

FINANCIAL & COMMERCIAL MASTERY

MODULE 11

Menu Engineering & Treatment Development

Your menu isn't a list of treatments. It's a commercial tool — design it like one.

What You'll Learn

Lesson 1

Menu Psychology & Design

Lesson 2

Treatment Development

LESSON 1

Menu Psychology & Design

- The paradox of choice: why fewer options drive more bookings
- Strategic positioning: where guests look first on a menu
- Descriptive language that sells outcomes, not processes
- Photography, layout, and the silent salesman

Treatment Development

- Creating signature treatments that become your brand
- Seasonal and limited-edition treatments that create urgency
- Developing treatments from concept to launch
- Costing a treatment: time, product, labour, margin

KEY CONCEPT



A menu designed by therapists lists treatments. A menu designed by a commercial leader sells experiences.

PRACTICAL EXERCISE

Apply What You've Learned

Audit your current menu against the menu psychology principles. Design a signature treatment from concept through to costing and launch plan. Restructure one section of your menu to optimise guest choice.

LEARNING OUTCOMES

By completing this module, you will be able to:

- 1 Apply menu psychology to treatment menu design
- 2 Develop a signature treatment from concept to commercial launch
- 3 Cost treatments accurately including all direct and indirect costs
- 4 Design seasonal campaigns around limited-edition offerings

Required Submissions

Menu Audit

Annotated analysis of current menu with redesign recommendations.

Signature Treatment Launch Plan

Complete concept-to-market plan including costing, pricing, and marketing.

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Module 11 Complete

Next: Module 12