



ISCAHM PHILIPPINES

INTERNATIONAL SCHOOL FOR
CULINARY ARTS & HOTEL MANAGEMENT

Course code: **RCEP**

Course available: **ISCAHM – Quezon City - Cebu City**

**HIS
MIG**

Hospitality School
Management Group Inc.



ISCAHM
QUEZON CITY



ISCAHM
CEBU CITY



ISCAHM
PAMPANGA

Restaurant Concept and Entrepreneurship Program

Know what it takes to open and manage your own restaurant or food business.

In ISCAHM Quezon City, this program is done once a week (6 sessions) and done in 4 consecutive days in ISCAHM Cebu.

Both branches provide a comprehensive lineup of topics:

Session 1

- What is a Restaurant Concept?
- Business Plan and Financing Plan
- Location Research
- Market Research
- Target Market
- Employment Research
- Ingredients Supplier Research
- Benchmarking Your Competition
- Permits and Regulatory Requirements
- Legal Requirements

Session 2

- Financial Information
- o How to acquire your preferred location
- Startup Investment
- Designing a Kitchen Layout
- o Contractors and Designers
- Management Considerations

Session 3

- Yield Test
- Costing of Recipes
- Establishing the Selling Price
- Calculating Food and Beverage Cost
- Establishing Annual Sales Volume

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Session 4 Human Resources Management

- Functions of HR
- Recruitment and Selection Process
- Sources of Recruitment
- Conducting Interview
- Employment
- Compensation
- Establishing Payroll
- SSS/Pag-ibig/Philhealth
- Communication
- Code of Discipline
- Performance Management
- Legal Considerations

Session 5 Menu Planning/Writing

- Menu Creation
- Definition of Menu
- Factors to Consider
- Economic Objectives
- Production & Service Capabilities
- Availability of Ingredients
- Menu Mix
- Types of Menus

Session 6

- Establishing Portions, Quantities, and Selling Price for Buffets
- Implementation Phase
- Employees, Positions, and Job Descriptions
- Marketing, Advertising and PR
- Case Study and evaluation of business

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