Lean Operations Management

Benihana of Tokyo Simulation

Submitted by:

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Challenge 1 : Batching or No Batching

It was found that the decision to batch gave the highest nightly profits with minimal loss of customers. The results were as follows:

Upon detailed analysis of the financial operations, the following was observed :

Challenge 2: Bar/ Dining room seating design

The details are as follows:

Challenge 3: Change dining time

The 3rd challenge looked into changing the dining duration based upon the time of the day. The idea is to maximize asset utilization and throughput by designing optimal customer durations between three dinner times in slots of 5pm-7pm, 7pm – 8pm (peak time) & 8pm-10.30 pm.

Challenge 4: Boost Demand with Advt and Special Programs

The 4th challenge in the simulation is to devise a strategy to boost demand through advertising and special programs. In this case, the following runs were made to arrive at the right strategy:

Challenge 5: Use Different Types of Batching at Different Times

The 5th challenge in the simulation was to use different types of batching at different times. Comprising of three different restaurant timings and four different possible batching combinations under each of these three timings. The data runs carried out for this simulation was as follows:

Challenge 6 Scenarios: Sorted by Nightly Profit

Best Scenario STRATEGY

Best Scenario

Nightly Profit - $

Avg Customers Lost - ……

Utilization - …..%

Adertisement Budget - x normal

Key Learnings

Thank you