and check code.	Yes ☐ No ☒
NONE	For this assessment, you are not allowed to use any type of Generative AI support. This includes research support, structure support, writing/proofreading support and creative support.	Yes ☐ No ☒

Readings

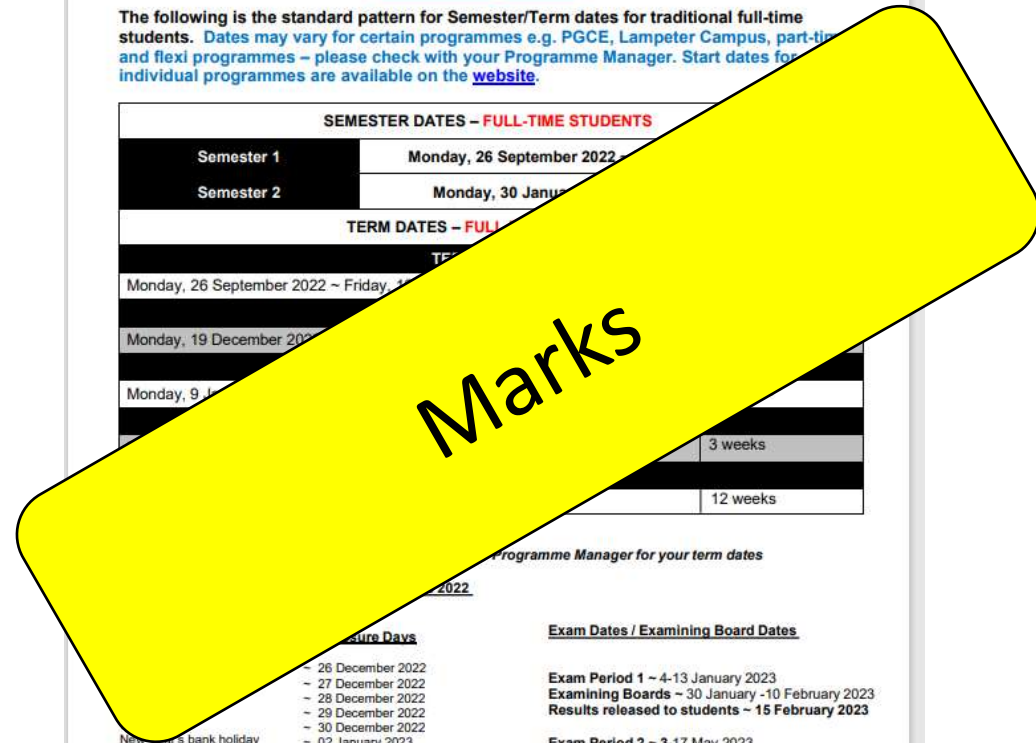
Indicative Reading List

Module Code	BMGM6001 / BMGM6001D	
Module Title	Leading Restaurant Strategy	
Classification	Reading List entry	Electronic*
Essential	Blundel, R. Lockett, N, Wang, C & Mawson, S, (2021) Exploring Entrepreneurship. 3 rd Edn. Sage. London	☒
Essential	Ford, R.C, Sturman, M.C (2020) Managing Hospitality Organizations. 2 nd Edn.	☒
Essential	Hayes, D.K, Hayes, J.D, Hayes, P.A (2021) Revenue Management for the Hospitality Industry. 2 nd Edn. Wiley. London	☒
Essential	Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5 th Ed) Harlow, Pearson.	☒

Please refer to the Module handbook for details. These sources are expected in your submitted work, with correct in-text citations.

Assessment Marks

- Remember that marks released on Moodle are provisional!
- Official confirmed results will be on MyTSD after the examining board has sat and could be different from Moodle marks.





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

KEY DATES (traditional delivery)
ACADEMIC YEAR 2022/2023
*** WALES CAMPUSES ***

**** Please note that dates are subject to change depending upon developments relating to the Coronavirus pandemic ****

The following is the standard pattern for Semester/Term dates for traditional full-time students. Dates may vary for certain programmes e.g. PGCE, Lampeter Campus, part-time and flexi programmes – please check with your Programme Manager. Start dates for individual programmes are available on the [website](#).

