

GASTRONOMY CONSULTING



Success is not a coincidence, but the refreshing result of planning, dedication and know-how.





MARCHÉ INTERNATIONAL

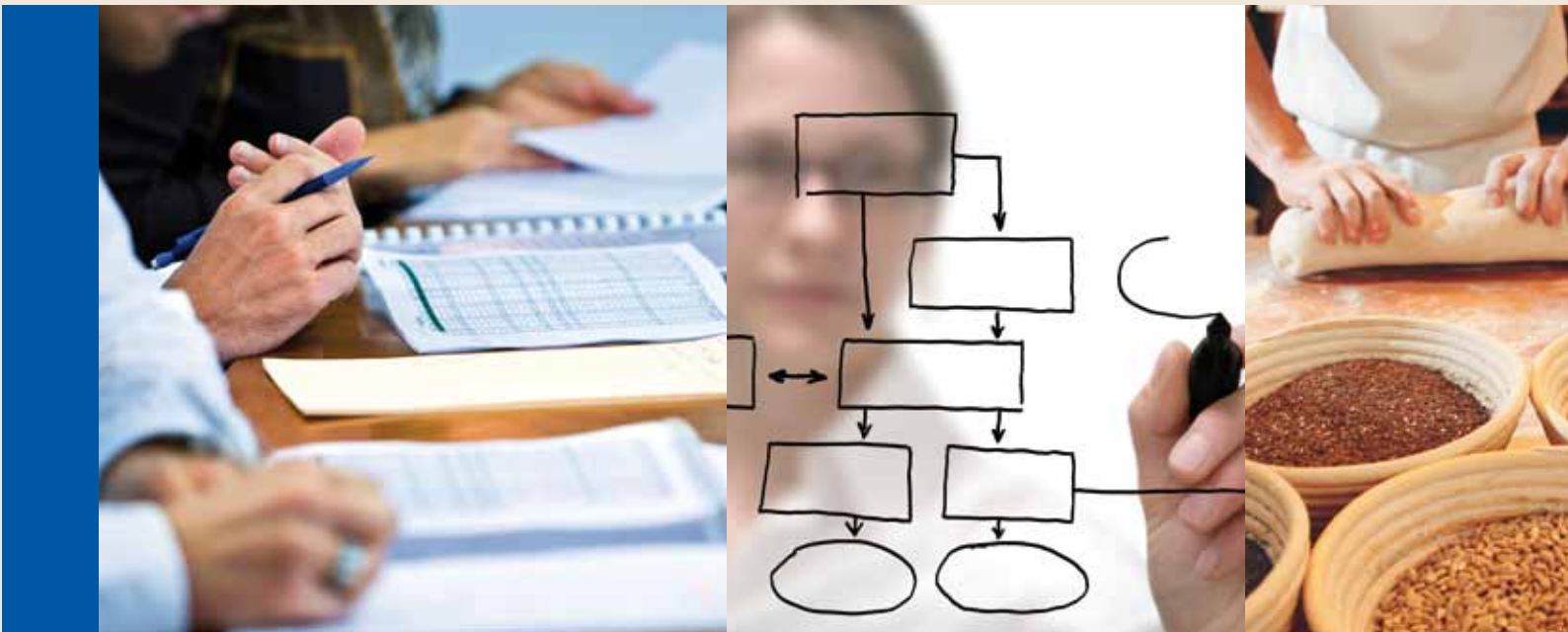
Marché International is a quality leader for gastronomy concepts at highly frequented locations and has won numerous awards. We offer our successfully implemented expertise of more than 25 years also to you within the framework of our Gastronomy Consulting.

From start-ups, reorganizations and project developments to competent business management, we offer you proven successful expertise.

Whether gastronomy services for companies, gastronomy for retail and wholesale trade or social and recreational facilities - we develop individual, tailor-made solutions for you. You will not only benefit from our profound gastronomic and business knowledge, but also from a network of relationships, that only a company can offer which is successfully active in various gastronomic business areas.

