

## **Determination of the Influencing Factors to Menu Planning in Big Sized Food&Beverage Firms (Sample of Turkey)**

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### **Abstract**

Individuals who spend their time in destinations far away from their home because of the facts such as business, education, health, vacation and meeting has brought about eating habit in locations (outdoors). Since that increasing rate of eating habits outdoors of the individuals day by day, big sized Food&Beverage firms has been showed up. Big sized Food&Beverage firms become influential as a supportive role on producing factors of the public, private or corporate enterprises in daily life. Big sized Food&Beverage firms meet the nutrition requirements which directly affects vital functions of individuals available in from pre-schools to universities, children in pensions to children in society for the protection, from old people in senior centers to patient and their relatives in hospital, from workers to managers. But it has not been encountered any scientific study within the scope which criterias and factors Food&Beverage firms should have prefer about menu planning. Research has been conducted so as to determine the influencing factors to menu planning with interviewing method in big sized Food&Beverage firms. Research emerges from two stages: first stage: demographic profiles of personnels and enterprises, second stage: determining the factors influencing to menu planning. Research has been conducted among 827 big sized Food&Beverage firms densely located in 36 different big cities. At the end of the research, it has been determined that influencing factors to menu planning in big sized catering firms focus on profit shares in enterprises, costs, selection techniques of suppliers and requirements of the consumers.

**Keywords:** *Menu, Menu planning, Food&Beverage management*

### **Büyük Ölçekli Yiyecek Üretimi Yapan İşletmelerde Menü Planlamasına Etki Eden Faktörlerin Tespiti**

#### **Öz**

Bireylerin iş, eğitim, sağlık, seyahat, toplantı gibi nedenlerle evlerinden uzaklardaki destinasyonlarda uzun süreler geçirmeleri dışarıda yemek yeme zorunluluğunu ortaya çıkarmıştır. Bireylerin her geçen gün daha artan oranlarda dışarıda yemek yeme zorunluluğu ortaya çıkması, büyük ölçekli yiyecek üretimi yapan işletmeleri ortaya çıkarmıştır. Büyük ölçekli yiyecek üretimi yapan işletmeler neredeyse her kamu, özel ve tüzel kuruluşlarda rastlanılan üretim faktörlerinin en büyük destekleyici etmeni olarak günlük hayattaki ağırlığını hissettirmektedir. Büyük ölçekli üretim yapan işletmeler, ana okullardan üniversitelere kadar öğrenim gören tüm öğrenciler, yatılı bölge okulları, yurtlar, çocuk esirgeme yuvalarındaki çocuklardan, huzurevlerindeki yaşlılara, hastanelerdeki hasta ve hasta yakınlarına, tüm mal ve hizmet üreten işçi, işgören ve çalışanlara kadar tüm toplumundaki bireylerin hayati fonksiyonlarını direkt etkileyen beslenme gereksinimi karşılamaktadır. Ancak büyük ölçekli yiyecek üretim yapan işletmeler, menü planlama faaliyetlerini hangi kriterlere ve etkenler çerçevesinde yaptıklarına yönelik bilimsel bir çalışmaya rastlanılamamıştır.

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Arařtırma, büyük ölçekli üretim yapan yiyecek řletmelerde menü planlamasına etki eden faktörleri tespit etmek amacıyla karşılıklı görüşme yöntemiyle anket çalışması yapılmıştır. Anket çalışması řletmelerin ve anketi dolduracak görevlinin demografik profili ve řletmenin menü planlamasına etki eden faktörlerin tespiti olmak üzere iki farklı bölümden oluşmaktadır. Arařtırma, Türkiye'nin kitle yiyecek üretimi yapan řletmelerin yoğun olarak bulunduğu 31 büyük şehirlerde 827 adet büyük ölçekli yiyecek-içecek řletmesi ile gerçekleştirilmiştir. Arařtırma sonucunda yiyecek-içecek řletmelerinde menü planlamasına etki eden en temel faktörlerin, řletmelerdeki kar payı, maliyet, tedarikçi seçim teknikleri ve tüketici istek ve ihtiyaçlarına yoğun olarak odaklandıkları tespit edilmiştir.

