

Au Chocolat! Dessert Cafe´

Introduction: After earning your ProStart Certificate of Achievement and completing a degree in Baking and Pastry from an ACF accredited culinary program, you've been wondering if you are now ready to realize your dream. It's time to begin the plan to become the owner/operator of a dessert cafe´. Your task is to determine the viability of your dream at this point in your career.

Task: Your task is to gather the right information to determine if you are ready to be a dessert cafe' owner/operator.

Process 1: Menu and Pricing

Visit these websites to get an idea of menus, prices, and services of several established dessert cafes.

www.pastichefinedesserts.com

www.thedessertcafe.com

www.justcakes.net

Answer the following questions based on your exploration.

1. Use an Excell spreadsheet to compare the cost of a 10" chocolate layer cake at each operation.
2. Use a standardized recipe to determine the cost of your own chocolate layer cake.
3. At a food cost percentage of 33%, what would be the food cost for each cake?
4. What other factors in addition to the food cost would you consider in setting your menu price?
5. What other services are offered by these dessert cafe´s?
6. Prepare a preliminary menu of 4 menu items.

Process 2: Your Marketing Plan

Now consider what kind of marketing plan would be most beneficial to your dessert cafe´. Visit (<http://wikipedia.org>) and key in the word "Marketing" and read the article on "Advertising and Promotions". Answer the following questions:

1. What are the four main reasons to advertise?
2. What three things should be considered when choosing where to advertise?

At www.restaurantu.com/quicklinks.htm, select "Marketing" and read the article titled "Branding Yourself". After reading the article, write your own definition of branding.

At www.va-interactive.com/score/promotingbusiness, view the workshop on Promoting Your Business and then complete the following activities:

1. Write your own 1 page compelling story about how you began your successful career as an owner/operator.
2. What promotions could you offer your customers?
3. What trade shows would be valuable to your business?
4. What will be your unique selling proposition (USP) and how will you use your USP in your marketing plan?

Process 3: Making a Profit

Read Kevin Moll's article at www.operatingarestaurant.com/articles. You will find it under the heading *General Operations* titled "What is One Dollar Worth to You?"

1. According to Moll, how many dollars will you need to earn to make a profit of \$1.00?

2. Go to www.score.org/template-gallery.html and view the Breakeven Analysis template. Determine if the following costs you will have are fixed, controllable or variable costs:

Labor	Equipment	Utilities
Cost of Products	Taxes	Advertising
Uniforms	Rent/Lease	Mortgage

3. Learn how to create a Profit and Loss Statement when you view www.va-interactive.com/score/profitloss/profitloss.html .

Process 4: Taking a Second Look

Open the Master Menu Engineering Excel spreadsheet at www.restaurantu.com/etools/standardizedrecipes.asp and complete the menu analysis for four of your menu items. Use the following information:

Item	Food cost	Menu price	Number sold in this period
Chocolate Layer Cake	\$ 5.50	\$35.00	125
Red Velvet Cake	\$ 4.76	\$12.95	55
Apple Pie	\$ 3.28	\$25.00	25
New York Style Cheesecake	\$ 12.93	\$28.00	110

1. Which of your possible menu items would be the star, the dog, the plowhorse, the puzzle?
2. Would you need to adjust the selling prices of any of your items?
3. Would you replace any of your items?

Process 5: Writing the Business Plan

View 3 sample foodservice based business plans at <http://www.bplans.com/sp/businessplans.cfm?DCMP=AFC-SCORE>

- A. Specialty Baker business plan for Morningstar Bakery
- B. Coffee Kiosk business plan for The Daily Perc
- C. Organic Restaurant business plan for Studio 67

1. Which of these 3 market analysis pie charts indicate their target market is most like yours? Why?
2. What new ideas do you have after reading these business plans?

Evaluation:

Your final step is to put all of the information that you found into a persuasive PowerPoint presentation. Review the following rubric for an idea of how your presentation will be graded.

	Beginning 1	Developing 2	Accomplished 3	Exemplary 4	Score
Fonts & Graphics	Very few slides created. No variety. No graphics used.	Fonts used straight from template. No variety in font sizes. Little or no graphics used.	Font used may not be easily legible. Font sizes vary slightly from slide to slide. Graphics are included.	Fonts used are appropriate for the topic. Font sizes are consistent throughout. Graphics used enhance presentation.	
PowerPoint Goodies	Animations, sounds, and/or transitions are not used.	Animations, sounds, and/or transitions are used ineffectively and/or annoyingly.	Animations, sounds, and or transitions are used adequately.	Animations, sounds, and/or transitions are used very effectively.	
English	Multiple spelling and/or grammar errors.	Several spelling and/or grammar errors.	Few spelling and/or grammar errors.	No spelling and/or grammar errors.	
Flow of Ideas	No logic to order of slides. Lack of intro, body, or conclusion.	Presentation is choppy. No attempt at idea transitions.	Presentation flows from intro to conclusion. Slight roughness in idea transitions.	Presentation flows logically and very smoothly from intro to conclusion.	
	No idea presented.	Idea has been done before.	Interesting idea which may or may not be possible. Idea	Incredibly unique and possible idea.	

Business Idea			tried before, but presented in new manner.		
Supporting Details	No data presented to support or reject business idea.	Little data to prove that business idea is/is not possible.	Some data to prove that business idea is/is not possible.	Large amount of data to prove that business idea is/is not possible.	
Persuasion	No attempt to persuade viewer of business idea. I don't think so.	Slight attempt to persuade viewer of business idea. I'm not so sure.	Fairly persuasive presentation of business idea. I'm convinced.	Very persuasive presentation of business idea. I'm really convinced and want to invest in this.	
Conclusion	No conclusion of WebQuest experience.	Weak conclusion that considers parts of the WebQuest experience.	Adequate conclusion that sums up most of the WebQuest experience.	Strong conclusion that sums up entire WebQuest experience.	

Conclusion: Are You Ready to be the Owner /Operator?

Starting a business takes many skills and knowledge. It also takes determination and passion. You've seen how menu, marketing, and a well written business plan interact to determine a successful business. Take the online business quiz at www.score.org/business_toolbox.html and see if you are ready to take on your dream now.

ProStart Learning Objectives Addressed:

- Yr1 Chapter 10: Describe controllable, fixed and variable costs.
- Yr 1 Chapter 12: Determine selling price using the food cost percentage method.
- Yr 2 Chapter 6: Use sales information to analyze how menu items are selling.
- Yr 2 Chapter 6: Create and write a restaurant promotion.
- Yr 2 Chapter 6: Describe how markets are commonly segmented.

WV CSOs Addressed:

- ProStart IIB 2.3 Discuss the factors to be considered in menu development.
- ProStart IIB 2.4 Prepare a menu analysis worksheet.
- ProStart IIB 3.2 Describe elements of a marketing plan.

Resources:

www.acfchefs.org American Culinary Federation

www.nraef/prostart National Restaurant Association Educational Foundation
www.weareprostart.org ProStart_ the NRAEF's high school restaurant management and culinary program
www.restaurantu.com provides free tools to help find a path to a successful hospitality business.
www.score.org SCORE is a resource partner with the [U.S. Small Business Administration](#).
<http://imet.csus.edu/imet1/freeman/ppt.html> Powerpoint tutorial