



# F&BSim

## food and beverage management simulation

Teams operate as Director of Food and Beverage for their hotel, competing in the competitive set for both residential and non-residential food and beverage demand. Virtual environments reflect real time market dynamics.

### Concept

#### Achievement focused and competency based learning.

Teams operate as Director of Food and Beverage for their hotel, competing in a competitive set for both residential and non-residential food and beverage demand. Virtual environments reflect real time market dynamics. The competitive strategies and decisions of each hotel affect its own results and those of competitors. A hotel's food and beverage market share, revenue share, and financial results depend on the teams ability to construct, promote, and deliver a competitive value proposition to the market.

### Process

#### Gather, understand, strategise, review.

1. Gather information about the competition, the market and your property
2. Create a competitive and operating strategy
3. Make decisions consistent with the strategy
4. Review results, refine, make new decisions and continue through a collection of simulated months

### Key Learning

#### Strategy, revenue management and operational skills.

1. Optimise strategic thinking, planning and implementation with total overview of food and beverage operations
2. Increased knowledge of food and beverage departmental operations and financials
3. Develop business skills including financial analysis, pricing structures and cost control measures in order to optimise the properties food and beverage revenue

**"From the outset, the delivery team realised it's the relationships not just the product that contribute to strong sustainable business. We respect them as a global market leader."**

*- hosco. the hospitality network*



helping you streamline **food and beverage departmental operations**, develop **business skills** and optimise **revenue**.

### About Russell Partnership Technology

Russell Partnership Technology are global technology developers and educators who design, build and deliver hospitality programmes for over 200 global clients.

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