**Anahtar Kelime:** *Menü, Menü Planlaması*

### **Introducing**

The primal goal of the big sized Food&Beverage firms are to reach their prepared products to a large mass. To realize it; menu is the most significant ancillary instrument. Menu can be expressed as definer and determiner of marketing, finance and management policies of big sized catering firms. (Davis et al., 2013; Ryan, 2011, Aktaş, 2011; Sökmen 2009) Together with menus are the most significant marketing tools between guests and enterprises, they are also considerable control mechanism of enterprises as far as being a significant marketing tool (Adria et al., 2010; Türkan, 2009; Koçak, 1997; Türksoy, 1997).

Menu is a presentation of food and beverage offerings. A menu may be which guests use to choose from a list of options in which case pre-established sequence of courses is served (Din et al., 2012; Yörükođlu and Yörükođlu, 1998). But menu is not a narrow-scoped phenomenon like it is described. Achievement so failures of Food&Beverage firms depend on the menu (Seljak, 2009; McCaffree, 2009; Campell, 2004; Kivela, 2003; Jones and Miffl, 2001; Briley et al., 1994). Menu specifies the enterprise requirement what to do and how it should be for Food&Beverage firms. Besides specifies how to organize and manage the enterprises, to what extent they reach the goals even how to design the structure (Mevety et al., 2009; Koçak, 1997: 72). According to guests, menu is the most significant means which meets the pleasure and hopes of customers together with contributes to the image of enterprise (Mills and Tomas, 2008). Menu especially offers guests an affirmative image while in pricing progress with its psychological effect (Njite, 2004). Menu informs which food should be prepared to the personnel who works in producing, affects the service personnel. According to the managers, Menu is an interior marketing and a selling tool. In the meantime menu informs including subjects to managers that what kind of foods and equipments should be provided, how many people should be employed and are they talented or not ( Ducak and Keller 2011; Kozup et al., 2003; Koçak, 1997). Through which food&drink should be

produced with menu planning; for this, it will be provided to specify the required tools, numbers and qualifies of workers (Yılmaz and Yılmaz, 2008: 282).

Menu is an extension of finance, marketing and presentation policies of Food&Beverage firms, at the same time these policies reveal in menu with an effective menu planning, it provides making a good profit by servicing guests more effectively (Koçak, 1997). Menu planning is the main and primal stage beneath the planning of food and beverage activities (Sarışık et al., 2008: 277). The reason of the enterprise's achievements is lies upon the menu planning considerably. Due to being primal and main stage of the planning, it has great importance. Buying, storing, producing and servicing plans are made right after menu planning (Rızaođlu and Hançer, 2005; 19). By the way with an efficient menu planning, it is possible to control the expenditures together with a growing customer pleasure (Bölükođlu and Türksoy, 2001). It is possible to keep the costs in control as well as increase the customer satisfaction with a decent menu planning (Kutukız, 2007).

### **The Model of Study**

General scanning model has been conducted during research. These are kind of scanning regulations that consist of multicreation and to reach a conclusion about all over the creation or a little part of it (Karasar, 2014).

### **The Group of Study**

It has been conducted among the big sized Food&Beverage firms which play active roles in 36 large cities. It consists of owners of enterprises, general managers and assistant managers.

### **Data Collection Method**

Questionnaire method has been used to collect the data in this study. The pilot study has been carried out with Food&Beverage firms that located in İstanbul, Ankara, İzmir and Bursa. The basic questionnaire has been constituted at the end of the pilot study. The questionnaire has been carried out upon the enterprises located in

large cities with interviewing method. It is expressed to attendants that overall weight of influencing factors to the menu planning is required to be 100.

### **Data Analysis**

The demographical frequency analysis which belongs to attendants and Food&Beverage firms as an analysis technique that used in there search has been implemented. This method displays the dataqua frequency and percentage distribution on the purpose of describing the features regarding distributions of the points or values which belong to one or more subjects pursuant to evaluating the implemented scale in order to obtain data for the research (Büyüköztürk, 2008). There is also another technique to analyze there search data. The arithmetic means of factors which are efficient on menu plannings of big scaled Food&Beverage firms have been calculated. Partially in this method, owing to evaluate the total weight of the facts which are determinant on menu planning as on the scale of 100, it has disabled the number of frequency in this category.

