**Term Project**

**CUL 242**

**Planning & Controlling Costs**

**Kanisa Jaisamran  
ID: 425279**

**Instructor: Valerie Foster**

**Winter 2018**

**08/03/2018**

**Table of contents**

**Page**

Concept statement…………………………………………………………………………………………..3

Style of service………………………………………………………………………………………………..4

Quality and pricing policy………………………………………………………………………………….5

Employee meals policy……………………………………………………………………………………..6

Waste and recycling policies……………………………………………………………………………..7

Menu………………………………………………………………………………………………………………8

Menu format…………………………………………………………………………………………………..11

Standard recipe and Recipe cost cards………………………………………………………………12

Menu engineering……………………………………………………………………………………………25

Analysis…………………………………………………………………………………………………………27

Bibliography……………………………………………………………………………………………………28

**Concept statement**

Thai Touch is a fast casual restaurant. It’s located on Burrard streets in Vancouver, Canada. It’s a Thai restaurant serving Thai traditional food using local and seasonal ingredients and serving in Thai style (we cook all food and keep them in bain marie for hot holding).

We provide Thai food with local and seasonal ingredients, and bring in some products from Thailand. Our mission is to provide customers with fast food but useful and not expensive. Thai Touch restaurant will be one of the best choices for our guests especially who are plain hungry and in a hurry.

**Style of service**

We have a comfortable environment where guests can enjoy our food. We provide a mixed style of service to give the best service. For Thai style of service we will prepare many foods and place in bain marie. The customers can come to see and choose what foods do they want. But we still take care customers when they have a food at the table same casual restaurant. The customers can enjoy delicious food and they don’t have to wait for a long time. When the customers come to our restaurant, they will feel like they are home because our foods and our service. We provide a family-friendly environment to make the customers feel relax and warm. And we also provide comfortable soft lights and light music which will make customers feel relaxed. The customer will find out the favorite restaurant here.

We have 40 seats. We provide lunch and dinner, open 10 am until 9 pm on Monday to Saturday. We are close on Sunday.

**Quality and pricing policy**

Our restaurant always uses fresh, natural, traditional and healthy ingredients to provide the foods. For fresh ingredients we usually use the local product so we purchase from stable suppliers and directly from the farmer every day. For the dry traditional ingredients we import from Thailand every month because we think one month is perfect time to keep the ingredient not too long with best value

**Employee meals policy**

We provide 1 free meal for staff is lunch. Staff can have lunch during break time. All staff can choose their own food because they break at different times. And then after work they can bring all the leftover food home.

**Waste and recycling policies**

In our restaurant we tried our best to do minimal waste. We use every part of each ingredient to create at least two menus. For the recycling we separate garbage can and follow the rules of government

**Menu**

**Appetizers**

**Por Pia Tod $2.45/pc** รูปภาพที่เกี่ยวข้อง

Deep-fried vegetarian spring roll (glass noodles, cabbages, carrots, and onions)

**Tod Man Pla $3.45/pc**

Homemade fish cake with green beans, basils, and kaffir lime leaves

**Soups**

**Tom Yum Goong $8.95** ผลการค้นหารูปภาพสำหรับ พริก การ์ตูน

Hot and sour soup with tiger prawns, mushrooms, tomatoes, lemongrass, kaffir lime leaves, galangals and cilantros

**Soup Pak Yen $6.95** รูปภาพที่เกี่ยวข้อง

Cold pureed corn soup with cherry tomatoes and avocadoes

รูปภาพที่เกี่ยวข้อง Vegetarian ผลการค้นหารูปภาพสำหรับ พริก การ์ตูน Spicy

**Salads**

**Som Tum $7.95** รูปภาพที่เกี่ยวข้องผลการค้นหารูปภาพสำหรับ พริก การ์ตูน

Green papaya salad with green beans, tomatoes, and peanuts on the top

**Yam Nuea $9.95** ผลการค้นหารูปภาพสำหรับ พริก การ์ตูน

Grilled beef salad with celery, tomatoes, onions, cucumbers, green onions, and cilantros

**Entrées**

**Gang Kaew Warn Kai $10.95** ผลการค้นหารูปภาพสำหรับ พริก การ์ตูน

Green curry in coconut milk with chicken, eggplants, bell peppers, basils and kaffir lime leaves.

