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# Mr. Chopsticks

## Menus Audit (**SAMPLE INCOMPLETE REPORT**)

### OVERVIEW

Mr. Chopsticks is a local Chinese restaurant in Denton popular among college students and long-time Denton residents. We audit all the different ways menus are being used to find and plug all the leaks resulting in the loss of sales or margins.

### AVAILABLE MENUS

Currently, menus are present on the following platforms:

- ChowNow - Direct ordering

[https://eat.chownow.com/order/16624/locations/23640?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=place\\_action](https://eat.chownow.com/order/16624/locations/23640?utm_source=google&utm_medium=organic&utm_campaign=place_action)

- UTM parameters present, but only benefit menu service provider's analytics
- Delivery option possible but not included

- Caviar - delivery app marketplace

[https://www.trycaviar.com/store/mr-chopsticks-denton-2197550/?utm\\_campaign=gpa](https://www.trycaviar.com/store/mr-chopsticks-denton-2197550/?utm_campaign=gpa)

- UTM parameters present, but only benefit menu service provider's analytics
- Pick option not offered

- Doordash - delivery app marketplace.

[https://www.doordash.com/store/mr-chopsticks-denton-2197550/?utm\\_campaign=gpa](https://www.doordash.com/store/mr-chopsticks-denton-2197550/?utm_campaign=gpa)

- UTM parameters present, but only benefit menu service provider's analytics
- Pickup option not offered

### MENU ANALYSIS

All menus currently available are almost complete and include all the known items prepared by Mr. Chopsticks, with few exceptions.

Section	# of items
Starters	17
Side soups	4
Grill	2
Side dishes	18
Entre (soups, salads & wraps)	7
Entre (vegetarian)	2
Entre (combination plates)	3
Fried rice and noodles	6
Rice bowls	8
Grill & fryer	8
Stir-fry plates	27
Sushi Bar (Hosomaki)	6
Sushi Bar (Uramaki)	20
Sushi Bar (Sushi specials)	6
Sushi Bar (Donburi)	3
Desserts	4
Beverages	4
<i>Gift card</i>	1

## Menu discrepancies

It's not unusual or uncommon to have different variations of restaurant menus on the various platforms and marketplaces available. What is important is for us to know what they are, so we can be intentional about it.

## Missing items

- Starters: stir-fried green beans
  - ChowNow: missing

- Rice bowls: Beef, chicken & grilled shrimp rice bowl
  - Doordash/Caviar: missing
- Sushi bar (sushi specials): Assorted nigiri
  - Doordash/Caviar: missing
- Desserts: Almond cookies
  - Doordash/Caviar: missing

## Combined items

The following items are on ChowNow but broken up as separate items on Doordash/Caviar:

- Side dishes: Fried or steamed tofu
- Side dishes: Fried or steamed rice
- Entre (soups): Khao soi chicken or tofu
- Stir-fry plates: Cashew chicken or tofu
- Beverages: Sweet or unsweet iced tea

## Miscategories

The following item is found under different categories:

- Yakisoba:
  - ChowNow: Fried rice & noodles
  - Doordash/Caviar: Japanese street food

## Images

### ⚠ Low ratio of images to items

While it's not necessary to have a photo for each item on your menu, 13/142 is a low ratio. It is recommended that professional photos are taken of the items that:

- Customers don't typically know from the name/description
- Look good on a photo (some foods are easier to photograph than others)

## Pricing

### ⚠ Commission fees pricing

Prices on delivery apps (Doordash/Caviar) do not appear to price-in commission fees, making sales on those platforms too expensive. It is recommended that a 30-43% increase is made to items on commission-based marketplaces, such as Doordash/Caviar.

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