

Umsatz, Wareneinsatz & Personalkosten planen & steuern



Online-Workshop mit
EDITH ROEBERS

Donnerstag, 13.03.2025, 10 - 14 Uhr



erfolgreich: GASTRO



AGENDA

Lade hier deine Downloads zum
Online-Seminar herunter:



[https://edith-roebers.com/
downloads-kennzahlen/](https://edith-roebers.com/downloads-kennzahlen/)

- 10 h Kennzahlen, warum eigentlich
- Branchenübliche Kennzahlen & BWA
- 11 h Umsatz
- Wareneinsatz
- 12 h Personalkosten
- 13 h Produktivität
- Wie geht es weiter...
- 14 h Ende

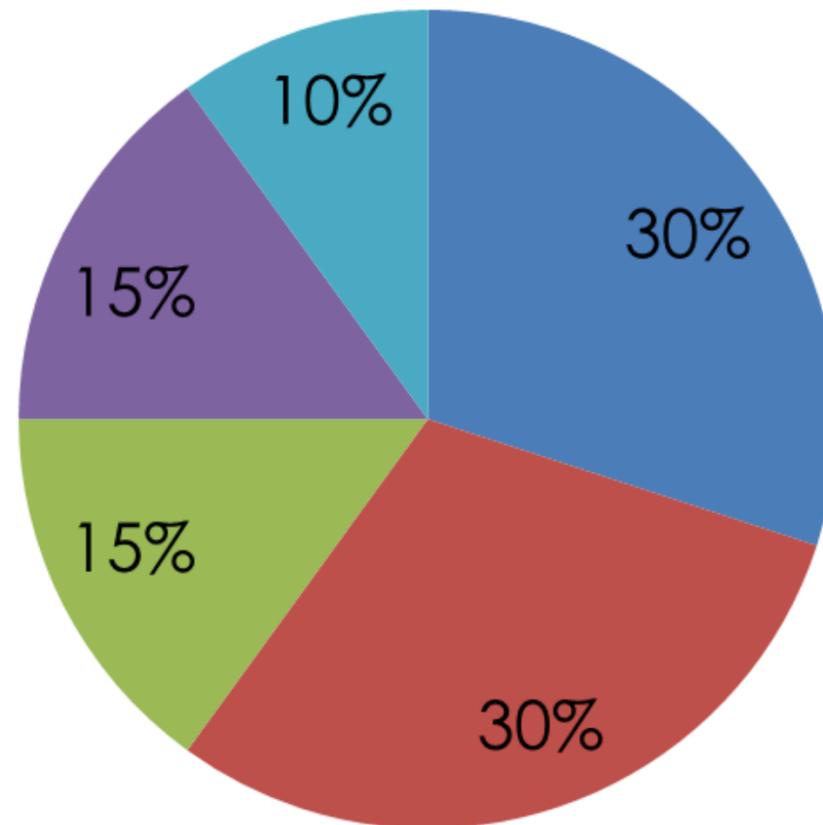


KENNZAHLEN

Warum eigentlich?

BRANCHENÜBLICHE KENNZAHLEN

Der netto Umsatz ist immer 100 %. Davon gehen alle Kosten weg.
Was übrig bleibt ist das Betriebsergebnis.



- Wareneinsatz
- Personalkosten
- Raumkosten
- Sonstige Kosten
- Betriebsergebnis

Das ist ein Beispiel.
Die Kennzahlen variieren
sehr nach Betriebstyp.

A top-down view of various grains and legumes in white bowls and metal scoops on a white surface. The items include red kidney beans, chickpeas, lentils, rice, and other grains. The text is overlaid in the center in a bold, purple font.

**“WAS GEMESSEN WIRD,
VERBESSERT SICH”**

Peter Drucker, US-Ökonom

BWA

Betriebswirtschaftliche Auswertung

40223/45926/2013 RöWü GmbH		Kanzlei-Rechnungswesen pro V.3.2 Kurzfristige Erfolgsrechnung Mai 2013 - Handelsrecht SKR 04 BWA-Nr. 2 BWA-Form Individuelle BWA					
Bezeichnung	Mai/2013	%	%	%	%	Jan/2013 - Mai/2013	%
① Umsatzerlöse	80.044,26	100,00				364.012,39	100,00
Best. Verdg. FE/UE	0,00					0,00	
Gesamtleistung	80.044,26	100,00	130,32	352,08		364.012,39	100,00
② Mat./Wareneinkauf	17.768,09	22,20	28,93	78,15	100,00	79.730,25	21,90
Rohhertrag	62.276,17	77,80	101,39	273,93	350,49	284.282,14	78,10
So. betr. Erlöse	0,00					0,00	
Betriebl. Rohhertrag	62.276,17	77,80	101,39	273,93	350,49	284.282,14	78,10
Kostenarten:							
③ Personalkosten	22.734,65	28,40	37,01	100,00		122.112,05	33,55
④ Miete	14.163,87	17,70	23,06	62,30		72.500,00	19,92
Betriebskosten	3.961,50	4,95	6,45	17,42		19.593,71	5,38
Reinigung	1.536,49	1,92	2,50	6,76		8.126,74	2,23
Instandhltg. Räume	0,00					0,00	
Betriebl. Steuern	0,00					0,00	
Versich./Beiträge	1.340,64	1,67	2,18	5,90		3.615,19	0,99

UMSATZ

Umsatz brutto - Mehrwertsteuer = Umsatz netto

Speisen & Getränke im Haus

119 % - 19 % = 100 %

UMSATZ

Anzahl Gäste x € pro Gast = Umsatz

- Umsatz pro Gast = Durchschnittsbö
- Umsatz pro Artikel --> Artikelstatistik, Warengruppen
- Umsatz pro Zeitraum: Jahr, Monat, Tag, Stunde
- Umsatz pro Kellner

UMSATZ PLANEN



Ausgangssituation: BWA 2024



Ziel 2025 definieren



Wie? Massnahmen planen

Break Even Umsatz, Umsatz pro Monat, Umsatz pro Tag, Anzahl Gäste,
Durchschnittsbö

DURCHSCHNITTSBON =
UMSATZ / ANZAHL GÄSTE

MASSNAHMEN

MARKETING

Was kannst du tun, damit mehr Gäste kommen?

- Treueprogramm
- Einladung zu Specials
- Anzeigen, Banner, Events
- Werbung auf Instagram

VERKAUF

Was kannst du tun, damit du pro Gast mehr verkaufst?

