

SEEWERFT
FLOATING BAR & RESTAURANT IN MATTSEE

PRODUCT DEVELOPMENT IN HOSPITALITY MANAGEMENT

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1. GENERAL INFORMATION

1.1. NAMING

The name “Seewerft”, which we have chosen for our proposed floating bar and restaurant concept, has been selected given that Mattsee is known for its shipbuilding history. Not only has the company “Steiner Nautic” been existing and building both traditional and innovative boats for more than 110 years, but also the surf and sailing school on site attracts visitors who are eager to explore the beautiful lake landscape, either by sailing around on their own or enjoying a tour on the “Seenland-Schiffahrt” on the lakes Mattsee and Obertrumer See.

1.2. SIZE AND GUEST ACCOMMODATION

The size of the concept would be in total 100 m² and divided between indoor (60 m²) and outdoor (40 m²). The indoor size also includes bathroom facilities. In total, there are seats available for 60 guests.

Given that the majority of visitors come to Mattsee during summer season, it is important to offer enough space on the sunny terrace to accommodate as many people as possible. However, during winter season the terrace will be closed. Moreover, additional storage is provided on the mainland for food and beverages.

1.3. OPENING HOURS

Lakes are the number one destinations when it comes to relaxing or cooling off during summer. The hotter the weather, the more visitors come.

In summer, the concept is opened daily from 10 am to 10 pm. In winter, it operates only during the weekend, Friday to Sunday, from 11 am to 6 pm.

1.4. EVENTS

Even though the location on its own is already a unique selling proposition, it was our aim to make this concept more outstanding. Therefore it has been decided to offer weekly live jazz concerts. That way, people who are interested in jazz music have an incentive of visiting our location.

2. LOCATION

The following aspects have been taken into consideration in regards to the location of the concept:

- easily accessible for everyone (by foot)
- enough space without blocking the view of surrounding hotels
- close to the surrounding hotels

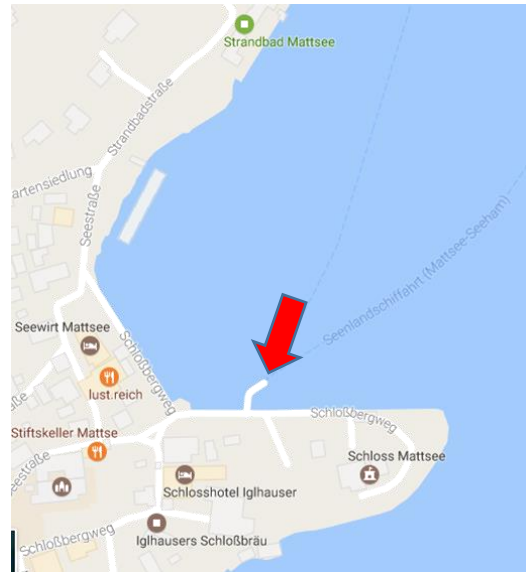


Figure 1: Location of concept

We have therefore decided to position our concept at the following point (marked with the red arrow).

This location is beneficial due to the closeness to the piers where the public ship (Seenland-Schiffahrt) stops and other privately owned boats can be docked.

There are certain touristic hotspots in Mattsee, one of them being the Schloss Mattsee and the beautiful pier. Placing the restaurant along the pedestrian path is highly profitable given that the accessibility can attract the tourists passing by.

Furthermore, the Schloss Mattsee and Kuschelhotel next door can be used as a source of guests. Whenever an event is being held at the Schloss Mattsee (wedding, party etc.), the guests can walk down the hill and grab a quick snack or nice drink. The Seewerft can also be booked for private events, such as for instance an after party.

3. TARGET AUDIENCE

In order to define the target audience, we had a look on online reviews of Mattsee, the restaurants and hotels located there. Furthermore, we used the information of the analysis of Mattsee gathered by our colleagues.

The target audience can be divided into 4 groups:

- general public
- tourists
- jazz music lovers
- guests of private events

3.1. THE GENERAL PUBLIC

The general public, which are locals and people from the surrounding areas, are the main target group, especially in winter when there are not a lot of tourists in Mattsee.

