

*Diversification of services in
gastro-bar “Rebra and Kotlety”*

Student of the 2th year, group 2am,
Field of study 073 «Management»
Specialization
«Hotel and Restaurant management»
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REBBRA

&

KOTLETY

kyiv

gastrobar



- Diversification is one of the four main growth strategies defined by Igor Ansoff's Product/Market matrix.

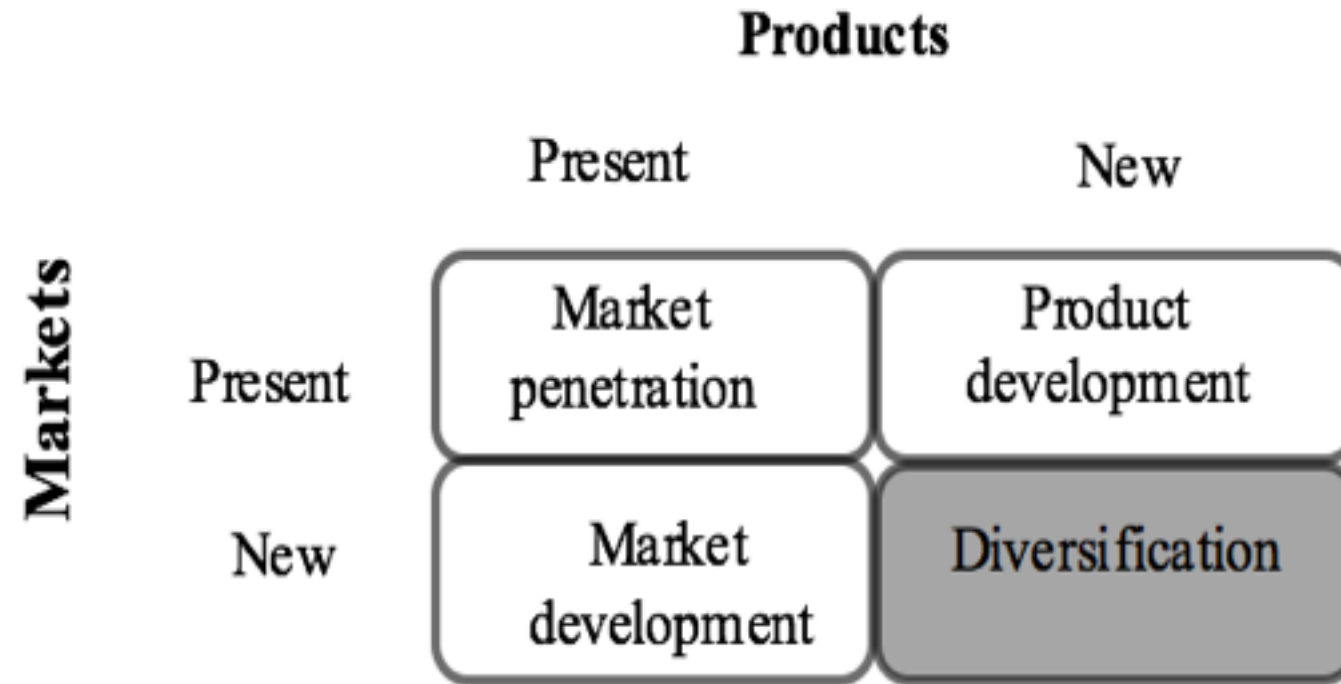


Figure 1.1 Product- Market Matrix and Growth Strategie (after H. Igor Ansoff)

Characteristics of gastro-bar «Rebra&Kotlety»

Positioning	The first Kiev gastro-bar of ribs and chicken-kiev in Kiev
Address	Borisoglebskaya 8/13
Work schedule	Mon-Thu: 11:00 – 23:00 Fri-Sat :11:00 – 02:00 Su 11:00. – 23:00
Interior (style)	The original interior of the gastro-bar is executed in the style of soft loft, where the brick walls are dominated by varnish, gray-black color scale, wood, concrete and metal
Area	250 m2
Legal form	LLC “Gastrosindikat”
Number of seats for guests	90
Specialization	Meat dishes
Cuisine	Ukrainian, European
Average check per guest	250 UAH



