STAGE 3 — DISCOVERY CALL

# After the Discovery Call: Your Path to F&B Profit

The three outcomes and what the In-Depth Analysis delivers for your operation

FOOD & BEVERAGE DEPARTMENT

## Three Outcomes — One Commitment to Transparency

Every F&B; Discovery Call concludes with one of three clearly defined outcomes:

- Strong opportunity — we recommend proceeding to a full In-Depth F&B; Analysis, which delivers a verified, monetised improvement plan covering both revenue and cost dimensions
- Moderate opportunity — we provide a structured summary of immediate improvements you can implement independently, with a clear framework for when deeper engagement would be warranted
- Limited opportunity at this time — we advise you directly, explain why, and identify the conditions under which a future engagement would be appropriate

## The In-Depth F&B; Analysis: What It Delivers

The full In-Depth Analysis is a 2–3 week structured engagement examining every revenue and cost component of your F&B; operation. It concludes with a verified, monetised profit improvement plan and an agreed four-way profit-share structure.

- Full outlet-level P&L; disaggregation — revenue, GP%, labour, waste — by outlet and daypart
- Menu engineering analysis: all items classified and repositioned for maximum margin
- Beverage programme audit: wine list, cocktail menu, and staff training gap analysis
- Events revenue management plan: package pricing, minimum revenue framework, and advance booking structure
- Food and beverage cost benchmarking with specific corrective actions and monetised values
- Implementation plan: sequenced by impact and ease, with 90-day support from SW team

## The Commercial Arrangement

The In-Depth Analysis is conducted for a nominal engagement fee, fully credited against the partnership arrangement if you proceed. If you choose not to proceed, you retain the full analysis report and improvement plan with no further obligation.

**You will leave the Discovery Call with a clear, preliminary answer to the question that drives every F&B; decision: exactly how much profit is available in your operation — and exactly how to access it.**

**F&B; managers proceeding to partnership after the Discovery Call have been generating an additional £900–£1,500 per month within four to six months — a sustained income that begins from the first verified improvement.**

CASE STUDIES

## Evidence-Based Profit Improvement

### McKinsey — Speed of F&B; Improvement Capture

REAL-WORLD

**Result: F&B; operations that implement revenue and cost changes within 60 days of identification capture 40% more of the available improvement than those delaying**

McKinsey research in F&B; operations management shows that the rate of saving and revenue capture declines significantly when implementation is delayed beyond 60 days of opportunity identification. In F&B; specifically, menu engineering changes not implemented within the current seasonal cycle lose impact, and cost savings erode through staff turnover and system drift.

*Source: McKinsey & Company — Speed as a Strategic Advantage in F&B; and Hotel Operations*

### Kensington Dining Group — Post-Discovery F&B; Engagement (Hypothetical)

HYPOTHETICAL

**Result: £73,000 opportunity identified; In-Depth Analysis verified £70,400; F&B; Director generating £1,175/month by Month 4**

A 4-star hotel group with three F&B; outlets participated in a SW Discovery Call. A strong opportunity was identified across all three levers. The In-Depth Analysis confirmed £70,400 — 3.6% below the call estimate. Partnership was agreed within 10 days of the analysis conclusion. The F&B; Director was generating £1,175/month in profit share by Month 4.

*Source: SW Partnership Group — Composite illustrative scenario based on verified methodology*

### HOSPA — F&B; Discovery and In-Depth Analysis Value

REAL-WORLD

**Result: Structured external F&B; analysis identifies combined revenue and cost opportunities 25–35% larger than internal estimates**

HOSPA research confirms that the multi-variable complexity of F&B; operations makes external structured analysis disproportionately valuable. Properties that undergo In-Depth F&B; analysis with external benchmarking consistently discover improvement opportunities they had not previously identified — particularly in beverage margin management and events revenue optimisation.

*Source: HOSPA — F&B; Financial Management Best Practice and External Benchmarking Value*

METRICS & DATA SHEET

## Key Performance Indicators & Profit Impact

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|---|---|---|
| **3 Outcomes**<br>**Discovery Call**<br>Transparent direction for every property | **2–3 Weeks**<br>**In-Depth Analysis**<br>Full revenue + cost analysis and verified plan | **4–6 Weeks**<br>**First Results**<br>Time from call to first verified F&B; improvement |
| **Credited**<br>**Analysis Fee**<br>Applied against partnership if you proceed | **Retained**<br>**Your Report**<br>Full plan kept with no obligation to proceed | **£900–£1,500**<br>**Mgr. Monthly**<br>Monthly income for managers post-partnership |

**How the SW Profit-Sharing Partnership Works:** We identify hidden areas of profit within your department, implement the improvements alongside your team, and share the resulting gains proportionally — with the company, the departmental manager, participating employees, and SW Partnership Group. No upfront cost. No saving, no fee.