- Preise erhöhen
- Challenge
- Verkaufsgespräch strukturieren

UMSATZ STEUERN

- 1 Durchschnittsböden täglich tracken
- 2 Abweichungen analysieren
- 3 Trainieren
- 4 Erfolge feiern - Perspektiven bieten
- 5 Nie damit aufhören

Motivation!

Wie du mit
deinem Team
einfach mehr
verkaufst!



EDITH ROEBERS

Online-Workshop mit

Mittwoch. 24.10.2024, 9.30 - 17 Uhr
live in München



erfolgreich: GASTRO



+++ ESPRESSO-CHALLENGE +++

in 21 Tagen mit mehr Spaß im Team zu mehr glücklichen Gäste und zu mehr Umsatz



28.04. - 19.05.25

4 Online Calls, jeweils 9 - 10 h



in deinem Betrieb



28. April



5. Mai



grandiose Online-Community



12. Mai



19. Mai

[JETZT RESERVIEREN](#)



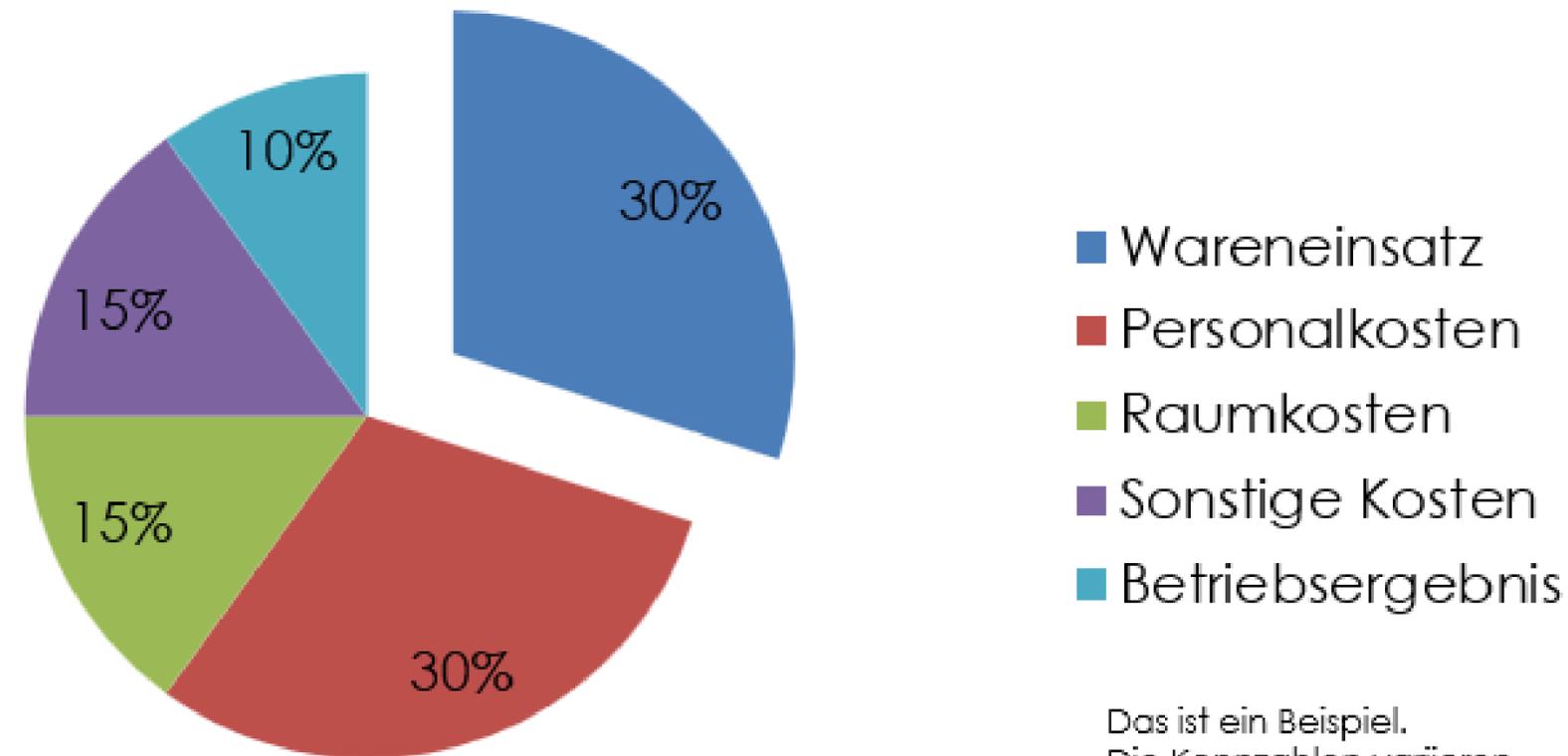
If you can dream it,
you can make it!

Walt Disney



WARENEINSATZ

Der netto Umsatz ist immer 100 %. Wenn davon 30 % für die Ware ausgegeben wird bleibt 70 % Deckungsbeitrag übrig, davon 60 % Gemeinkosten und 10 % Gewinn.



- Wareneinsatz
- Personalkosten
- Raumkosten
- Sonstige Kosten
- Betriebsergebnis

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WARENEINSATZ BWA

€

Summe aller Lieferantenrechnungen =
Wareneinsatz in Euro

%

Wareneinsatz in € / Umsatz netto x 100 =
Wareneinsatz in Prozent

WARENEINSATZ

Pro Artikel oder pro Zeitraum

€

Anzahl Artikel x Einkaufspreis pro Artikel =
Wareneinsatz in Euro

%

Anteil Wareneinsatz vom netto Umsatz =
Wareneinsatz in Prozent

Formel: $WE \text{ €} / \text{Umsatz netto} \times 100$

Beispiel: $€ 3 \text{ WE} / € 10 \text{ Umsatz netto} \times 100 = 30 \%$

WARENEINSATZ PLANEN

Ziel: x Prozent des netto Umsatzes

Einflussfaktoren:

- Food : Beverage
- Klasse oder Masse
- Kunst oder Standard
- Regional oder Exotisch
- Bio oder Discount
- Frisch oder Konvenient
- Lagerkapazität
- Einkaufspreise

WARENEINSATZ STEUERN



Wareneinsatz pro Artikel kalkulieren

- rezeptieren
- kalkulieren
- fotografieren
- Zubereitungsanleitung
- portionieren: messen, wiegen, dosieren
- Mitarbeiter*Innen trainieren

WARENEINSATZ STEUERN



Verkaufspreise kalkulieren
nach der Deckungsbeitragsmethode

Formel:

Wareneinsatz + Deckungsbeitrag + Gewinnzuschlag + Mehrwertsteuer
= Verkaufspreis



WARE X 3, 4 oder 5

DECKUNGSBEITRAG

Der Deckungsbeitrag ist die Differenz von Umsatz und den variablen Kosten. Er dient also zur Deckung der fixen Kosten.