Table 2.3

Market shares

Restaurant business establishment	2018	2019	2020	2021	2022	CAGR 2018-2022
Rebra&Kotlety	7%	9%	9%	11%	15%	20,99%
MOMO	8%	9%	9%	9%	9%	2,99%
Starburger	8%	8%	7%	6%	9%	2,99%
Argentina Grill	7%	6%	7%	7%	8%	3,39%
Porter Pub	18%	15%	15%	15%	10%	-13,67%
KIN KAO	14%	13%	10%	7%	5%	-22,69%
Aroma Kava	4%	4%	2%	4%	5%	5,74%
Nikolay	12%	15%	19%	19%	15%	5,74%
Salateira	22%	21%	22%	22%	24%	2,20%
Total	100%	100%	100%	100%	100%	

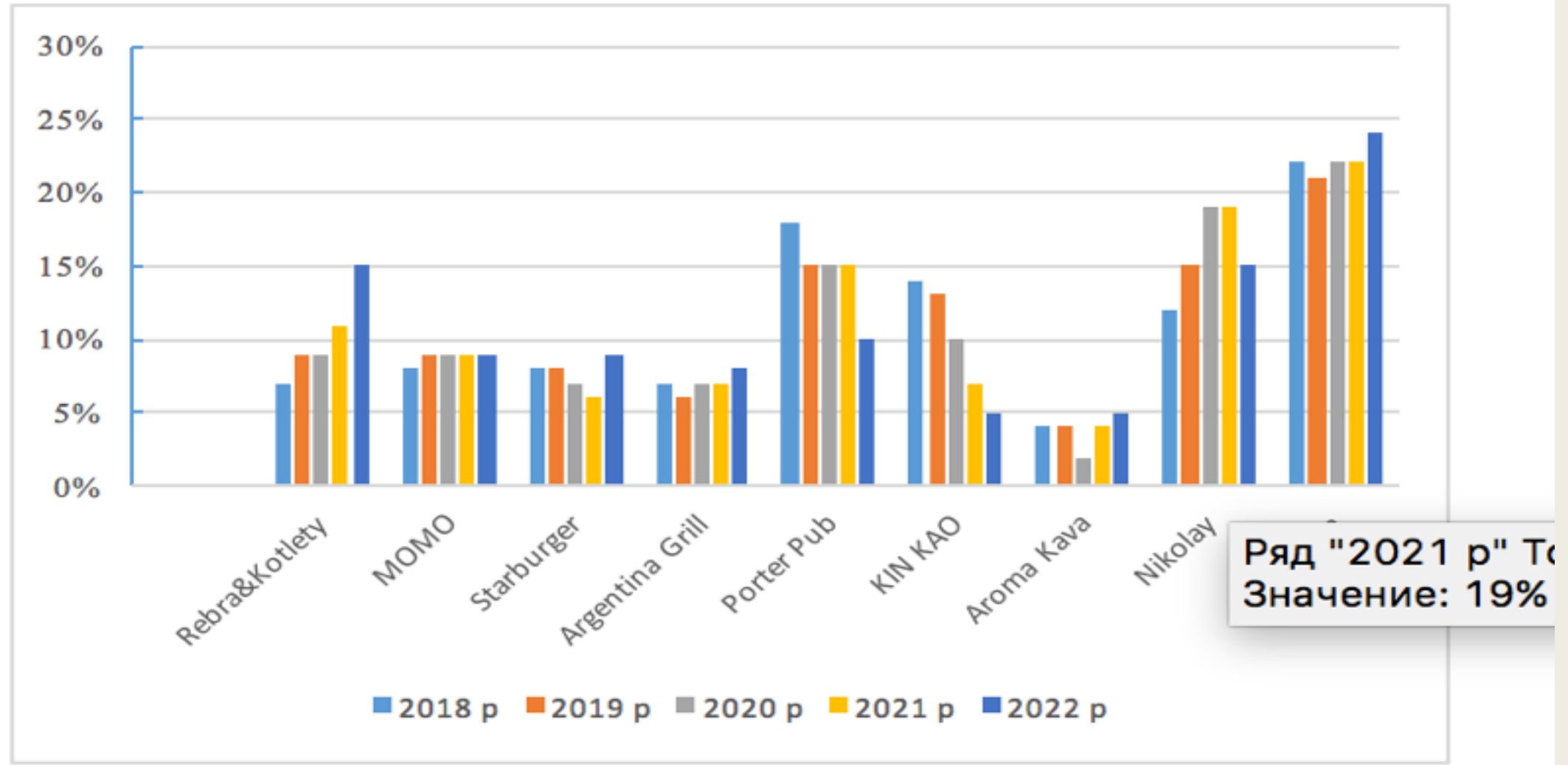


Figure 2.1 Market shares

Table 2.4

Dynamics of the main economic indicators of gastro - bar "Rebra&Kotlety", for 2016-2017 (million UAH)

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Indexes	2016	2017	Absolute deviation	Growth rate, %	Rate of growth
			2017/2016	2017/2016	2017/2016
Income (sales revenue), million UAH	7 150,4	8222,9	1 072,5	114,9	14,9
Value Added Tax	1 430,1	1 644,6	214,5	114,9	14,9
Net income from sales of goods (goods, works, services), million UAH	5 720,3	6 578,3	858,0	114,9	14,9
Other operating income	-	-	-	-	-
Total net income	5 720,3	6 578,3	858,0	114,9	14,9
Cost of sold products (goods, works, services)	2 118,6	2 192,7	74,1	103,5	3,5
Operating expenses	1 650,0	2 304,2	654,2	139,6	39,6
Financial result from operating activities	1 951,7	2 081,4	129,7	106,7	6,7
Other usual expenses	1 800,0	1 900,0	100,0	105,6	5,6
