



**At Insight Hospitality, our goal is targeted strategies and solutions for your hospitality business. We want to add value and, through this, make your business stronger and more profitable.**

**Scott Wheeler,  
Chief Consultant**



## **Many great plans begin with coffee!**

To explore how we can assist your new or established business, sit down with our Chief Consultant, Scott Wheeler, and get the ball rolling. An initial complimentary consultation is an opportunity to gain an understanding of your current or future operation and how our services may be able to benefit you in the future.

**Call Scott on 0401 058 385 and start something great.**



**INSIGHT**  
HOSPITALITY

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**INSIGHT**  
HOSPITALITY

**Solutions for your hospitality business.**

**From the ground up.**





Welcome to Insight Hospitality. We formed this consultancy to assist new and experienced hospitality business owners in establishing and growing thriving businesses from the ground up, or at any step along the longer.

It's hard to see yourself for the first time, just as it's hard to see problems and solutions when you're immersed in the environment that created them.

As our name suggests, we bring a wealth of wisdom and experience to provide insights that can be formed into solutions and strategies that grow the profitability of your business. Or get the dream off the ground for the very first time.

Our goal is targeted strategies and solutions for your food and beverage business. We want to add value and, through this, make your business stronger and more profitable. From initial design and approvals, through to staffing and branding, our goal is to provide the solutions that keep your business moving from strength to strength.

Here are some of the services we are able to provide:

### START-UPS

- The 'Rookie Start-up Package'
- Complete design 'council approved' drawings
- Brand development
- Social media and marketing strategies
- Procurement/advice of commercial kitchen equipment
- Procurement/advice of POS equipment
- Design, oversight and coordination of complete fit-outs

### ESTABLISHED OPERATIONS

- Complete Business Analysis Report
- Brand development
- Mystery Diner Programs
- Optimising Kitchen Operations
- Optimising Front of House
- Review of Point-of-Sale technologies

With an armoury of tools for reviewing your business operation, Insight can systematically work through each area of work-flow and operations to uncover the opportunities for improvement and help your business flourish by making your service offering a compelling one.

### HOW DO WE WORK WITH CLIENTS?

In short, many different ways! Typically, we deliver our services through bespoke packages – a suite of services that are agreed between us and the client that will best benefit our client's operation.

Our packages are either for a fixed term (three or six months, for example), or on a monthly retainer that works through Continuous Improvements Solutions on a systematic basis.

### WHAT'S OUR BIGGER PICTURE?

One of our primary ends is targeted strategies and solutions for your hospitality business. We want to add value and, through this, make your business stronger and more profitable.

Sometimes it's easier to see strengths, weaknesses and areas for growth from outside the business than it is from within. When this is coupled with extensive experience in the hospitality industry, this capacity becomes even more compelling and powerful. That's what we bring to the table!

### WHAT CAN WE SEE THAT YOU CAN'T?

As hospitality businesses, it's easy to adjust to what's 'normal' without necessarily questioning the possibility for anything different.

Those long queues at lunchtime? They're just normal. Those problems with staff rosters? We've always had them. The issues we've had with late deliveries from our suppliers? It's always been that way.

We challenge the status quo and ask 'what if?' rather than settle for what is. We find this opens the door to unexplored potential and profitability.