

4. ANALYZE OFFERINGS



This step will help you compare your current offerings to meet your focus, combat the competition, and incorporate new trends.

#4 OBJECTIVE:

Once you know the parameters of your program you must identify the products you wish to offer.

List the top five breakfast, lunch, and dinner best sellers to give you a positive start.

List three signature items and three popular specials.

List items not currently carried that have been requested, that incorporate a new trend, or something you specifically want to add to your new takeout menu.

List your initial takeout selections and review for ability to travel and reheat. Do not guess at this process – test items for retaining flavor, consistency, and heat. Identify the expiration time in which they are no longer at peak condition.

YOUR TOP 5 BREAKFAST BEST SELLERS		VOLUME
1		
2		
3		
4		
5		

YOUR TOP 5 LUNCH BEST SELLERS		VOLUME
1		
2		
3		
4		
5		

YOUR TOP 8 DINNER BEST SELLERS		VOLUME
1		
2		
3		
4		
5		
6		
7		
8		

YOUR TOP 3 SIGNATURE ITEMS		Breakfast	Lunch	Dinner
1				
2				
3				

TOP 3 SPECIALS NOT OFFERED ON A REGULAR BASIS		VOLUME
1		
2		
3		

REQUESTED ITEMS YOU DO NOT OFFER	
1	
2	
3	

NEW TRENDS NEEDED TO COMBAT THE COMPETITION	
1	
2	
3	

NEW ITEMS NEEDED (IF ANY) TO STOCK FOR TAKEOUT MENU	
1	
2	
3	
4	
5	

FOOD TIPS:

Fries need to be cooked slightly longer to retain crispness or provide another potato option.

Use pastas with a firmer noodle (penne, fettuccine, rigatoni).

Foods eaten at room temperature or served warm work well.

Wrap style items work well.

Pack salad dressing and wet ingredients separately.

Pack warm bread in it's own bag separate from butter.

Cheese may melt without toasting if placed on a warm dish or item.

	INITIAL TAKEOUT SELECTIONS	TRAVEL ABILITY	REHEATABLE	EXPIRATION TIME
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				