

Chapter 13

Activity 4: Discount Cost

1. Calculate the impact of selling a 10% discount cost on selective menu items:
 - a. Acai Bowl
 - b. Raw Oatmeal Cookie
 - c. Green Apple Chia
 - d. Shots

2. Review discount cost calculation & troubleshooting guide.

Discuss:

1. You notice that your discount cost percentage is 5% higher than usual:
 - a. What could be the contributing factors?
 - b. What are the steps to correct this?

2. If your discount cost percentage is too high, what is the impact on you and the store?

3. How does a low discount cost (rate?) impact the guest experience?

4. If discounts costs are too high, what could be the impact for the guest? How could this impact future sales for this, and other guests?