Formel:

Umsatz - Wareneinsatz = Deckungsbeitrag

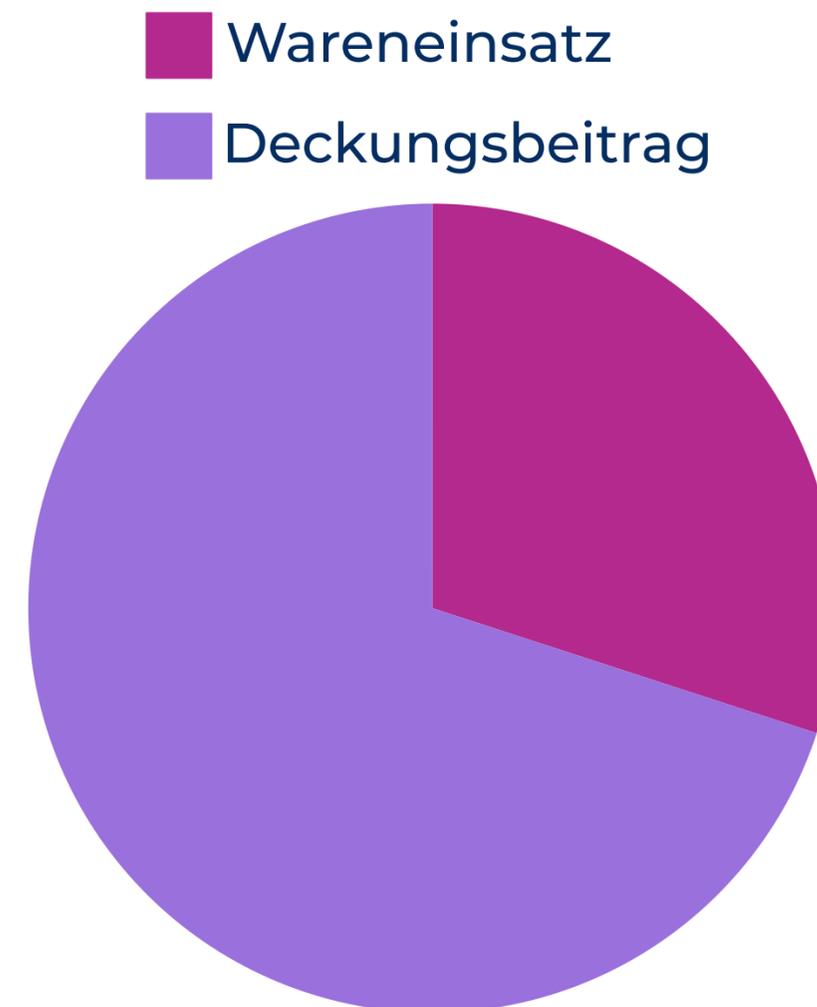
Beispiel:

10 € netto Umsatz - 3 € Wareneinsatz = 7 € Deckungsbeitrag

Deckungsbeitragsmethode

- Wareneinsatz
- Deckungsbeitrag
- Gewinn
- Mehrwertsteuer

- *Verkaufshäufigkeit*



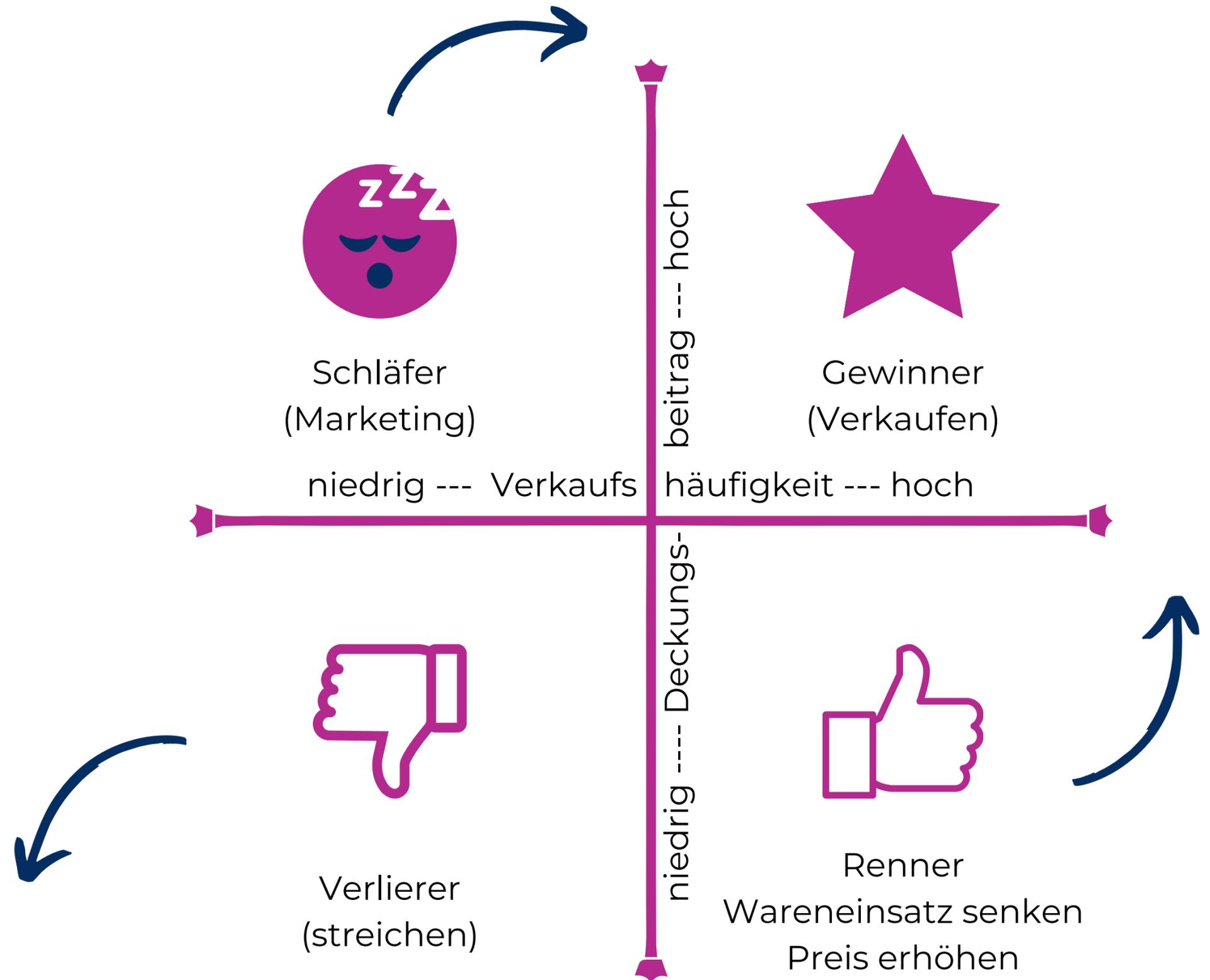
Schritt 1:

Wir berechnen wieviel Deckungsbeitrag für alle Artikel in einer Warengruppe notwendig sind.