Financial result before tax	151,7	181,4	29,7	119,6	19,6
Income tax	27,3	32,7	5,4	119,6	19,6
Net profit	124,4	148,8	24,4	119,6	19,9



Table 2.5

Structure of the turnover of gastro- bar "Rebra&Kotlety", for 2016-2017

Indexes	Unit of measurement	2016	2017	Absolute deviation	Growth rate, %	Rate of growth
Gross turnover	thousand UAH	7 150,4	8 222,9	1 072,5	114,9	14,9
Retail turnover	thousand UAH	7 150,4	8 222,9	1 072,5	114,9	14,9
Turnover of production of own production	thousand UAH	3 932,7	4 522,6	589,9	114,9	14,9
Specific weight of products of own production	%	55	57	2	103,6	3,6
Turnover of purchases	million UAH	3 217,7	3 700,3	482,6	114,9	14,9
Specific weight of the turnover of purchases	%	45	43	-2	95,6	-4,4

Table 2.6

Indicators of data from July to September in the gastro - bar «Rebra&Kotlety»

	Beginning Inventory	Purchases	Ending Inventory	COGS
July	310 000,00	210 149,33	105 000,00	415 149, 33
Aug.	340 000,00	287 359, 25	140 000,00	487 359, 25
Sept.	320 000,00	282 174, 27	130000,00	472 174, 27



Table 2.7

Food Cost from July to September in the gastro - bar "Rebra&Kotlety"

	COGS	Food Sales	Food Cost
July	415 149, 33	1 383 831,10	0,3
Ayg.	487 359, 25	1 572 126, 61	0,31
Sept.	472 174, 27	1 475 544, 59	0,32



Table 2.8

Menu Price for chicken kyiv in the gastro - bar "Rebra&Kotlety"

