Simr is a restaurant simulation which is utilised to support and develop participants in the management of restaurant operations. Simr delivers participants’ experience and informs decision-making processes commonly utilised by Food and Beverage Managers in the industry.

**Concept**

**Achievement focused and strategically programmed simulation.**

Simr delivers a risk free environment to learn and develop the skills required to manage a profitable restaurant operation. Simr positions participants into a virtual restaurant and with the help of specialised software, allows them to create business plans, respond to problems and receive live feedback on decisions. Competing against their fellow professionals, participants have an opportunity to examine their restaurants operations and finances and will be able to take strategic decisions on key operational areas. Key decision areas include costing and design of menus, ingredient selection, marketing, staffing and menu engineering.

**Process**

**Gather, build, decide and 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**

**Build understanding, gain confidence and develop skills.**

1. Utilisation of the program builds understanding and confidence with the complex theories covered
2. Learn how to increase profitability by testing tactics and understanding the outcomes fully in a safe environment
3. Learn how to optimise the use of metrics and data to analyse results; deliver improvements to generate measurable returns
4. Simr allows participants to view results versus the competition and then refine decisions through menu engineering, product offering & positioning. All with the goal of increased understanding of real world market conditions.

"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 deliver knowledge in practice, develop restaurant management skills and optimise competitive strategy.