3.2. TOURISTS

During summer, the main season, there are a lot of tourists which should be targeted.

3.3. JAZZ MUSIC LOVERS

Mattsee is an attractive destination for jazz music lovers because of the annual jazz festival. This is why the Seewerft will have a special focus on jazz music with jazz concerts taking place regularly in the Seewerft.

3.4. GUESTS OF PRIVATE EVENTS

The Seewerft can be booked for private events, such as business events or birthday parties. Especially in the calmer periods of the year, private events are an essential target group.

4. DESIGN

After analyzing the potential of Seelounge and its competitors in the area the following concept has been created.

First of all, the construction has to harmonize with the surrounding area. That is why the main materials of the building are wood and glass. Because of the big glass walls, the lake will be reflected in them and the restaurant will merge with the surrounding. Natural materials used in construction and furniture will make it more organic and cosy. Moreover, huge windows will give the guests the opportunity to better observe the scenery of the lake. Wooden floors will associate well with the decks of the ships.

The shape of Seelounge was created in a way that a bevelled wall will give better visibility of the lake. Since high season of the lake is summer, the terrace occupies the main area of the restaurant. Two piers were created in order to make it possible for guests coming by boats to dock on and leave the boats close to the restaurant. Furthermore, inside space represents the area with eight tables and a bar-kitchen in the middle. It has been decided to combine bar with an open-kitchen to eliminate the waste as well as to save the space inside of the building. One more advantage of that kind of bar is that guests will have the possibility to observe how their favourite dishes are being prepared.

The interior of the restaurant is a marine-inspired space with a lot of light and wood. It was decided to integrate the boat construction history into the theme of Seelounge since there is a very traditional and old ship-building company based in Mattsee. Some interior elements can be made out of old boats, for example bar or tables for the terrace, as it can be seen on the pictures on the next page.



Figure 2: Boat Table



Figure 3: Boat Bar

The restaurant will be urban expression of indoor-outdoor living, with beams of light streaming in all day through huge glass casement windows and bi-fold doors that open to the outer terrace. Special lightning and china design will reflect the marine industry inspiration. Since the main focus of the kitchen is on drinks, and bar is a heart of the area and its main element, therefore many cosy soft chairs will surround it to give guests opportunity to sit at the bar and observe perfect scenery.

5. STAFF

The busiest period of the year for the Seewerft will be from May to September. This is why, we decided to distinguish between summer and winter season.

5.1. STAFF – SUMMER

During summer, from 15th May to 15th September, the Seewerft is opened daily.

The following shows the working schedule for summer:

	no. of employees	working time
BAR	3	Employee 1: 9 ⁰⁰ - 17 ⁰⁰ Employee 2: 14 ⁰⁰ - 22 ⁰⁰ Employee 3: 11 ⁰⁰ – 14 ⁰⁰ & 18 ⁰⁰ & 21 ⁰⁰
SERVICE	4	Employee 1: 9 ⁰⁰ - 17 ⁰⁰ Employee 2: 14 ⁰⁰ - 22 ⁰⁰ Employee 3: 11 ⁰⁰ – 15 ⁰⁰ & 17 ⁰⁰ & 21 ⁰⁰ Employee 4: 11 ⁰⁰ – 15 ⁰⁰ & 17 ⁰⁰ & 21 ⁰⁰
KITCHEN	2	Employee 1: 10 ⁰⁰ – 14 ⁰⁰ & 17 ⁰⁰ - 21 ⁰⁰ Employee 2: 12 ⁰⁰ - 20 ⁰⁰

Chart 1: Summer Staff

Assuming that the employees work 5 days and 40 hours a week, the calculated minimum manning is 15 employees.

As personnel expenses are high, we would recommend employing temps, for example students with bar/service skills who are looking for a flexible summer job, during the summer period. The temps cover the working hours of employee 3 of the bar and employees 3 and 4 of the service department. They only work when it is expected to be a busy day. In case of bad weather these 3 employees do not have to work.