Marché International Gastronomy Consulting combines professional consultancy management with targeted expert support from the operational areas of Marché International. To this end, the consultant team hires relevant experts from operations of Marché International to solve gastronomic, architectural or managerial tasks. This ensures that highly professional practitioners are at all times ready to implement your mandates in a solution-oriented way. You receive implementation-oriented answers to your questions.





MANAGEMENT CONSULTING

Start-ups

Basics: Formulation and elaboration of business model and strategy as well as development of a gastronomic concept (idea, philosophy, variants).

Feasibility studies: Preparation of a decision by market, location and competitor analysis (including trend scouting), profitability calculations and scenario analyses.

Financing advice: Determination of financing needs, support in financing talks (investors), preparation of formal business plans.

Implementation: Setup and monitoring of operational (gastronomy, logistics, recruitment and resource planning) and administrative processes (monetary transactions and goods traffic, office management, controlling, EDP), offering and product preparation, product display, offering design and optimization, monitoring and control,

pricing (prices, margins), recipe management (ideas, development, procurement, administration), hygiene management, brand concept and advertising design.

Business management and culinary advice during the start-up phase

Reorganization

(Restructuring, repositioning, liquidity or profitability crises)

Basics:

Business analysis, specific weak-point analysis and quality checks (possibly backed by mystery-checks / quality audits and fraud audits).





Project Development

Tendering advice (for both candidates as well as for vendors): Specifications, concept guidelines, scheduling and process planning, analysis of potential, contract models, communications, operator search, presentation folders, evaluations, contract negotiations.

Planning and positioning of new construction and reconstruction projects (objective, activities, schedule, measures, partners, construction and pre-opening budget), economic analyses / feasibility studies with market, location and object analyses.

Preparation: Procurement of business equipment, training of managers and employees, vendor recommendations and mediations, pre-opening marketing.

Implementation: Functional advice on building and equipment (operation concept and process, planning of space, interior design, kitchen planning, design), project controlling, planning and monitoring of schedule, analysis of potential savings, support for approval, start of operation or instruction.

Possible in German-speaking countries (Switzerland, Germany, Austria)

Organizational consulting: Realignment of the business organization (operational and administrative processes), assessment of merger scenarios, development of sourcing decisions, analysis of goods traffic and monetary transactions as well as of administration, introduction / improvement of reporting.

Process consulting: Operational monitoring of the business reorganization, development and implementation of cost reduction programs and other rationalization measures, offering and product preparation, product display, offering design and optimization, verification and control, pricing (prices, margins), hygiene management.





OPERATIONAL MANAGEMENT

Management of gastronomy businesses or parts of businesses within the framework of a management contract (service contract):

Ad interim management: Provision of operational management for a specified period. This includes the operating manager and, if necessary, central management positions employed by Marché International.

Operational management: Provision of operational management. This includes the operating manager and, if necessary, central management positions, which are employed, managed and trained (or being trained) by Marché International.

Business operation: Provision of all human resources, including recruitment, training and leadership. The staff works on behalf and account of Marché International. The client is charged on a monthly basis.

Overall management: i.e. including central functions such as payroll, accounting, product development or marketing. The use of a registered trademark of Marché / Mövenpick (Marché, Mövenpick Restaurants, etc.) is possible.

Possible in countries where Marché International is represented: Switzerland, Germany, Austria, Slovenia, Hungary, Croatia, Norway, Canada or Singapore

References:

Audi AG, Ingolstadt (gastronomy at the Audi Forum in Ingolstadt); Hamburg Airport GmbH (gastronomy in Terminal 2 and in the Plaza); Petrol d.d.o., Ljubljana (business operation in Desinec, Croatia)



Marché International
Gastronomy Consulting
Alte Poststrasse 2
CH-8310 Kempthal

consulting@marche-int.com

marche-international.com