Schritt 2:

Wir kategorisieren das Sortiment in Gewinner, Verlierer, Schläfer und Renner...

Sortiments- Diagnose



Schritt 1:

Wir berechnen wieviel Deckungsbeitrag für alle Artikel in einer Warengruppe notwendig sind.

Schritt 2:

Wir kategorisieren das Sortiment in Gewinner, Verlierer, Schläfer und Renner

Schritt 3:

Wir definieren das Sortiment systematisch neu und kalkulieren die Verkaufspreise garantiert gewinnbringend.

WARENEINSATZ STEUERN

3

Optimiere deine Abläufe

- Inventur
- Mindestbestellmengen
- Bestellrhythmen
- Warendisposition
- Warenannahme
- FiFo
- Abfallmanagement



WARUM WENIGER SORTIMENT GARANTIIERT MEHR IST

www.edith-roebbers.com/warum-weniger-sortiment-garantiert-mehr-ist



Thai herbs Thai glass

white wines

Deluc
Light-bodied and fresh (France)
£9.95 £2.50

Chenin Blanc, Sediba
Refreshing, crisp and dry (South Africa)
£10.95 £2.85

Sauvignon, Moon Valley
Clear cut and pure (Chile)
£11.95 £2.95

Pinot Grigio, Trebbiano Venezia
Elegant and dry (Italy)
£12.95 £3.30

red wines

Deluc
Medium soft and smooth (France)
£9.95 £2.50

Shiraz, Snake Creek
Soft and savoury (Australia)
£10.95 £2.85

Merlot, Moon Valley
Mouthfilling creaminess (Chile)
£11.95 £2.95

Rioja, Aradon
Warm, ripe and velvety (Spain)
£12.95 £3.30

rosé

Obikwa
Light and ripe (South Africa)
£11.95 £2.95

Pinot Grigio Rosé
Soft summer fruit (Italy)
£12.95 £3.30

fizz

Cava, Condesa Blanca
(Spain)
£12.95

Champagne, Carré-Perseval
(France)
£12.95

spirits 25ml shot

Whisky, Gin, Vodka, Bacardi
£2.00

Mixers
70p

soft drinks

Freshly Squeezed Orange Juice
£1.95

Fruit Juices
Apple, Pineapple £1.20
Cranberry, Mango, Passionfruit £1.50
Elegant and dry (Italy)
£12.95 £3.30

Mineral Water (still or sparkling)
£2.95 bottle £1.00 glass

Cola; Diet Cola; Lemonade
£1.10

Mug of Filter Coffee
£1.10

Mug of Tea
Regular Ceylon, Green, Jasmine, Peppermint, Camomile, Earl Grey £1.10

soups

Hot and Sour Soups with Lime Leaves, Lemon Grass and Coriander

Mushroom Tom Yum
£2.25

Chicken Tom Yum
£2.60

Prawn Tom Yum
£2.75

today's specials

spicy stirfried seafood with krachai, thai aubergine & chilli sauce and steamed rice 6.40

raspberry sorbet 2.50

all ingredients are GM free
Service is not included in your bill
A discretionary charge of 10% will be added for tables of eight and over.
If you have allergies or need information on any ingredients used in our meals, please ask your server.

starters

Vegetable Rolls
Battered, Beancurd on a skewer, with a Peanut Dip
£2.75

Beancurd Satay
Battered, Beancurd on a skewer, with a Peanut Dip
£2.75

Crispy Wontons
Deep-fried Wontons filled with minced Chicken and Prawns. Served with Sweet & Sour Sauce
£2.75

Sweetcorn Cake
Deep-fried spicy Corn Patties with Sweet & Sour Sauce and ground Peanut
£2.75

Thai Dim Sum
Battered Wonton Skins filled with minced Pork, Prawn and Water Chestnuts with Soy and Ginger Sauce
£2.95

Pacific Rolls
Prawns wrapped in Pilo Pastry, deep-fried. Served with Sweet & Sour Sauce and Coriander
£4.50

Tord Man
Deep-fried spicy Cod & Prawn Fishcakes with Sweet & Sour Sauce and ground Peanut
£2.95

Chicken Satay
Chunks of barbecued Chicken on a skewer with Peanut Dip
£2.95

Barbecued Prawns
King Prawns served with spicy Pepper Tree Sauce
£2.95

Sesame Prawn Toast
Minced Prawn and Chicken, with Sesame Seeds on Toast. Served with Sweet and Sour Sauce and ground Peanut
£2.95

Beef Stir-fry
with Long Bean, fresh Chilli, Sweet Basil and Thai Chilli Sauce
£4.50

Beef Stir-fry
with Oyster Sauce, Onion, Red and Green Peppers and Cashew Nuts
£4.50

Prawn Stir-fry
with Garlic, Soy Sauce, Spring Onion, Bamboo Shoots, Beanapouts & Ginger
£4.75

Seafood Stir-fry
with Squid, Green-tipped Mussel, Crab Claw and Prawn, in a Marinade of Garlic, Fresh Chilli, Lemon Juice and Coriander
£4.65

side salads

Papaya Salad
Shredded Green Papaya, dried Shrimp, ground Peanut in a Garlic, Chilli and Lemon Dressing
£4.30

Spicy Chicken Salad
Chicken Pieces marinated with Chilli Sauce, Lemon Grass, Lime Leaves and Shallots
£4.30

Pepper Tree Salad
Marinated and grilled slices of Beef, with Lemon Juice, Coriander, Spring Onion and fresh Chilli
£4.30

