



### C. Porcentajes de los Resultados

	<i>ESPECIALIDAD</i>	<i>SIN ESPECIALIDAD</i>	<i>CASEROS</i>	<i>COMIDA RÁPIDA</i>	<i>CAFETERÍAS</i>	<i>CAFÉS</i>
	rango	rango	rango	rango	rango	rango
Cheque promedio	\$50-\$400	\$35-\$300	\$20-\$90	\$35-\$70	\$30-\$46	\$30-\$60
Número de platillos	20 - 120	30 - 132	4 - 30	6 - 22	8 - 38	
Número de cafés						6 - 28
Idioma carta						
<b>ENTRADA</b>						
Clientes independiente al personal	60.0%	55.6%	0.0%	40.0%	45.5%	21.7%
Para clientes y personal	40.0%	44.4%	100.0%	60.0%	54.5%	78.3%
Guardarropa	22.2%	4.4%	0.0%	0.0%	0.0%	0.0%
Percheras	44.4%	17.8%	0.0%	0.0%	0.0%	0.0%
Sala de espera	37.8%	35.6%	0.0%	0.0%	0.0%	0.0%
- con bar	15.6%	8.9%	0.0%	0.0%	0.0%	0.0%
- con servicio de café y té	8.9%	11.1%	0.0%	0.0%	0.0%	0.0%
<b>ACCESO AL RESTAURANTE</b>						
Sin reservación	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Solamente con reservación	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Con posibilidad a reservación	73.3%	40.0%	33.3%	2.2%	0.0%	30.4%
<b>CARTA Y MENÚ</b>						
Menú infantil	33.3%	31.1%	0.0%	2.2%	0.0%	0.0%
Comida corrida	17.8%	17.8%	33.3%	0.0%	31.8%	0.0%
Sugerencias del día o del chef	71.1%	31.1%	0.0%	0.0%	0.0%	0.0%
<b>Carta de bebidas</b>						
- Aperitivos	73.3%	33.3%	0.0%	2.2%	0.0%	8.7%
- Vinos de mesa	68.9%	40.0%	0.0%	13.3%	0.0%	8.7%
- Vinos espumosos	53.3%	26.7%	0.0%	0.0%	0.0%	0.0%
- Champagnes	42.2%	20.0%	0.0%	0.0%	0.0%	0.0%
- Licores/cremas	73.3%	33.3%	0.0%	0.0%	0.0%	26.1%
- Coñacs	80.0%	42.2%	4.4%	4.4%	0.0%	26.1%
- Whiskys	82.2%	42.2%	8.9%	4.4%	0.0%	39.1%
- Ginebras	80.0%	35.6%	0.0%	2.2%	0.0%	13.0%
- Vodkas	82.2%	42.2%	11.1%	2.2%	0.0%	39.1%
- Brandys	82.2%	42.2%	13.3%	4.4%	0.0%	43.5%
- Roncs	84.4%	42.2%	11.1%	2.2%	0.0%	34.8%
- Cervezas	91.1%	86.7%	35.6%	37.8%	0.0%	52.2%
- Cócteles	80.0%	33.3%	6.7%	2.2%	0.0%	30.4%
- Tequilas	80.0%	42.2%	13.3%	4.4%	0.0%	43.5%
- Jerez	73.3%	17.8%	0.0%	0.0%	0.0%	0.0%
- Oportos	73.3%	15.6%	0.0%	0.0%	0.0%	0.0%
Bebidas sin alcohol	97.8%	93.3%	100.0%	100.0%	100.0%	100.0%
<b>Plato principal con</b>						
- Menos de 3 variaciones	6.7%	0.0%	0.0%	4.4%	0.0%	0.0%
- Más de 3 variaciones	28.9%	35.6%	0.0%	13.3%	0.0%	13.0%
- Más de 6 variaciones	64.4%	31.1%	0.0%	82.2%	0.0%	82.6%