5.2. STAFF – WINTER

It is expected that the workload will be less during winter, 16th September to 14th May. This is why in winter the Seewerft is opened only 3 days a week and therefore less employees than in summer are needed. Moreover, the Seewerft will be closed on some weekends during winter, as well as over Christmas.

The following shows the working schedule for winter:

	no. of employees	working time
BAR	1	Employee 1: 10 ⁰⁰ - 18 ⁰⁰
SERVICE	2	Employee 1: 10 ⁰⁰ - 18 ⁰⁰ Employee 2: 10 ⁰⁰ - 18 ⁰⁰
KITCHEN	1	Employee 1: 10 ⁰⁰ – 18 ⁰⁰

Chart 2: Winter Staff

The minimum manning for winter is 4 employees, employed for 24 hours per week, to operate the Seewerft.

The winter period can be used for the staff members who are employed the whole year to reduce the overtime they made during the summer.

6. EVENT

The event will be invite a jazz band and hold a jazz concert at the restaurant. This event will be a weekly event. The figure right is showing the location of the band. The one of the circles is potential locations for a band. The reasons why we chose these places are there is some possibility to break the instruments because of the water from the lake, and inside of a building could make better sound compare to outside.

Furthermore, the band should be a small size because the restaurant is not so huge, hence 5 people or less is desirable.

This is the idea that inviting the students from the music school in Salzburg as a musician. This idea will decrease the cost of the event.

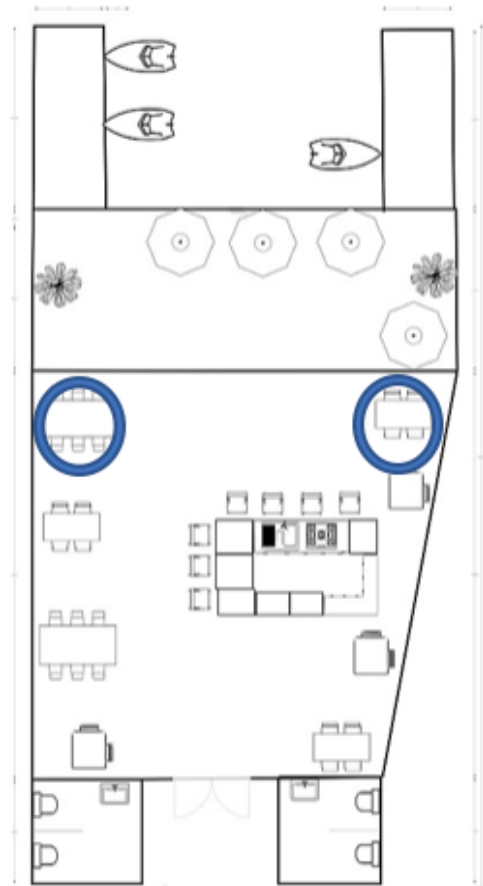


Figure 4: Placement of Jazz Band

7. PRICING

As already mentioned in the section concerning the target audience, we have explained that one specific group targeted is the general public, which includes locals and people from the surrounding area.

In order to attract them, especially during the lower season, we have decided to offer our service at moderate prices, as too high prices would drive them away to cheaper competitors.

Moreover, special offers will be made during winter, in order to attract potential guests.

Here you can see the estimated prices for the food and beverage offer:

Warm Meals (Tacos, Toast & Sandwiches, Wraps)	€ 5,00 – € 11,00
Cold Meals (Salads)	€ 4,00 – € 7,50
Fruit Plates & Healthy Snacks	€ 3,50 – € 12,00
Ice Cream & Cakes	€ 1,50 – € 5,50
Soft Drinks & Hot Beverages	€ 1,30 – € 5,00
Smoothies	€ 3,50 – € 6,00
Cocktails & Local Alcoholic Beverages	€ 5,00 – € 13,00

Chart 3: Price List

8. FOOD & BEVERAGE OFFER

The restaurant will have hot kitchen from 11 am – 2 pm and in summer additionally from 6 pm – 11 pm. Because the kitchen space is limited, there will be weekly changing menus offered to attract not only tourists but also locals to come in a regular base with a varying offer of food.