SEMESTER DATES – FULL-TIME STUDENTS	
Semester 1	Monday, 26 September 2022
Semester 2	Monday, 30 January 2023

TERM DATES – FULL-TIME STUDENTS	
Term 1	Monday, 26 September 2022 ~ Friday, 2 October 2022
Term 2	Monday, 19 December 2022 ~ Friday, 13 January 2023
Term 3	Monday, 9 April 2023 ~ Friday, 5 May 2023

CLOSURE DAYS	
	~ 26 December 2022
	~ 27 December 2022
	~ 28 December 2022
	~ 29 December 2022
	~ 30 December 2022
New Year's bank holiday	~ 02 January 2023
Good Friday	~ 07 April 2023
Easter Monday	~ 10 April 2023
Closure Day	~ 11 April 2023
May Bank Holiday	~ 01 May 2023
Spring Bank Holiday	~ 29 May 2023
August Bank Holiday	~ 28 August 2023

GRADUATION DATES 2023

Carmarthen	~ 3 and 4 July
Coleg Sir Gâr	~ 5 July
Lampeter	~ 7 July
Swansea	~ 10, 11, 12 July

Exam Dates / Examining Board Dates

Exam Period 1 ~ 4-13 January 2023
Examining Boards ~ 30 January -10 February 2023
Results released to students ~ 15 February 2023

Exam Period 2 ~ 3-17 May 2023
Examining Boards ~ 30 May-15 June 2023
Results released to students ~ 19 June 2023

Resit Examination Week (for 2022/23 session)
Monday, 17 July ~ Friday, 21 July 2023
Examining Boards w/c 14 August 2023

THIS DOCUMENT IS ALSO AVAILABLE IN WELSH



Break time



What is restaurant strategy?

Activity – 30 minutes

- Conduct your own online research for 30 mins to provide a definition of restaurant strategy.
- What stands out as being particularly important in your opinion?
- Can you suggest an establishment that you believe to have a particularly effective restaurant strategy? Why?

Restaurant Strategy – key points

- Strategic plan to achieve goals
- Drive revenue
- Stand out amongst competitors – command a larger share of the market
- Attract and retain loyal customers
- Increase customer and employee satisfaction
- Talent acquisition