### **Findings**

In an attempt to analyze the collected datas within the frame of research, the subject has been examined in two main stages; primarily demographical profiles of enterprises and attendants, secondly the tendency level of the influencing factors to menu planning in Food&Beverage firms. Analysis of demographical profiles such as capacities of big sized Food&Beverage firms, number of employees, operating periods, locations and ctites has been demonstrated on table 1. Primarily, the capacities of enterprises have been analyzed. In research; the Food&Beverage firms which are down below 100 of guest capacity simulteanously have been overlooked. Besides; 663 enterprises can host 151-200 guest at the same time. Its been determined that 503 number of enterprises declared that employ between 26-50 number of personnel in terms of staff numbers. In the direction of obtained datas, the great majority of enterprises that attented research take place in big sized Food&Beverage group.

Times between the operations of the enterprises propound differences. But the majority of them are comprised of young industries especially operating between 2-10 years. 2/3 ratio of enterprises operate in city centers otherwise 1/3 ratio of enterprises operate in up towns. Research has been conducted in 36 cities and the ratios of population density and potential of big sized catering firms have implicated into the research. These are the cities such as İstanbul, Ankara, İzmir, Antalya,

Aydın, Muđla, Bursa. It can be stated that in an accordance with obtained datas, the effects of the cities where tourism activities perform in ascertains the main density.

Also the demographical profiles analysis of the managers contributes to survey beneath big sized Food&Beverage firms has been carried out. The great majority are consists of male (%93). It can be made out that the male managers in enterprises are dominant in the sector remarkably. Their age range centers upon between 30-50 age group. It is believed that the main reason of this, Food&Beverage firms has dynamical industry form.

**Table-1:** Analysis of Demographical Profiles of Big Sized Food&Beverage Firms

<b>Variances</b>	<b>Frequency(n)</b>	<b>Percentile(%)</b>
<b>Enterprise Capacity</b>		
100-150	139	16,99
151-200	663	79,97
201-250	16	1,94
250 and up	9	1,10
<b>Total</b>	<b>827</b>	<b>100,0</b>
<b>Number of Staff</b>		
1-25	127	15,43
26-50	503	60,76
51-75	166	20,04
76-100	24	2,91
100 and up	7	0,86
<b>Total</b>	<b>827</b>	<b>100</b>
<b>Operating Period of Enterprises</b>		
2 years down	58	7,11
2-5 between years	191	22,97
6-8 between years	187	22,83
8-10 between years	165	19,97
11-15 between years	94	11,30
16-20 between years	73	8,71
21-25 between years	45	5,41
25 and up	14	1,70
<b>Total</b>	<b>827</b>	<b>100</b>
<b>Location of Enterprise</b>		
City Center	546	66,03
Country	281	33,97

<b>Total</b>	<b>827</b>	<b>100</b>
<b>Cities Where Enterprises Operate in</b>		
Adana	26	3,14
Afyonkarahisar	8	0,98
Ankara	57	6,86
Antalya	76	9,14
Aydın	48	5,78
Balıkesir	19	2,30
Bolu	15	1,83
Bursa	32	3,86
Çanakkale	13	1,58
Denizli	17	2,06
Diyarbakır	6	0,74
Edirne	9	1,10
Erzurum	11	1,34
Eskişehir	21	2,54
Gaziantep	23	2,78
Hatay	14	1,70
İzmir	41	4,94
İstanbul	94	11,30
Kahramanmaraş	16	1,94
Kayseri	14	1,70
Kocaeli	17	2,06
Konya	26	3,14
Kütahya	6	0,74
Manisa	13	1,58
Mersin	22	2,66
Mardin	15	1,83
Muğla	40	4,82
Nevşehir	25	3,03
Ordu	8	0,98
Sakarya	16	1,94
Samsun	18	2,18
Sivas	10	1,23
Şanlıurfa	12	1,46
Tekirdağ	17	2,06
Trabzon	13	1,58
Van	9	1,10
<b>Total</b>	<b>827</b>	<b>100</b>

chefs. The majority are consists of highschool graduate and two years degree graduate. The ratio of bachelor graduate is %14,76. It is believed that the ratio can only be increased by the means of enhancing quantitative and qualitative formal tourism education.