	COGS	Target Food Cost Percentage	Menu Price
Chicken Kyiv	25 UAH	20%	125 UAH
Chicken Kyiv	25 UAH	30%	83 UAH
Chicken Kyiv	25UAH	40%	62,5 UAH

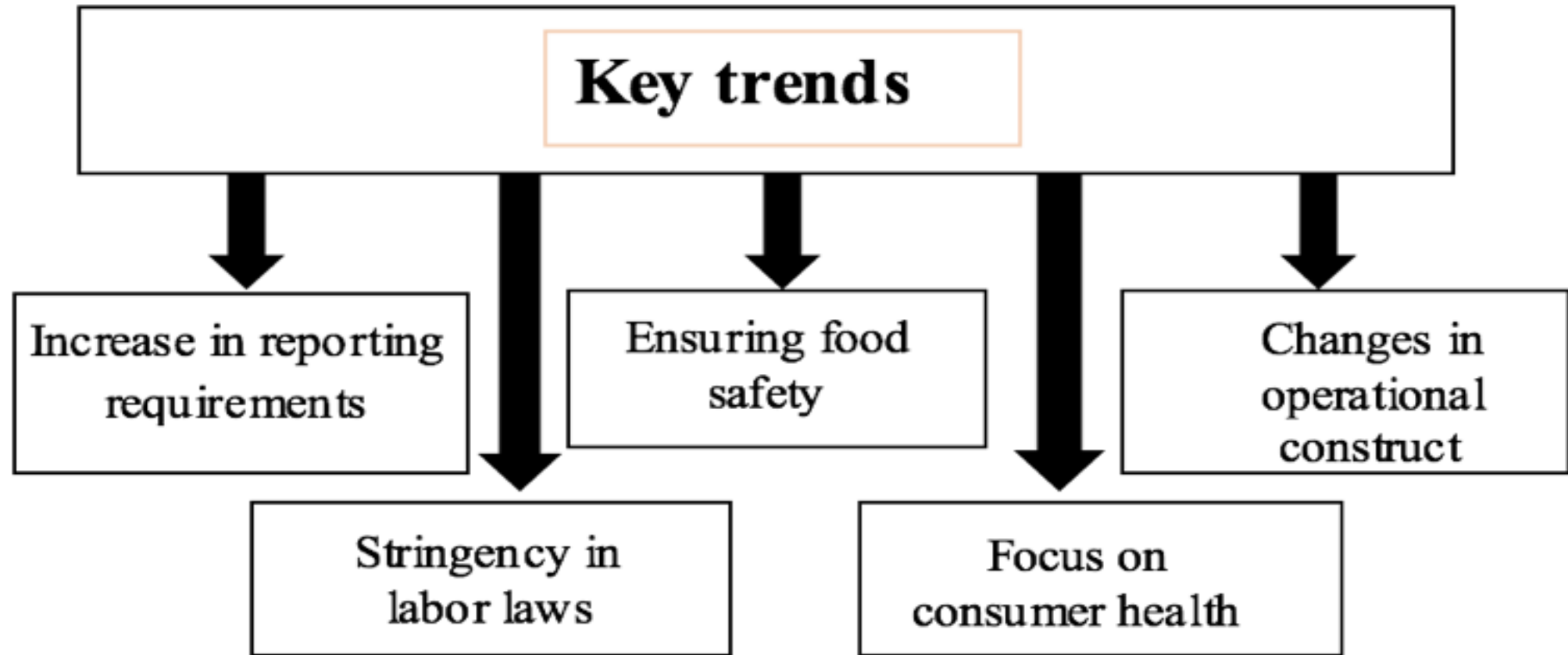


Figure 2.3 Restaurant industry trends



Glovo!



