

Simr - Restaurant Training Simulation Now Available

November 2, 2014



We are pleased to announce that Simr is now available for use by both industry and education - Simr (The Restaurant Simulation) is the latest addition to our collection of simulation programs. Simr has been developed as a partnership between TSC and Simr, which is managed by Bernard McEvoy and David Martin from Ryerson University. The image shows the signing of the agreement between the two organisations (Left – Bernard McEvoy from Simr, Right – Peter Russell from TSC).

Simr positions industry professionals and students at the helm of a “virtual” restaurant. With the help of our specialised software that replicates real business challenges, participants have the opportunity to create business rules, respond to problems and receive feedback on their decisions. Simr features multiple interrelated modules which include the design and costing of menus, as well as marketing, staffing and all other areas of restaurant operations.

The simulated environment is dynamic, which means the decisions of each Restaurant Management Team (RMT) impacts the operating results in the simulated marketplace. Every decision made within the simulated restaurant will affect restaurant efficiency and its simulated bottom line, just like real-life decisions affect operations and profitability.

Simr is an interactive and dynamic representation of how a restaurant operates. From menu structuring and implementation, to staffing and operations management; participants have an opportunity to examine the ingredients and mechanics of restaurant operations, all with the aim of managing a profitable restaurant operation.

Simr is now available for industry training programs, so please [get in touch](#) with us to discuss this further.

Simr is also available for educational use, so please [get in touch](#) with us to discuss using the simulation as part of your college or university program.

Further information on Simr can be found on our [products](#) page.