**Table-2:** Analysis of Demographical Profiles of Managers Who Contribute to Researchs in Food&BeverageFirms

<b>Variances</b>	<b>Frequency (n)</b>	<b>Percentile (%)</b>
<b>Gender</b>		
Male	781	93,84
Female	46	6,16
<b>Total</b>	<b>827</b>	<b>100,0</b>
<b>Age</b>		
21-25	63	7,62
26-30	78	9,41
31-35	134	16,23
36-40	148	17,76
41-45	187	22,78
46-50	113	13,61
50 and up	104	12,59
<b>Total</b>	<b>827</b>	<b>100</b>
<b>Current Profession Status</b>		
Boss	158	19,08
General Maneger	101	12,37
Assitant General Maneger	76	9,21
Executive Chef	418	50,39
Restaurant Chef	74	8,95
<b>Total</b>	<b>827</b>	<b>100,0</b>
<b>Recent Diploma Degree</b>		
Elementery School	45	5,41
Intermediate School	74	8,95
High School	341	41,27
Associate Diplomatie	237	28,63
Bachelors Degree	122	14,76
Master Degree (M.sc)	8	0,98
Doktoral Degree (P.hd)	-	-
<b>Total</b>	<b>827</b>	<b>100,0</b>

As a result of pilot study and literature research; 20 main criterias effected on determination of the facts of menu planning of Food&Beverage firm shave been prioritized. In this context. It has been determined that the facts on menu costs have maximum ratio with a percentage of %12.71. And profit share fact which is an other efficient fact to menu planning has a ratio of %11.63 as a secondary primacy fact. When first two primacy in menuplanning of enterprises is considered it can be stated commercial priorities have been focused on.

**Table-3:** The Ratios of Influencing Factors to Menu Planning of Food&Beverage Firms

<b>Influencing facts to menu planning</b>	<b>Rate Weight (%)</b>
The fact of cost is essential on menu planning.	12,71
There demand and requirements of customers is essential on menu planning.	7,34
Market share is essential on menu planning.	2,66
The fact of competition is essential on menu planning.	2,57
The fact of profit-share is essential on menu planning.	11,63
The image of enterprise is essential on menu planning.	6,89
These seasonal conditions is essential on menu planning.	3,45
The Geographical conditions is essential on menu planning.	4,58
Color match is essential on menu planning.	3,47
The service types is essential on menu planning.	4,21
The visuality of presentation is essential on menu planning.	2,30
Providing hygienal conditions is essential on menu planning.	2,96
Local and Traditional Features is essential on menu planning.	4,98
International Features is essential on menu planning.	1,26
The qualities of staff members is essential on menu planning.	3,87
Enterprise facilities is essential on menu planning.	2,84
Scale of Enterprise is essential on menu planning.	2,28
The policy of purchase a product is essential on menu planning.	5,94
Techniques of selection of supplier is essential on menu planning.	8,37
Qualities of the suppliers is essential on menu planning.	5,69
<b>TOTAL</b>	<b>100</b>



In line with findings indicated on Table-3, efficiency of international features and the scale of enterprise are the last factors in the sorting with percentage of respectively %1.26 and %2.28. In the direction of findings on table 3; it can be expressed that big sized catering firms mainly focus on commercial facts in menu planning on the contrary the factors such as service quality and possibilities of enterprises/personnels stayed in the background.

### **Conclusion and Suggestions**

In the research; findings that comes up in the consequence of literature and questionnaire research. At the first stage to the conclusion has been made out that menu planning is the main factor to provide continuity of the enterprises.

At the second stage; influencing facts to the menu planning in big sized catering firms has been determined. In this context, the questionnaire has been formed by conducting pilot study in addition to literature research so that determine the influencing facts to menu planning of Food&Beverage firms correctly. In this study, the ratio of universe supporting sample includes quite a big amount. It has been determined that the main factors influencing to menu planning of Food&Beverage firms focus on dividend, cost, selection techniques of suppliers, request and requirements of customers density. In accordance with these conclusions, several suggestions have been put forward.

In the case that more focusing the personnel qualities, color matches, visual quality of the presentations, scales and possibilities of enterprises among the determination of the influencing factors to menu planning in big sized Food&Beverage firms; the service quality will be increased. Although focusing rate to the qualifications of the supplier and buying policies have been in medium level, giving importance to these facts will be able to provide advantages during the progress of expenditure, competition and producing. In the case that enterprises lean to factors such as criterias about selection of supplier, requirements of consumers, service quality instead of being profit-oriented and cost-oriented will be able to provide reflect credit upon costs and dividend. In this study the determination of influencing factors to menu planning in big sized catering firms has been conducted. Next forwardly, small and medium sized Food&Beverage firms will be on a study and will be compare with big sized Food&Beverage firms.

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