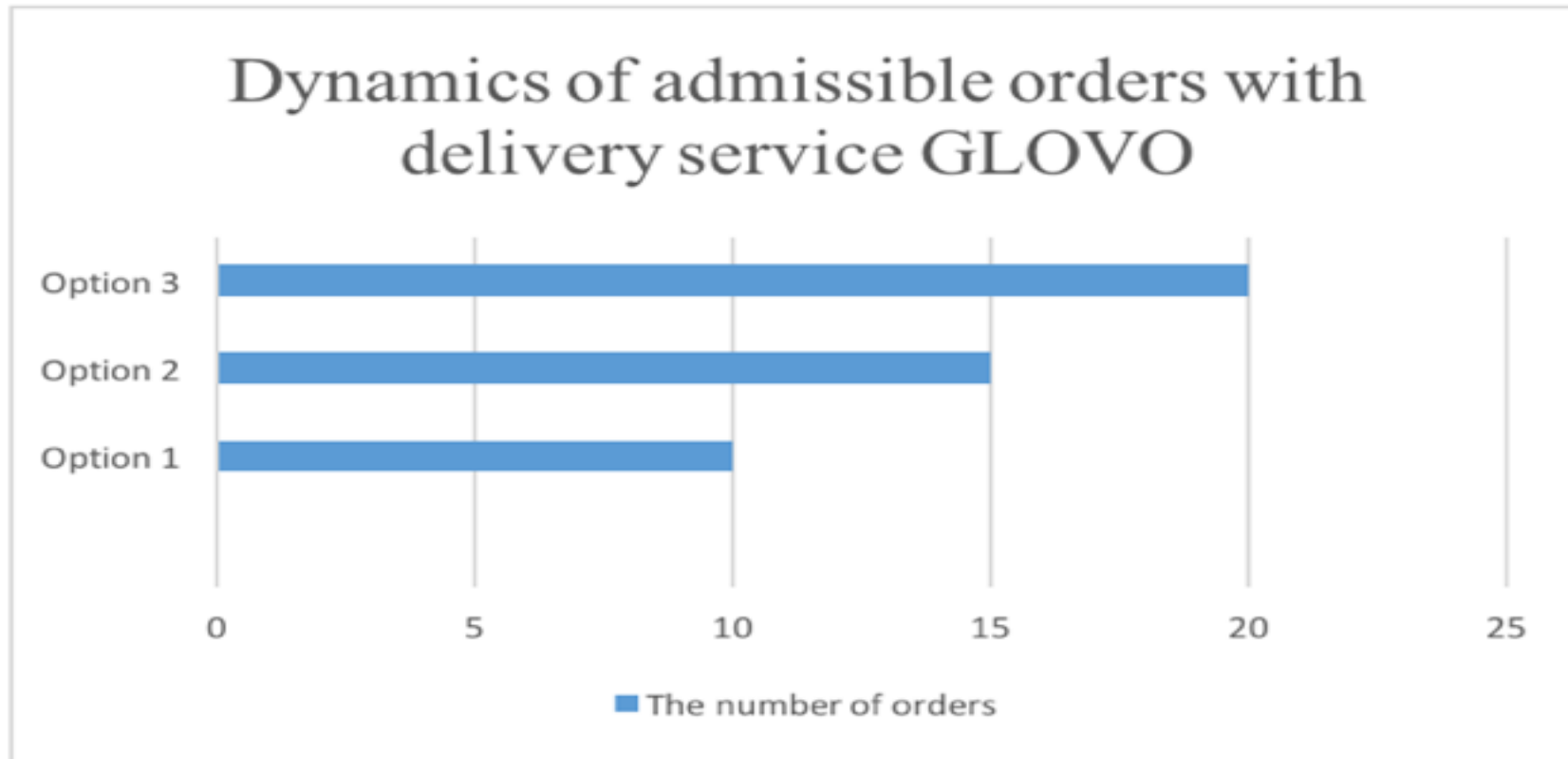


Figure 3.6 Script for revenue generation by order quantity

Table 3.3

Assumptions about the introduction of the delivery of the service GLOVO

	The number of orders	Average order check	Expected Order Revenues
Option 1	Min 10	325 UAH	3 250UAH
Option 2	Average 15	450 UAH	6 750 UAH
Option 3	Max 20	520 UAH	10 400 UAH