Seafood Salad
Squid, Green-tipped Mussel, Crab Claw and Prawn, in a Marinade of Garlic, Fresh Chilli, Lemon Juice and Coriander
£4.65

sweet things

Yellow Beancake
Home-made Thai Beancake served warm with Vanilla Ice Cream
£2.95

Bananas in Coconut Milk
Sliced Bananas in warm Coconut Milk
£2.50

Sticky Rice with Mango
£2.95

Ice Cream
Vanilla, Chocolate, Stem Ginger
£2.50

Mango Sorbet
£2.50

Takeaways available

Opening times:
Monday 12-3pm
£ 9-10:30pm
Tuesday-Friday
12-3pm & 6-11pm
Saturday 12-3pm
Sunday 12-3pm

white wines

Deluc
Light-bodied and fresh (France)
£9.95 £2.50

Chenin Blanc, Sediba
Refreshing, crisp and dry (South Africa)
£11.95 £2.85

Sauvignon, Moon Valley
Clear cut and pure (Chile)
£11.95 £2.95

Pinot Grigio, Trebbiano Venezia
Elegant and dry (Italy)
£12.95 £3.30

red wines

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Medium soft and smooth (France)
£9.95 £2.50

Shiraz, Snake Creek
Soft and savoury (Australia)
£10.95 £2.85

Merlot, Moon Valley
Mouthfilling creaminess (Chile)
£11.95 £2.95

Rioja, Aradon
Warm, ripe and velvety (Spain)
£12.95 £3.30

rosé

Obikwa
Light and ripe (South Africa)
£11.95 £2.95

Pinot Grigio Rosé
Soft summer fruit (Italy)
£12.95 £3.30

fizz

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(Spain)
£12.95

Champagne, Carré-Perseval
(France)
£12.95

spirits 25ml shot

Whisky, Gin, Vodka, Bacardi
£2.00

Mixers
70p

soft drinks

Freshly Squeezed Orange Juice
£1.95

Fruit Juices
Apple, Pineapple £1.20
Cranberry, Mango, Passionfruit £1.50
Elegant and dry (Italy)
£12.95 £3.30

Mineral Water (still or sparkling)
£2.95 bottle £1.00 glass

Cola; Diet Cola; Lemonade
£1.10

Mug of Filter Coffee
£1.10

Mug of Tea
Regular Ceylon, Green, Jasmine, Peppermint, Camomile, Earl Grey £1.10

soups

Hot and Sour Soups with Lime Leaves, Lemon Grass and Coriander

Mushroom Tom Yum
£2.25

Chicken Tom Yum
£2.60

Prawn Tom Yum
£2.75

today's specials

spicy stirfried seafood with krachai, thai aubergine & chilli sauce and steamed rice 6.40

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starters

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Battered, Beancurd on a skewer, with a Peanut Dip
£2.75

Beancurd Satay
Battered, Beancurd on a skewer, with a Peanut Dip
£2.75

Crispy Wontons
Deep-fried Wontons filled with minced Chicken and Prawns. Served with Sweet & Sour Sauce
£2.75

Sweetcorn Cake
Deep-fried spicy Corn Patties with Sweet & Sour Sauce and ground Peanut
£2.75

Thai Dim Sum
Battered Wonton Skins filled with minced Pork, Prawn and Water Chestnuts with Soy and Ginger Sauce
£2.95

Tord Man
Deep-fried spicy Cod & Prawn Fishcakes with Sweet & Sour Sauce and ground Peanut
£2.95

Chicken Satay
Chunks of barbecued Chicken on a skewer with Peanut Dip
£2.95

Barbecued Prawns
King Prawns served with spicy Pepper Tree Sauce
£2.95

Sesame Prawn Toast
Minced Prawn and Chicken, with Sesame Seeds on Toast. Served with Sweet and Sour Sauce and ground Peanut
£2.95

Beef Stir-fry
with Long Bean, fresh Chilli, Sweet Basil and Thai Chilli Sauce
£4.50

Beef Stir-fry
with Oyster Sauce, Onion, Red and Green Peppers and Cashew Nuts
£4.50

Prawn Stir-fry
with Garlic, Soy Sauce, Spring Onion, Bamboo Shoots, Beanapouts & Ginger
£4.75

Seafood Stir-fry
with Squid, Green-tipped Mussel, Crab Claw and Prawn, in a Marinade of Garlic, Fresh Chilli, Lemon Juice and Coriander
£4.65

side salads

Papaya Salad
Shredded Green Papaya, dried Shrimp, ground Peanut in a Garlic, Chilli and Lemon Dressing
£4.30

Spicy Chicken Salad
Chicken Pieces marinated with Chilli Sauce, Lemon Grass, Lime Leaves and Shallots
£4.30

Pepper Tree Salad
Marinated and grilled slices of Beef, with Lemon Juice, Coriander, Spring Onion and fresh Chilli
£4.30

Seafood Salad
Squid, Green-tipped Mussel, Crab Claw and Prawn, in a Marinade of Garlic, Fresh Chilli, Lemon Juice and Coriander
£4.65

sweet things

Yellow Beancake
Home-made Thai Beancake served warm with Vanilla Ice Cream
£2.95

Bananas in Coconut Milk
Sliced Bananas in warm Coconut Milk
£2.50

Sticky Rice with Mango
£2.95

Ice Cream
Vanilla, Chocolate, Stem Ginger
£2.50

Mango Sorbet
£2.50

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12-3pm & 6-11pm
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Sunday 12-3pm

noodles

Red Thai Noodles (Prawn)
The original Thai Noodle, stir-fried with Egg, Sweet Radish, Tamarind Sauce, Beanapouts, Spring Onion, Peanut, Chilli and King Prawns
£5.65

Pad Thai Noodles (Chicken)
The original Thai Noodle, stir-fried with Egg, Sweet Radish, Tamarind Sauce, Beanapouts, Spring Onion, Peanut, Chilli and Chicken
£5.65

Big Tum Vegetable Noodles
Thick yellow Noodles, stir-fried with Beanapouts, fresh mixed Vegetables, fresh Chilli, topped with Sweet Basil
£5.50

Big Tum Chicken Noodles
Thick yellow Noodles, stir-fried with Chicken, fresh Chilli, and topped with Sweet Basil
£5.65

Big Tum Beef Noodles
Thick yellow Noodles, stir-fried with Beef, fresh Chilli, and topped with Sweet Basil
£5.65

Big Tum Prawn Noodles
Thick yellow Noodles, stir-fried with King Prawns, fresh Chilli, and topped with Sweet Basil
£5.65

