

# PerfectCheck✓

Delivering a Perfect Check Every Time







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# DELIVERING A PERFECT CHECK EVERYTIME



## About Us

We are a passionate group of hospitality professionals and restaurant owners. We aim to leverage data science and analytics with years of commercial expertise to drive incremental revenue, operational efficiency and profit for the food and beverage industry.





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**Fabian Bartnick  
CO-FOUNDER**

Fabian is a serial entrepreneur, a career hospitality professional and the brain behind Infinito, a technology company with the vision of becoming the google assistant of revenue management through IVI – a virtual Revenue Management Assistant.



**Puneet Mahindroo  
CO-FOUNDER**

In a career spanning 20 years, Puneet is a specialist in Performance Marketing, Revenue Optimisation and Distribution. Puneet owns and operates successful F&B establishments and has vast experience training over 400 restaurants in optimising revenue and profits.



**Maunik Thacker  
CO-FOUNDER**

Maunik has spent over two decades in the hospitality, gaming and restaurant industries, helping some of the world's best brands (Las Vegas Sands, Le Meridien Hotels, Starwood and Taj Hotels) optimise their Rooms, Casino, Conference Space and Dining Revenues.





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## RESTAURANTEUR'S DILEMMA

- Backward looking data
- Unable to forecast demand by day and meal period
- Accept customers based on First Come, First Serve basis
- Missed opportunity: table and seat occupancy
- Pricing is fairly static
- Server coaching is predominantly operational
- Reactive in the strategies and tactics
- Always a last minute rush to drive demand

## CHALLENGES

- Easy Access To Organised Data
- Time Constraints
- Skill-set Availability
- Lack of data science and automation
- Limited understanding and adoption of revenue management principles





# SOLUTION

Within twelve months of implementation, restaurants using restaurant revenue management generated (RRM) **five times more revenue growth** than restaurants not using RRM

**Source:** Kimes, S. E. & Ho, J., 2019. Implementing Revenue Management in Your Restaurants: A Case Study with Fairmont Raffles Hotels International. Cornell University School of Hotel Administration The Scholarly Commons, 19(5), pp. 1-13.

## Demand Forecast

Automate demand forecasts for every day of the week, meal period, and hour.

## Table and Seat Optimisation

Informed tactics to maximise seat and table occupancy with the highest revenue-generating potential customers throughout the dining day.

## Menu Optimisation

Recommend actions to improve sale of the most profitable items, and adjust menu pricing, promotions and menu design.

## Server Performance

Suggest actions to enhance server performance and knowledge to deliver improved average check and engaging guest experience.

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WHY

Significantly improve the way we operate F&B businesses and be the authority in Restaurant Profit Optimisation

HOW

Intelligent software and proprietary algorithms based on data science, technology and automation

WHAT

Optimise seat and table occupancy, menu mix and design, pricing, and drive server efficiency. Generate maximum revenue and profitability every hour of every day.

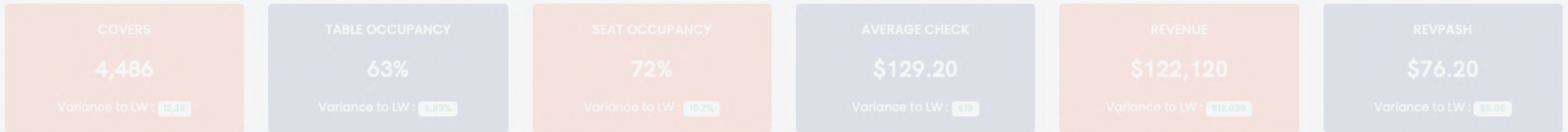
WHO

Empower the restaurant owners and managers to make better decisions in the least time-intensive, user-friendly and real-time so they can focus on operations while realising their full potential.

KPI DASHBOARD

Dashboard > KPI Dashboard

All Select Comparison Select Period



Forecast - Covers & Revenue

Show Table



Forecast - Avg Check, RevPash & Occupancy

Show Table



REQUEST FOR LIVE DEMO





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# BUSINESS ADVANTAGE

KEY FEATURES	PerfectCheck	Competitors
Multi-Dimension Demand Forecast	✓	✗
Menu Mix Optimisation	✓	✓
Menu Price Optimisation	✓	✓
Menu Design	✓	✓
Server Performance	✓	✗
Table Seat Optimisation	✓	✗
User Forecast and Budget Automation	✓	✗





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# BUSINESS ADVANTAGE



## Total RM

We offer a holistic approach towards optimising food and beverage revenue and profit

## Prescriptive

We answer "SO WHAT?" and make recommendations to the business

## Easy Agile

We are fully automated requiring little to no input from the users

## Tried Tested

We have extensively tested and trained restaurants with manual tools to achieve success

## Forecasting

We have developed a proprietary sophisticated forecasting algorithm

## Advisory

We offer years of commercial accumen that is instilled in our advisory service





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# BUSINESS MODEL

## Monthly Subscription Per Outlet (Based on Annual Turnover)

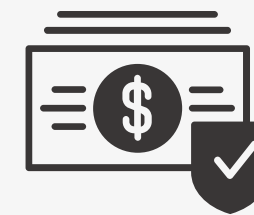
< US\$ 1,000,000	US\$ 295
> US\$ 1,000,000	US\$ 395
> US\$ 3,000,000	US\$ 595
> US\$ 5,000,000	US\$ 795
> US\$ 8,000,000	US\$ 995

