



Area

Gastronomy

Level

3, 4

Topics

Design of the
gastronomic offer

Operations planning

Income and results
evaluation

Modality

Competitive

Time

Between 16 and 20
hours

FiveStars is a simulator aimed at developing the capabilities of menu design and operations management in Food and Beverages. This training experience covers the key processes of business strategy definition, menu or menu planning, cost control, results estimation and resource management of a restaurant.

The simulation exercise takes place through three stages:

- Stage 1: Strategy and Gastronomic Offer
- Stage 2: Operations and Revenue
- Stage 3: Results and Final Evaluation

The simulator has some differentiating characteristics compared to other simulators:

- The simulator does not pass the period and does not run. Each time the data is saved, the results values are recalculated and the impacts generated can be seen.
- Teacher evaluation at various points of the simulation is key to the generation of the simulator results.
- Once the student has advanced from one stage to another, they cannot modify certain previously developed information.



Participants must make decisions related to:

Estrategy

Price level per service.

Store

Prioritization of demand segments and Promotion by market.

Menu

% commission to intermediaries.

Best dishes

Percentage of variable cost per service.

Operations

Investment to improve the level of facilities and equipment of the hotel.

Incomes

Long term loan application.

Results

Spending on improving the capabilities of the organization.

Evaluation

Selection of strategic projects to improve the competitiveness of the hotel.

Participants must argue in each of their phases their decisions and the definitions they introduce in the simulator. The value of the company will be linked to the teacher's evaluation and the results obtained by its management.