One special offer is the rentable take-away picnic basket which is completely equipped and prepared to enjoy a wonderful picnic e.g. at a boat trip on lake Mattsee. On payment of a small fee and against pledged items people have the possibility to rent the basket for several hours.

8.1. FOOD OFFER

TACOS

Mexican food is hot and everybody loves it. According to online research, the trend to tacos will ablaze within the next 12 months. Tacos have been all over the social media pages recently. It is a Mexican dish consisting of a folded or rolled tortilla filled with various mixtures, such as seasoned mince, chicken, vegetables or beans.



Figure 5: Tacos

TOASTS AND SANDWICHES

Different variations of sandwiches and toasts, from common to exotic and healthy are being offered. Groceries come from local farmers and offer therefore the best and freshest quality. Examples for the toppings are ham and cheese, bacon and egg, salmon with fresh cheese, mozzarella and tomato, avocado, veggies. Either warm or cold.



Figure 6: Toasts and Sandwiches

WRAPS

Different variations of wraps will be offered, they are easy to prepare and storable, do not need loads of space or time to be ready to serve. Healthy and tasty. Filled with salad, chicken, cheese, different vegetables, egg, fish or ham.



Figure 7: Wraps

SALADS

Focusing on the Mediterranean Cuisine, there will be a great offer of different salads, with and without meat. They are easy and quick to make and are ideal for a nourishing lunch in summer. Such as Greek salad, Caesar salad, Chicken salad, shrimps salad etc.



Figure 8: Salads

HEALTHY SNACKS

Health trends go global rapidly due to social media and the trend of a healthy life itself. It is obvious that the new food trends and hypes are focused on different fruit and vegetable dishes, such as cereals with yoghurt.



Figure 9: Healthy Snacks

ICE CREAM

And of course, there will be an ice cream vitrine. Summer without a cooling and tasty ice cream is not possible. Around 10 exclusive flavours will be offered. E.g.: goat cheese, pumpkin seed oil, alpine caramel, shortbread, pistachio with salt and nutmeg, poppy-seed, cereal etc.



Figure 10: Ice Cream

CAKES

Nothing fits better to a cup of coffee than a slice of cake. Therefore, there will be a cake vitrine with cake variations provided by local pastries. The offer will continuously change according to the seasonal fruits and daily specials.



Figure 11: Cakes

FRUIT PLATES

Perfect snack for hot days with yoghurt dips and nuts. Need to be prepared a la minute and can be refrigerated for a short time period. Easy to make and very appealing. Fruits depend on season and local farmers.



Figure 12: Fruit Plates

8.2. BEVERAGE OFFERS

SOFT DRINKS

The most popular and most consumed non-alcoholic drinks are soft drinks. In our menu, there will be of course a big range of all kinds of soft drink to please the customer's expectations.



Figure 13: Soft Drinks

HOT BEVERAGES

As in every restaurant or bar, the Seewerft offers different coffees, teas and hot chocolates. The milk foam is always decorated with artistic designs to make a normal coffee extra special and modern.



Figure 14: Hot Beverages

SMOOTHIES WITH LOCAL PRODUCTS

Smoothies are all over social media and a huge trend at the moment. Therefore, we will have a great variety of several delicious and healthy smoothies made out of fresh fruits and vegetables from local vendors. There will be green smoothies, breakfast smoothies, energy smoothies and many more. All of them will be served in a mouth-watering way.



Figure 15: Smoothies

COCKTAILS

As we are not only a restaurant but also a bar we offer an exclusive range of different alcoholic and non-alcoholic cocktails in a separate cocktail menu. From classic to the "Mattsee Spezial" will everything be included. Prepared in an extravagant and unique way to impress the guests with every single drink.



Figure 16: Cocktails

LOCAL ALCOHOL BEVERAGES

Not only cocktails are part of our alcoholic drinks but also local wines, beers and liquors. To keep the Austrian charm the variety will be limited but the quality will be high. Austria offers great wines and liquors and especially Salzburg offers delicious beer. Everything will be bought from locals.



Figure 17: Local Alcoholic Beverages

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