## One-Time Implementation Fee

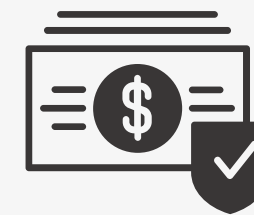
Equivalent to One Month Subscription Fee



One-time Implementation Fee



Monthly Subscription



One Month Termination Notice



Complimentary On-boarding,  
Standard Training and Monthly  
Consultation



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## APPROACH TO RESTAURANT RM EDUCATION (OPTIONAL)



**2.5 days Restaurant Revenue Management Workshop or 10 Virtual Sessions**



**1 X 8 Weeks (45 mins per week) Server Performance Coaching Sessions Per Year**





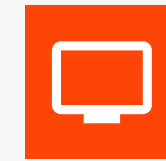
# RESTAURANT RM WORKSHOP (OPTIONAL)

A blended learning approach including lectures, group discussions, case studies, and hands-on exercises



## Introduction to Revenue Management

- Definition and importance of RM in the restaurant industry
- The role of restaurant revenue management in increasing profits



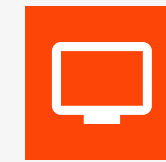
## Revenue Forecasting

- Using historical data and trends to forecast future revenues
- Understanding the impact of seasonality and special events on demand



## Restaurant Market Segmentation

- Identifying different customer segments and their needs
- Tailoring your product and pricing strategy to suit each segment



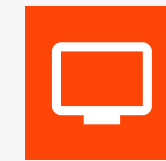
## Promotion and Marketing

- Identifying the most effective promotional channels for your restaurant
- Designing promotions to attract customers and increase revenue



## Menu Engineering

- Analyzing menu item popularity and profitability
- Designing a menu to maximize revenue and customer satisfaction



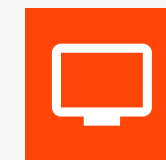
## Performance Metrics and Analysis

- Establishing Key Performance Indicators (KPIs) for RRM
- Reviewing and analyzing performance to identify areas of improvement



## Pricing Strategies

- Understanding the concept of price elasticity and its impact on demand
- Dynamic pricing, psychological pricing, and value-based pricing



## Technology in Restaurant Revenue Management

- Overview of technology tools and software for revenue management
- Implementing technology to optimize revenue and streamline operations



## Capacity Management

- Determining optimal table mix and restaurant layout
- Managing reservations and waitlists to maximize seat utilization



## Building a Revenue Management Culture

- Training and motivating staff to support revenue management initiatives
- Developing a strong communication strategy to keep the team engaged





# SERVER PERFORMANCE COACHING FOCUS AREAS (OPTIONAL)

A blended learning approach including structured presentation and data analytics. One coaching session per week. Focuses on teaching servers techniques to maximize sales and enhance guest experiences by offering additional or higher-contribution items.



## Introduction to Upselling

- Importance and benefits of upselling for the restaurant and servers
- The relationship between upselling and customer satisfaction



## Handling Objections and Concerns

- Addressing common guest objections, such as price or dietary restrictions
- Offering alternatives and options to accommodate guest preferences and needs
- Maintaining a helpful and respectful attitude when guests decline suggestions



## Identifying Upselling Opportunities

- Recognizing cues from guests that indicate potential upselling chances
- Timing upselling suggestions appropriately during the dining experience
- Understanding guest demographics and dining occasions to personalize recommendations



## Effective Communication and Listening Skills

- Building rapport and trust with guests through genuine, friendly interactions
- Active listening to identify guest preferences and tailor recommendations
- Using persuasive language and descriptive storytelling to create interest



## Upselling Techniques and Strategies

- **Suggestive selling:** Offering related or complementary items (e.g., appetizers, side dishes, desserts)
- **Trading up:** Encouraging guests to choose a premium option (e.g., a higher-priced wine or entrée)
- **Bundling:** Creating meal combinations or packages that offer added value
- **Creating a sense of urgency:** Promoting limited-time offers or daily specials



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## Product and Menu Knowledge

- In-depth understanding of the restaurant's menu items, ingredients, and preparation methods
- Familiarity with seasonal, speciality, or limited-time offerings
- Identifying high-margin items and potential upselling opportunities



## Role-playing and Practice Scenarios

- Engaging in role-playing exercises to practice upselling techniques and responses
- Sharing successful upselling experiences and discussing challenges



## Beverage Upselling

- Developing knowledge of the restaurant's wine, beer, and cocktail offerings
- Offering beverage pairings that complement menu items and enhance guest experiences
- Encouraging guests to try premium beverages, specialty cocktails, or after-dinner drinks



## Monitoring and Feedback

- Establishing upselling goals and tracking server performance
- Providing regular feedback and coaching to improve upselling skills
- Recognizing and rewarding servers for successful upselling efforts



## Building Guest Loyalty and Repeat Business

- Personalizing service to create memorable dining experiences
- Encouraging guests to return for future visits or special events
- Promoting loyalty programs or incentives, if applicable



# Thank You

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