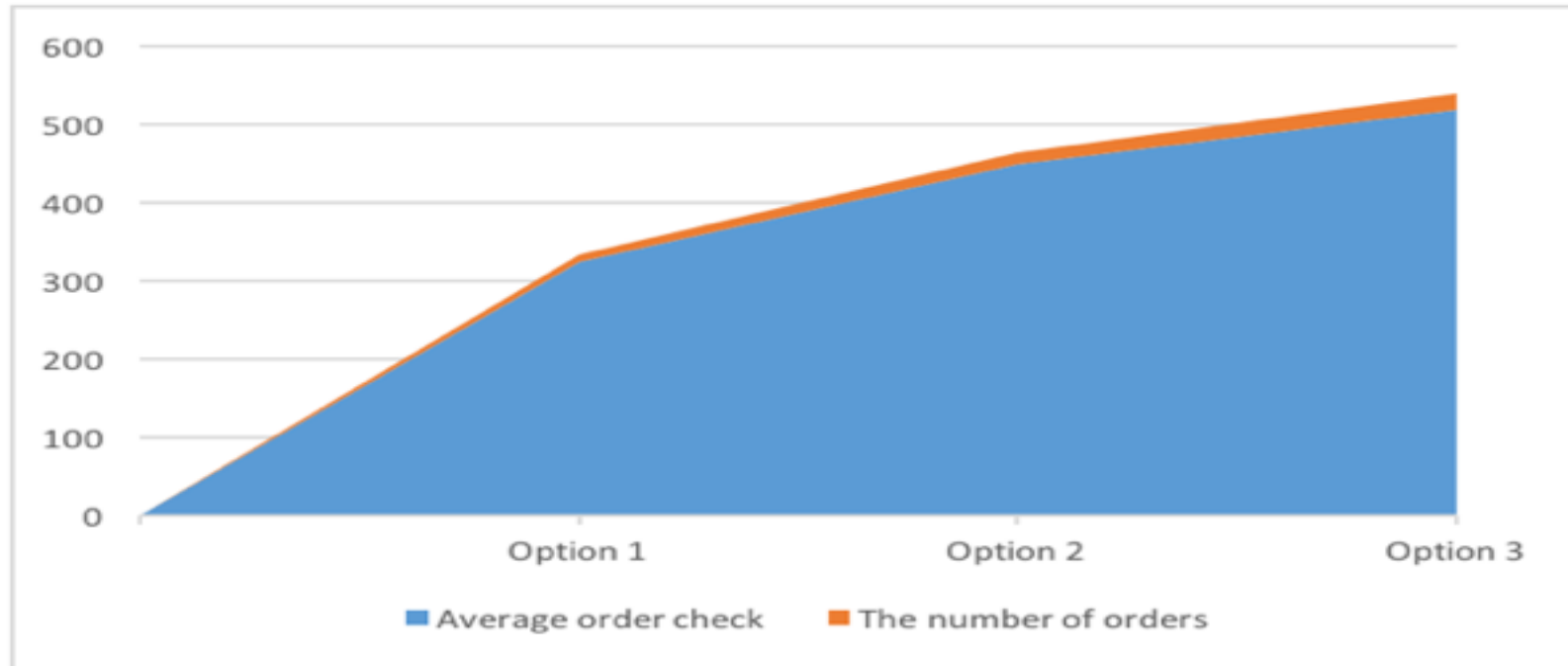


Figure 3.7 Dependence of average revenue on the number of orders and average check