Green Chicken Curry
A creamy Thai Curry cooked with Coconut Milk, Bamboo Shoots and Sweet Basil (medium hot)
£4.50

Massaman Chicken Curry
Simmered with Coconut Milk, Thai Aubergine, Lime Leaves and Sweet Basil (medium hot)
£4.50

Red Beef Curry
A creamy Thai Curry cooked with Coconut Milk, Bamboo Shoots and Sweet Basil (medium hot)
£4.50

Green Beef Curry
Simmered with Coconut Milk, Thai Aubergine, Lime Leaves and Sweet Basil (medium hot)
£4.50

Green Prawn Curry
Simmered with Coconut Milk, Thai Aubergine, Lime Leaves and Sweet Basil (medium hot)
£4.50

rice

Steamed Rice
£1.60

Coconut Rice
£1.85

Vegetable Stir-fry
Mixed fresh Vegetables cooked with Coconut Milk, Bamboo Shoots and Sweet Basil (medium hot)
£4.30

Green Vegetable Curry
Mixed fresh Vegetables cooked with Coconut Milk, Bamboo Shoots and Sweet Basil (medium hot)
£4.30

Pepper Tree Curry
A Vegetable Curry with Thai Aubergine, Krachai, fresh Chilli, Lime Leaves and Sweet Basil (hot)
£4.30

Red Chicken Curry
A creamy Thai Curry cooked with Coconut Milk, Bamboo Shoots and Sweet Basil (medium hot)
£4.50

Yellow Chicken Curry
Made with Yellow Chilli, Potato, Coconut Milk and served with Cucumber Pickle (mild)
£4.50

Green Chicken Curry
Simmered with Coconut Milk, Thai Aubergine, Lime Leaves and Sweet Basil (medium hot)
£4.50

Massaman Chicken Curry
Simmered with Coconut Milk, Peanut and Potato (medium hot)
£4.50

Red Beef Curry
A creamy Thai Curry cooked with Coconut Milk, Bamboo Shoots and Sweet Basil (medium hot)
£4.50

Green Beef Curry
Simmered with Coconut Milk, Thai Aubergine, Lime Leaves and Sweet Basil (medium hot)
£4.50

Chicken with Ginger
with Ginger, Chinese Mushroom, Spring Onion and Garlic
£4.50

Pork Fillet
with Long Bean, fresh Chilli, Sweet Basil and Thai Chilli Sauce
£4.50

Beef Stir-fry
with Oyster Sauce, Onion, Red and Green Peppers and Cashew Nuts
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Prawn Stir-fry
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Bananas in Coconut Milk
Sliced Bananas in warm Coconut Milk
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Ice Cream
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Mango Sorbet
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£11.95 £2.95

Rioja, Aradon
Warm, ripe and velvety (Spain)
£12.95 £3.30

rosé

Obikwa
Light and ripe (South Africa)
£11.95 £2.95

Pinot Grigio Rosé
Soft summer fruit (Italy)
£12.95 £3.30

fizz

Cava, Condesa Blanca
(Spain)
£12.95

Champagne, Carré-Perseval
(France)
£12.95

spirits 25ml shot

Whisky, Gin, Vodka, Bacardi
£2.00

Mixers
70p

soft drinks

Freshly Squeezed Orange Juice
£1.95

Fruit Juices
Apple, Pineapple £1.20
Cranberry, Mango, Passionfruit £1.50
Elegant and dry (Italy)
£12.95 £3.30

Mineral Water (still or sparkling)
£2.95 bottle £1.00 glass

Cola; Diet Cola; Lemonade
£1.10

Mug of Filter Coffee
£1.10

Mug of Tea
Regular Ceylon, Green, Jasmine, Peppermint, Camomile, Earl Grey £1.10

soups

Hot and Sour Soups with Lime Leaves, Lemon Grass and Coriander

Mushroom Tom Yum
£2.25

Chicken Tom Yum
£2.60

Prawn Tom Yum
£2.75

today's specials

spicy stirfried seafood with krachai, thai aubergine & chilli sauce and steamed rice 6.40

raspberry sorbet 2.50

all ingredients are GM free
Service is not included in your bill
A discretionary charge of 10% will be added for tables of eight and over.
If you have allergies or need information on any ingredients used in our meals, please ask your server.

starters

Vegetable Rolls
Battered, Beancurd on a skewer, with a Peanut Dip
£2.75

Beancurd Satay
Battered, Beancurd on a skewer, with a Peanut Dip
£2.75

Crispy Wontons
Deep-fried Wontons filled with minced Chicken and Prawns. Served with Sweet & Sour Sauce
£2.75

Sweetcorn Cake
Deep-fried spicy Corn Patties with Sweet & Sour Sauce and ground Peanut
£2.75

Thai Dim Sum
Battered Wonton Skins filled with minced Pork, Prawn and Water Chestnuts with Soy and Ginger Sauce
£2.95

Tord Man
Deep-fried spicy Cod & Prawn Fishcakes with Sweet & Sour Sauce and ground Peanut
£2.95

Chicken Satay
Chunks of barbecued Chicken on a skewer with Peanut Dip
£2.95

Barbecued Prawns
King Prawns served with spicy Pepper Tree Sauce
£2.95

Sesame Prawn Toast
Minced Prawn and Chicken, with Sesame Seeds on Toast. Served with Sweet and Sour Sauce and ground Peanut
£2.95

Beef Stir-fry
with Long Bean, fresh Chilli, Sweet Basil and Thai Chilli Sauce
£4.50

Beef Stir-fry
with Oyster Sauce, Onion, Red and Green Peppers and Cashew Nuts
£4.50

Prawn Stir-fry
with Garlic, Soy Sauce, Spring Onion, Bamboo Shoots, Beanapouts & Ginger
£4.75

Seafood Stir-fry
with Squid, Green-tipped Mussel, Crab Claw and Prawn, in a Marinade of Garlic, Fresh Chilli, Lemon Juice and Coriander
£4.65

side salads

Papaya Salad
Shredded Green Papaya, dried Shrimp, ground Peanut in a Garlic, Chilli and Lemon Dressing
£4.30

Spicy Chicken Salad
Chicken Pieces marinated with Chilli Sauce, Lemon Grass, Lime Leaves and Shallots
£4.30

Pepper Tree Salad
Marinated and grilled slices of Beef, with Lemon Juice, Coriander, Spring Onion and fresh Chilli
£4.30