Restaurant strategy – how to achieve a successful strategic direction

Market
Research

Laws &
Regulations

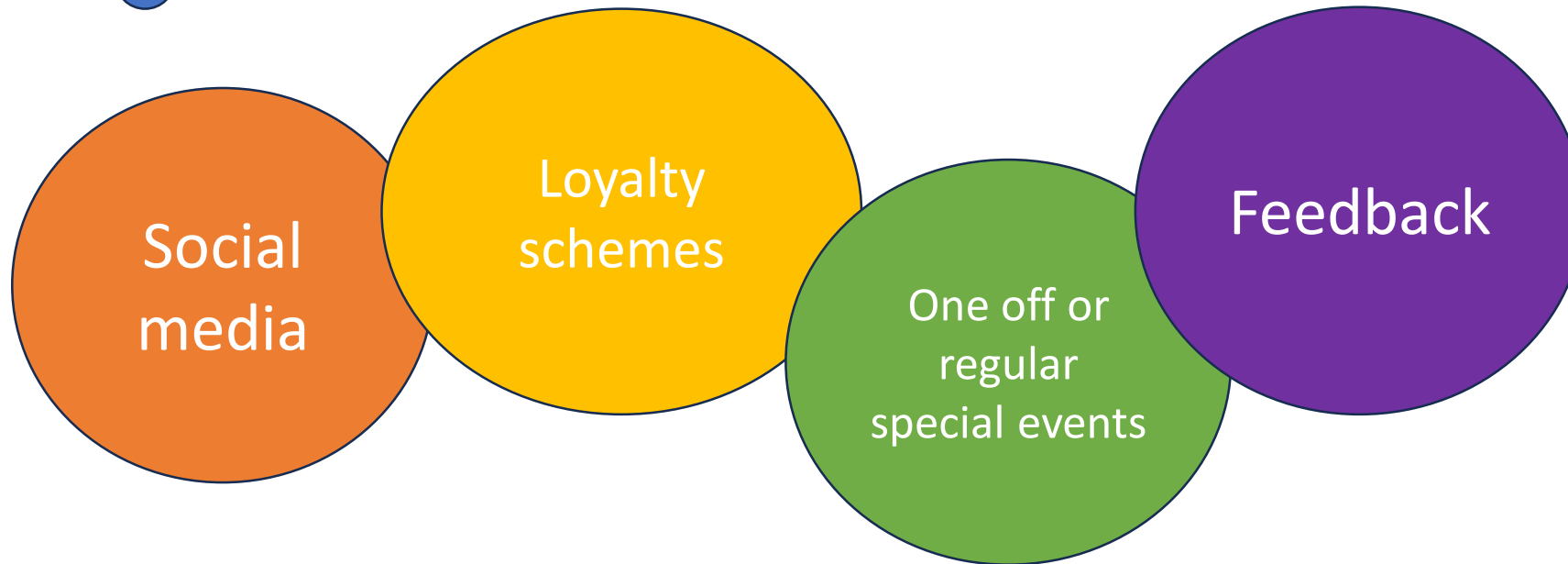
Optimum
performance

Company
Branding

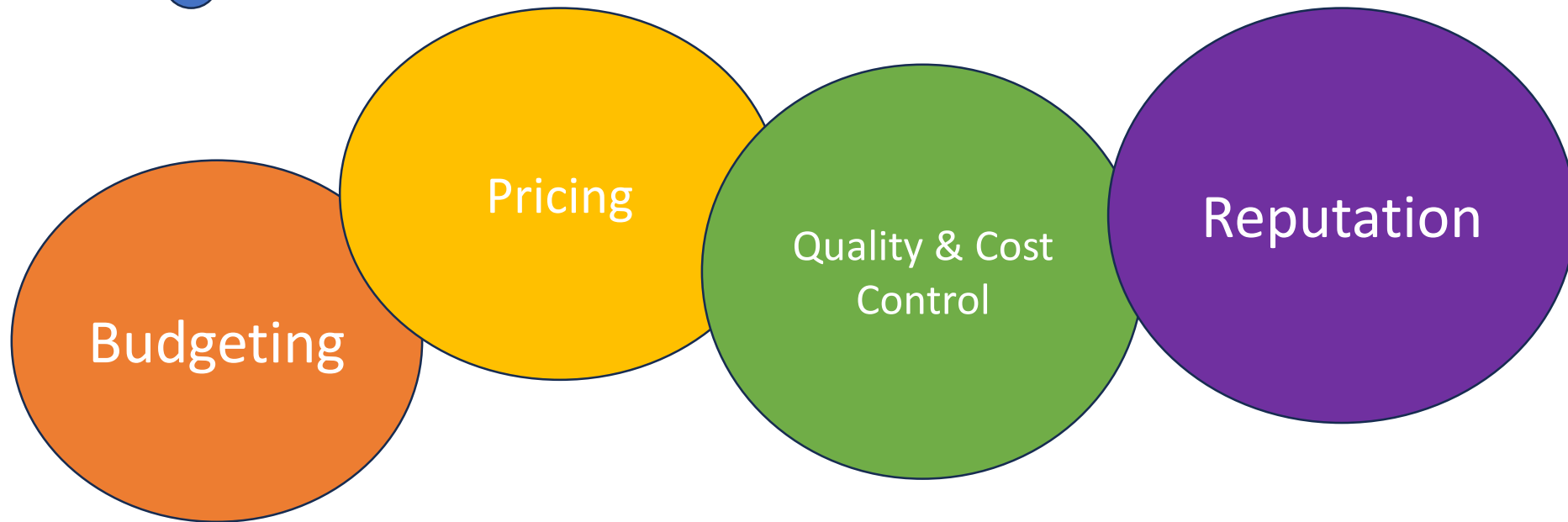
Talent
Management

USP

Restaurant strategy – how to achieve a successful strategic direction



Restaurant strategy – how to achieve a successful strategic direction



Some examples



FIVE GUYS®



Some examples



[The List and Awards](#) | [National Restaurant Awards](#)

Video



Next Week

Legal requirements

- Property design
- Planning laws and building regulations

Business plan creation

- The basics of creating an effective business plan

Reference List

National Restaurant Awards. (2024) The National Restaurant Awards, [online], available at: [The List and Awards | National Restaurant Awards](#)

Lee, W K. (2022) How To Start A Restaurant With NO Experience | Restaurant Management 2022, [online], available at: [How To Start A Restaurant With NO Experience | Restaurant Management 2022](#)