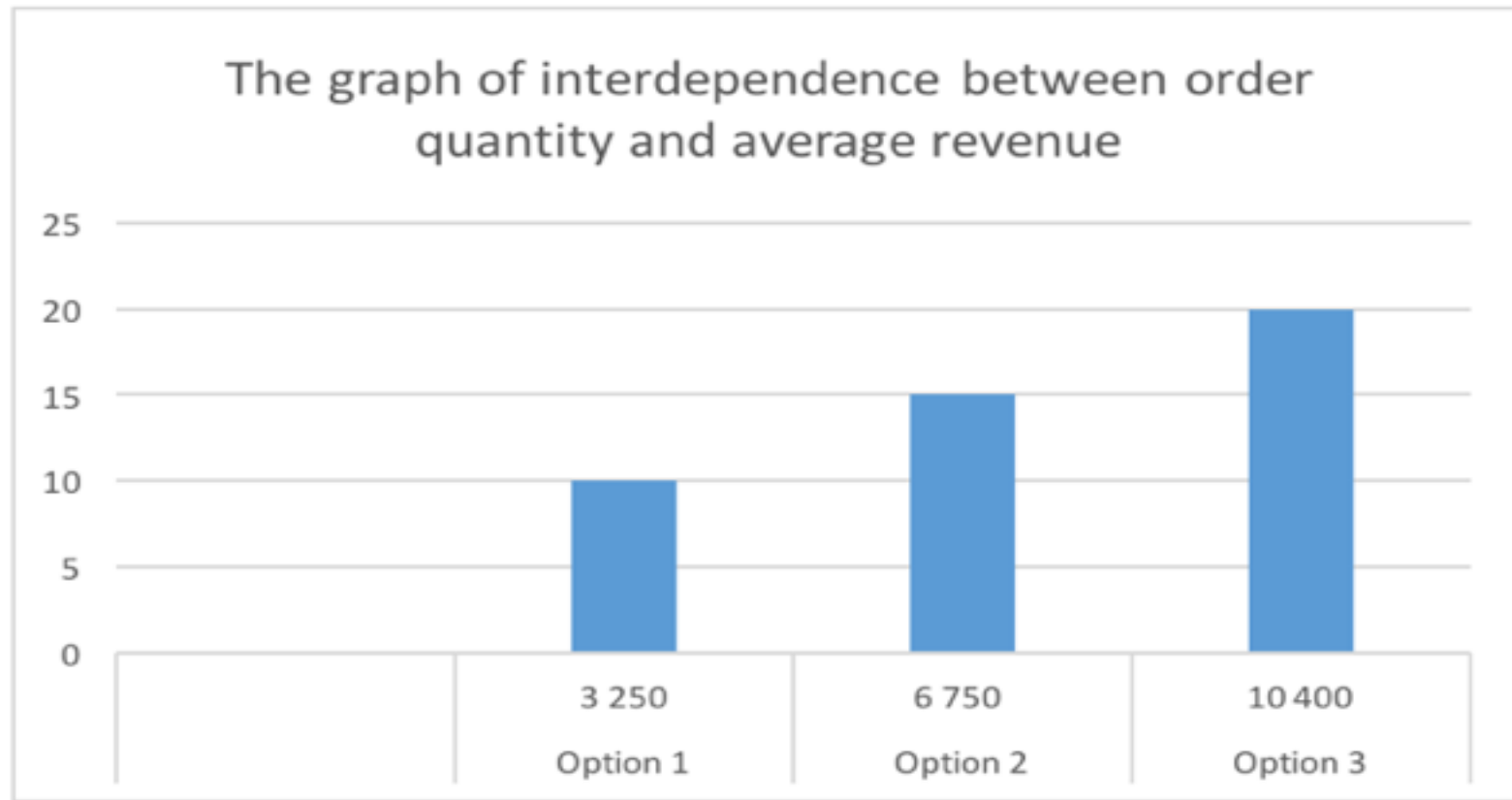


Figure 3.8 Interdependence between order quantity and average revenue

Table 3.4



	Expected Order Revenues	Percentage paid by the gastro – bar Rebra&Kotlety	Estimated earnings after paying the percentage of delivery service
Option 1	3 250UAH	12%	2 860 UAH
Option 2	6 750 UAH	12%	5 940 UAH
Option 3	10 400 UAH	12%	9 152 UAH





**Thank you for your
attention!**