Seafood Salad
Squid, Green-tipped Mussel, Crab Claw and Prawn, in a Marinade of Garlic, Fresh Chilli, Lemon Juice and Coriander
£4.65

sweet things

Yellow Beancake
Home-made Thai Beancake served warm with Vanilla Ice Cream
£2.95

Bananas in Coconut Milk
Sliced Bananas in warm Coconut Milk
£2.50

Sticky Rice with Mango
£2.95

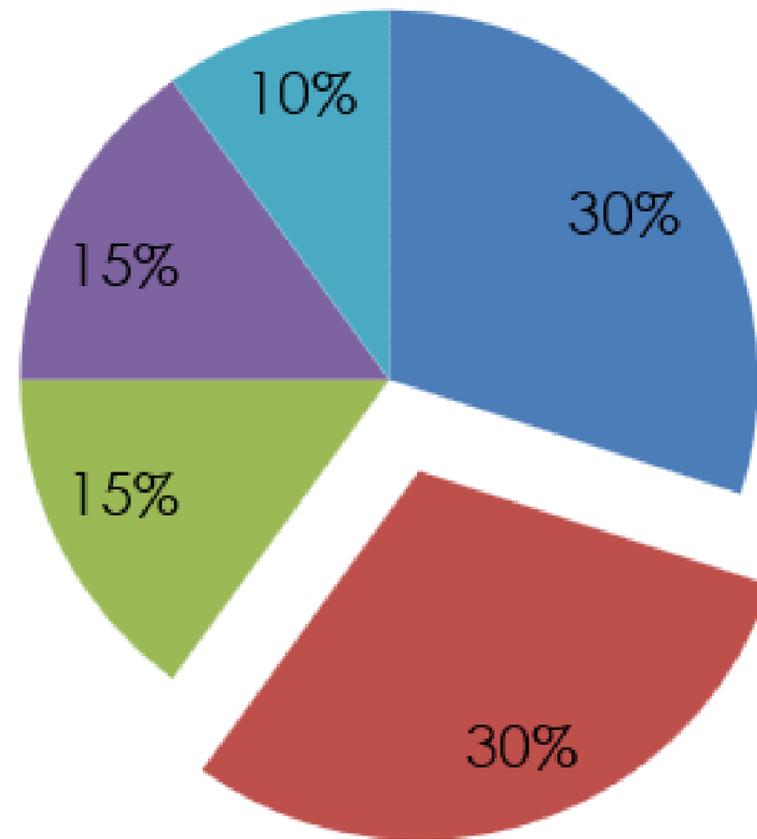
Ice Cream
Vanilla, Chocolate, Stem Ginger
£2.50

Mango Sorbet
£2.50

Takeaways available

Opening times:
Monday 12-3pm
£ 9-10:30pm
Tuesday-Friday
12-3pm & 6-11pm
Saturday 12-3pm
Sunday 12-3pm

PERSONALKOSTEN



- Wareneinsatz
- Personalkosten
- Raumkosten
- Sonstige Kosten
- Betriebsergebnis

Das ist ein Beispiel.
Die Kennzahlen variieren
sehr nach Betriebstyp.

PERSONALKOSTEN

Personalkosten in € =

- Personalkostenarten pro Zeitraum (IST)
- Anzahl MA-h x € / MA-h (PLAN)

Personalkosten % =

Personalkosten in € : netto Umsatz x 100

PERSONALKOSTEN

Personalkostenarten

- Lohn & Gehalt
- Sozialversicherungen: AA, KK, RV, SolZ
- Lohnsteuer
- Lohnfortzahlung bei Krankheit
- Einarbeitung, Doppelbesetzung
- Zeit für Fortbildung, Meetings etc.
- Urlaubs- und Weihnachtsgeld
- Boni, Incentives
- Abfindung
- Uniform
- Personalesen ...

WIE STEUERST DU DIE PERSONALKOSTEN

???

