

Introduction

At Nextdoor Global Services, we don't just consult- we build, refine, and scale F&B brands that people remember.

A Food & Beverage (F&B) Consultant at Nextdoor is your strategic growth partner blending strategy, operations, and marketing to turn your restaurant, café, hotel, or cloud kitchen into a high-performing business.

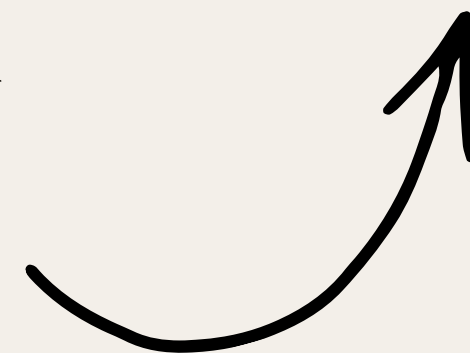
From boosting profitability and streamlining operations to elevating customer experience, we step in where it matters the most and deliver results that reflect on your brand, revenue, and reputation.

Because running a place is one thing, but building a brand people come back to... that's where we come in.

1. Concept Development & Brand Strategy

- Define restaurant concept (fine dine, QSR, café, cloud kitchen, lounge, etc.)
- Create USP & positioning (why customers should choose you)
- Decide target audience & pricing strategy
- Develop brand identity (name, theme, storytelling)

Example: Turning a normal biryani outlet into a premium “handi-style authentic experience” brand



2. Menu Engineering & Pricing

- Design a profitable menu
 - Categorize items:
 - High profit + high demand (Stars)
 - Low profit + high demand (Workhorses)
 - Optimize:
 - Food cost %
 - Portion sizes
 - Pricing psychology
- Goal: Increase average order value (AOV) + margins



3. Kitchen Planning & Setup

- Plan **kitchen layout** (workflow efficiency)
- Select **equipment & vendors**
- Setup SOPs for:
 - Preparation
 - Storage
 - Hygiene

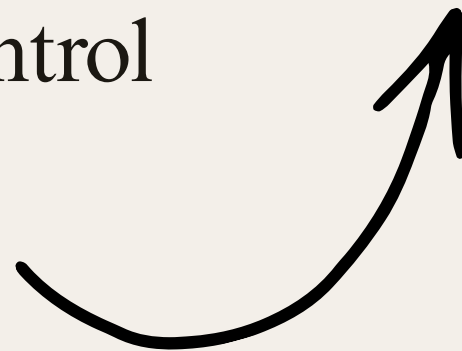
Important for cloud kitchens & multi-brand setups



4. Operations Management

- Create **daily SOPs**
- Staff training (service + kitchen)
- Inventory control
- Vendor management
- Reduce wastage & pilferage

Focus: Smooth operations + cost control



5. Revenue & Profit Optimization

- Analyze:
- Daily sales
- Item-wise performance
- Cost leakage
- Improve:
- Table turnover (for dine-in)
- Order frequency (for delivery)
- Example:
- Increase ₹8 lakh/month outlet → ₹12–15 lakh through optimization





zomato

6. Online Delivery Growth (Swiggy/Zomato)

- Optimize listings:
- Photos
- Menu naming
- Combos
- Run:
- Ads
- Discounts strategically
- Improve ratings & reviews
- Very important for brands like cloud kitchens & QSRs

7. Marketing & Branding Strategy

- Social media planning
- Influencer collaborations
- Campaign planning (festivals, events)
- Performance marketing (Meta + Google)

Build both **footfall + online orders**



8. Cost Control & Financial Planning

- Maintain:
- Food cost (ideal: 28–35%)
- Labour cost
- Set pricing for profitability
- Budget planning
- Ensure business is **profitable, not just busy**



9. Staff Hiring & Training

- Help hire:
 - Chefs
 - Service staff
- Train in:
 - Customer experience
 - Upselling techniques
 - SOP adherence



10. New Product Development (R&D)

- Introduce new dishes
- Seasonal menus
- Trend-based innovations (e.g., fusion desserts, viral dishes)



11. Performance Monitoring & Reporting

- Weekly/monthly reports:
 - Sales
 - Food cost
 - ROI on marketing
- Suggest improvements continuously



12. Expansion & Scaling Strategy

- Help in:
 - Opening new outlets
 - Franchise model
 - Multi-brand cloud kitchens



thankyou

-Nextdoor Global Services