

# HOW TO PLAN YOUR MENU

## Key Principles in Menu Planning



### BRAINSTORM

List the menu items with your company or brand goals in mind. Start with items you are confident and passionate about. Always begin with your strengths.



### CHECK

Be careful not to overpromise something that may not be possible by measuring against manpower, machinery, materials and pricing.



### DESIGN

Keep the menu simple and highlight the signature product by inventing names. For example, food categories, design elements.

## PLANNING WITH CULTURE IN MIND

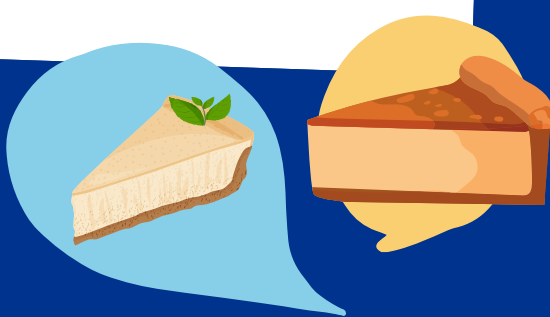
### FAMILY & LIVING SITUATIONS

Customers in different living situations have different priorities. For example, working adults would look for quick and convenient meals whereas a mother would look for healthy and nutritious meals.



### FOOD TRENDS

Customers get excited with new food trends. Plan for these! For example, burnt cheesecake, Malaysian flavours in ice cream and desserts.



### TRADITIONS FESTIVITIES

Customers celebrate different festivals and traditions and are more willing to spend on seasonal products and gifts. E.g. Fruit Cakes for Christmas, Pineapple Tarts for Chinese New Year, Cookie Assortment for Hari Raya and Deepavali, Personalised cakes for Father's Day and Mother's Day.



### DIETARY RESTRICTIONS

Customers may have certain dietary restrictions - find a niche here. For example, meat-free, dairy-free, sugar free, gluten-free, etc.



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