1. Anzahl Stunden

2. Kosten pro Stunde

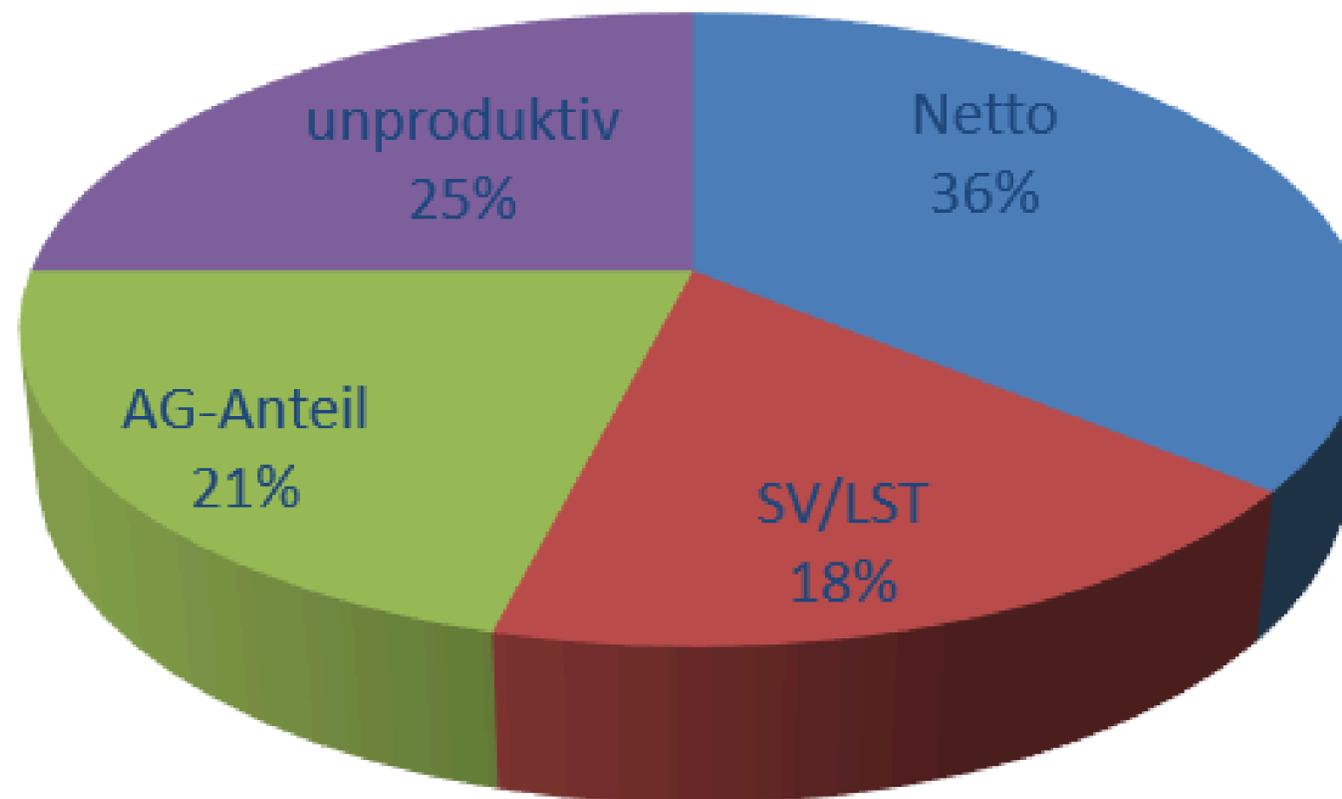
3. Produktivität pro MA-h

**KOSTEN PRO STUNDE:
PERSONALKOSTEN / ANZAHL
GEARBEITETE STUNDEN**

24.000 € / 1.000 h = € 24 / MA-h

PERSONALKOSTEN

Personalkosten pro Stunde



Die Angaben basieren auf Circa-Werte und können pro Mitarbeiter variieren.

PRODUKTIVITÄT =

eine Kennzahl, die das Verhältnis zwischen produzierten Gütern / Dienstleistungen und den dafür benötigten Produktionsfaktoren beschreibt.

$$\text{PRODUKTIVITÄT} = \frac{\text{UMSATZ}}{\text{ANZAHL GEARBEITETE STUNDEN}}$$

BEISPIEL:

$$\begin{aligned} & 3.200 \text{ €} / 40 \text{ gearbeitete Stunden} \\ & = \text{€ } 80 \text{ Produktivität pro Mitarbeiterstunde} \end{aligned}$$

PRODUKTIVITÄT € - soll

Beispiel:

24 € Kosten pro MA-h = 35 % PK vom netto Umsatz

$$€ 24 / 35 \% \times 119 \% =$$

ca. 80 € Umsatz pro Mitarbeiterstunde

PERSONALPLANUNG

Dienstplan:

3.200 € brutto Umsatz pro Tag

geteilt durch 80 € Umsatz pro Mitarbeiterstunde

= 40 Stunden

PERSONALPLANUNG

Personalbedarf pro Monat:

80.000 € brutto Umsatz pro Tag

geteilt durch 80 € Umsatz pro Mitarbeiterstunde

= 1.000 Stunden

PERSONALPLANUNG

Personalbedarf pro Jahr:

800.000 € brutto Jahres-Umsatz
geteilt durch 80 € Umsatz pro Mitarbeiterstunde
= 10.000 Stunden

Personalkosten, Service-Qualität & Motivation steuern

Produktivität / MAh

= > 80 €

Mehr Umsatz mit
weniger Stunden

- PK sinken
- Service-Qualität sinkt
- Umsatz verschenkt
- Team demotiviert

Produktivität / MAh

= < 80 €

Mehr Stunden für
weniger Umsatz

- PK steigen
- Service-Qualität wird nicht besser
- Motivation im Team sinkt

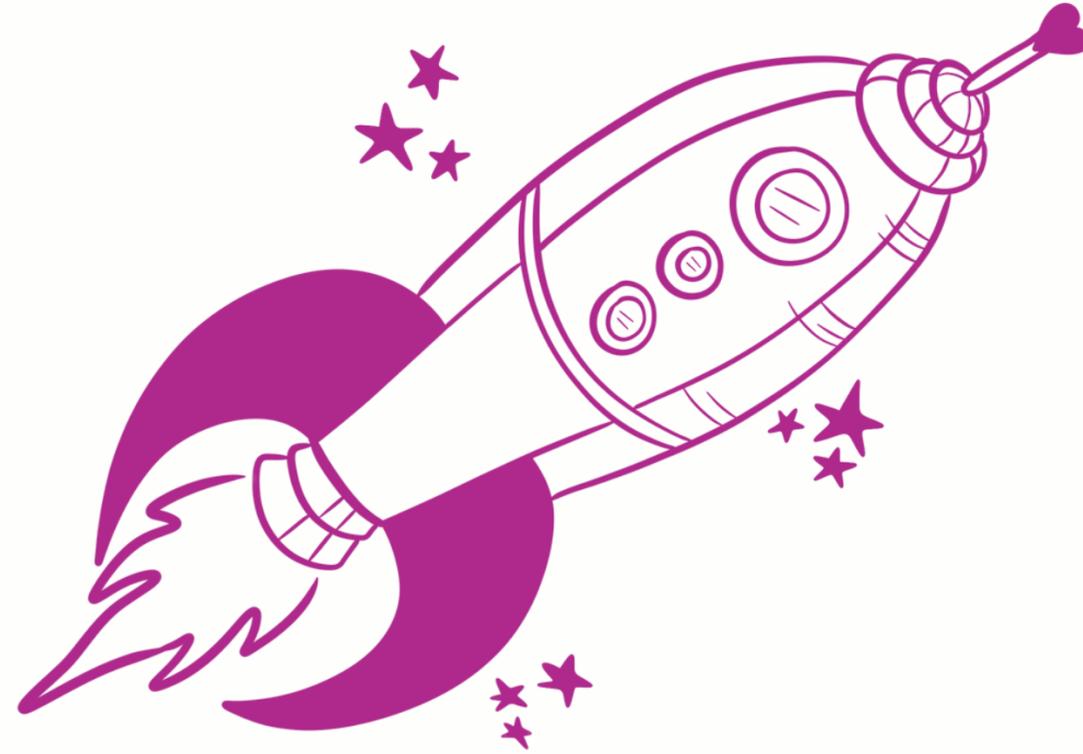
Produktivität / MAh

= 80 €

optimal*

- PK = 35 %
- Gleichbleibende Service-Qualität
- Team ist motiviert

'optimal' = hier als fiktives Beispiel. muss in jedem Betrieb individuell ermittelt werden



MOTIVATION = PRODUKTIVITÄT

A top-down view of various grains and legumes in white bowls and metal scoops on a white surface. The items include red kidney beans, chickpeas, lentils, rice, and other grains. The text is overlaid in the center in a bold, purple font.

**“WAS GEMESSEN WIRD,
VERBESSERT SICH”**

Peter Drucker, US-Ökonom

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„Was gemessen wird verändert sich“

Danke, dass du da warst!

Edith Roebers

Deine Expertin für erfolgreiches
Gastro-Business

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