**Pad Thai Goong $12.95**

Stir-fried thin noodles with tiger prawn, tamarind sauce, tofu, bean sprouts, green onions, and ground peanut

**Pad Medmamaung Pak $10.95** รูปภาพที่เกี่ยวข้อง

Stir-fried mixed vegetables (onions, celery, bell peppers, carrots, broccolis, cauliflowers, mushrooms, green beans, cabbages, and green onion) with roasted cashew nuts

**Pad Katiem Nuea $10.95**

Stir-fried beef with garlic and broccolis

รูปภาพที่เกี่ยวข้อง Vegetarian ผลการค้นหารูปภาพสำหรับ พริก การ์ตูน Spicy

**Desserts**

**Kluy Tod $ 1.95/pc**

Deep-fried banana

**Kao Niew Dam $4.95**

Black glutinous rice with taro and coconut milk

**Drinks**

**Cha Thai**

Thai iced tea

**O-liang**

Thai iced black coffee

**Menu format**

This is cycle menu and we will change menu every two months but we don’t change the signature menu such as Pad Thai. I choose to do the cycle menu for the restaurant because I want to use the seasonal ingredients and present more Thai foods to foreigner. I want to make the customers feel they want to come back again to try other dishes.

**Standard recipe and Recipe cost cards**

**Standard recipe**

****

**Procedure:**

1. Stir-fried glass noodles, cabbage, carrot, and onion together about 5 minutes until they are soft.
2. Season with soy sauce and sugar.
3. Warm the oil to 350 F
4. Roll the spring roll and deep-fried them.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Minced and paste the fish.
2. Add remain ingredients and combine well.
3. Warm the oil to 350 F
4. Shape it into circle shape and flat and deep-fried them.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Warm the stock on stove.
2. Add Chilli paste, lemongrass, galangal, kaffir lime leaf, bring the broth to a boil.
3. Add tiger prawn, mushroom, tomato.
4. Season with lemon juice, fish sauce, and sugar.
5. Ladle soup into a bowl and top with cilantro.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Puree the corn kernels with yogurt and milk.
2. Chill about 1 hour.
3. Season with lemon juice, salt, and pepper.
4. Ladle soup into a bowl and top with cherry tomato, avocado, and cilantro.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Combine garlic, papaya, green bean, tomato, palm sugar, lemon juice, and salt together, mix well.
2. Serve with peanut on top and lettuce on side.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Grill the beef.
2. In a bowl combine all ingredients and mix well.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Stir green curry paste with oil and add coconut milk, bring it to simmer.
2. Add remain ingredients.
3. Simmer for 20-25 minutes.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Heat the oil, stir-fried egg with oil.
2. Add prawns and tofu, stir-fried until they are cooked.
3. Add noodles, stir-fried until soft.
4. Add Palm sugar, tamarind water, and fish sauce.
5. Add bean sprout and green onion, stir-fried over high heat for 3 minutes.
6. Serve Pad Thai with peanut on side.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Stir-fired oil and garlic, 1 minutes.
2. Add all the vegetables, stir until they are cooked and soft.
3. Add cashew nut, ketchup, soy sauce, and sugar.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Stir-fried oil with garlic, 1 minute.
2. Add beef, stir until cooked.
3. Add broccoli, stir until soft.
4. Season with fish sauce, oyster sauce, sugar.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Make the batter, whisk flour, cornstarch, salt, sugar, baking powder, sesame seeds, and coconut milk together.
2. Put the bananas in batter.
3. Warm the oil to 350 F and deep-fried the bananas.

**Recipe cost cards**

****

**Standard recipe**

****

**Procedure:**

1. Put the black glutinous rice and add water to just cover, simmer until soft, about an hour.
2. Add taro and palm sugar, simmer 15 minutes.
3. In another saucepan heat coconut milk, add some coconut milk in cornstarch to combine well and then add back to saucepan, bring it to a boil.
4. When serve we put the black glutinous rice at the bottom and top with coconut milk.

**Recipe cost cards**

****

**Menu engineering**

****

Expected sales mix = 100 = 8.33

12

Menu mix popularity % = 8.33\*70% = 5.83%

Menu CM = 70.11 = $5.84

12

****

**Analysis**

From menu engineering I found 6 Stars, 2 Plow horses, 1 Puzzles, and 3 Dogs. I noticed that the menus which got the stars they are famous Thai food that’s why they are popular because most people know what are they. So I will mark them to be signature dish of restaurant and don’t remove them when we change the menu. For two plow horses I will make them smaller to make more money. The puzzle is Yam Nuea I thought the customer does not know what is it so I will promote it by do the combination with drinks in value price. For 3 dogs I thought I will remove Tod Man Pla and Kao Niew Dam because they didn’t make the money and the customer doesn’t like them much. Kluy Tod is dogs but I want to keep it I thought I can improve it to be the stars. I will make more bananas with same amount of batter to make more yield and I will offer it to the customer.

**Bibliography**

* Concept statement and style of service from my food and beverage project