Platillos acordes al lugar	82.2%	91.1%	95.6%	100.0%	100.0%	95.7%
Cava	20.0%	8.9%	0.0%	0.0%	0.0%	0.0%
<b>Sistema para tomar la orden</b>						
- Memoria	0.0%	6.7%	62.2%	51.1%	18.2%	8.7%
- Block de notas	22.2%	28.9%	33.3%	24.4%	27.3%	69.6%
- Comandas	66.7%	62.2%	4.4%	22.2%	4.5%	13.0%
- Sistema electrónico	8.9%	2.2%	0.0%	0.0%	0.0%	0.0%
<b>Horario:</b>						
- 24 horas	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Desayunos	42.2%	80.0%	97.8%	37.8%	100.0%	73.9%
- Comidas	100.0%	97.8%	100.0%	100.0%	100.0%	100.0%
- Cenas	91.1%	71.1%	44.4%	93.3%	63.6%	100.0%
<b>TIPO DE SERVICIO</b>						
A la mesa	40.0%	48.9%	95.6%	95.6%	45.5%	100.0%
- Americano	55.6%	42.2%	0.0%	0.0%	0.0%	0.0%
- Francés	4.4%	8.9%	0.0%	0.0%	0.0%	0.0%
A la mesa c/ modalidades de autoservicio	2.2%	0.0%	0.0%	2.2%	0.0%	0.0%
Autoservicio	4.4%	0.0%	0.0%	0.0%	54.5%	4.3%
Para llevar	40.0%	66.7%	84.4%	88.9%	95.5%	91.3%
Banquetes	44.4%	13.3%	0.0%	0.0%	0.0%	0.0%
Buffet	33.3%	6.7%	4.4%	4.4%	0.0%	0.0%
De pie	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Entrega a domicilio	31.1%	17.8%	0.0%	24.4%	0.0%	0.0%
<b>BAÑOS</b>						
Independientes del personal	55.6%	35.6%	0.0%	4.4%	0.0%	0.0%
Compartidos con el personal	44.4%	60.0%	88.9%	77.8%	95.5%	100.0%
- Independientes hombres – mujeres	91.1%	88.9%	33.3%	37.8%	63.6%	69.6%
- Mismo para ambos sexos	6.7%	8.9%	55.6%	44.4%	31.8%	30.4%
<b>El baño para el personal cuenta con:</b>						
- Vestidores	20.0%	22.2%	0.0%	0.0%	0.0%	0.0%
- Baños con regadera	15.6%	2.2%	0.0%	0.0%	0.0%	0.0%
<b>El baño para clientes cuenta con:</b>						
Secador eléctrico	26.7%	22.2%	0.0%	0.0%	0.0%	26.1%
<b>Toallas de:</b>						
- Papel	88.9%	97.8%	57.8%	75.6%	95.5%	95.7%
- Tela	4.4%	0.0%	28.9%	4.4%	0.0%	4.3%
<b>Jabón:</b>						
- Líquido	95.6%	77.8%	46.7%	62.2%	95.5%	100.0%
- Barra	2.2%	20.0%	42.2%	17.8%	0.0%	0.0%
Crema	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%
Pañuelos faciales	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%
Toallas sanitarias	8.9%	2.2%	0.0%	0.0%	0.0%	0.0%
Migitorios	55.6%	46.7%	0.0%	0.0%	0.0%	0.0%
Cambia bebes	26.7%	28.9%	0.0%	2.2%	0.0%	0.0%
Sistema de extracción de olores	53.3%	31.1%	0.0%	0.0%	0.0%	0.0%
<b>Aromatizantes:</b>						
- En barra	24.4%	13.3%	0.0%	0.0%	13.6%	0.0%
- Automatizado	33.3%	28.9%	0.0%	0.0%	0.0%	0.0%
- Spray	15.6%	17.8%	0.0%	11.1%	36.4%	30.4%
- Líquido	11.1%	24.4%	0.0%	0.0%	0.0%	13.0%



<b>Empleado en los baños:</b>						
- Tiempo completo	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%
- Horas pico	35.6%	26.7%	0.0%	0.0%	0.0%	0.0%
lavamanos a la vista del cliente	0.0%	0.0%	2.2%	15.6%	0.0%	0.0%
<b>SERVICIOS</b>						
Área de fumar	42.2%	28.9%	0.0%	0.0%	0.0%	0.0%
Área de no fumar	42.2%	26.7%	0.0%	0.0%	0.0%	0.0%
Internet	6.7%	2.2%	0.0%	0.0%	0.0%	21.7%
Calefacción	11.1%	2.2%	0.0%	0.0%	0.0%	0.0%
Aire acondicionado	35.6%	26.7%	0.0%	0.0%	0.0%	0.0%
Ventiladores	42.2%	35.6%	6.7%	6.7%	18.2%	8.7%
Guardería	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Música:</b>						
- En vivo	20.0%	11.1%	0.0%	0.0%	0.0%	30.4%
- Grabada	86.7%	84.4%	13.3%	35.6%	18.2%	95.7%
- Video grabada	4.4%	2.2%	0.0%	0.0%	0.0%	0.0%
- Radio	0.0%	8.9%	37.8%	40.0%	18.2%	0.0%
<b>Televisión:</b>						
- De paga	42.2%	28.9%	0.0%	4.4%	0.0%	4.3%
- Abierta	4.4%	33.3%	62.2%	51.1%	68.2%	8.7%
Terraza	37.8%	37.8%	0.0%	2.2%	13.6%	56.5%
Jardines	11.1%	15.6%	0.0%	2.2%	0.0%	4.3%
Salones privados	22.2%	17.8%	0.0%	0.0%	0.0%	0.0%
Pista de baile	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ESTACIONAMIENTO</b>						
Propio	53.3%	66.7%	0.0%	44.4%	59.1%	30.4%
Rentado	8.9%	2.2%	0.0%	0.0%	0.0%	0.0%
Valet parking	46.7%	24.4%	0.0%	0.0%	0.0%	0.0%
Cuidador de automóviles	22.2%	20.0%	0.0%	0.0%	0.0%	4.3%
<b>EMERGENCIA</b>						
- Salida extra	62.2%	64.4%	6.7%	24.4%	59.1%	47.8%
- Salida para el personal de cocina	42.2%	28.9%	0.0%	6.7%	9.1%	0.0%
- Señalamientos	71.1%	53.3%	0.0%	2.2%	18.2%	4.3%
- Extintores	93.3%	82.2%	0.0%	2.2%	0.0%	0.0%
- Manguera de agua	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>PERSONAL</b>						
- Familia	2.2%	6.7%	66.7%	28.9%	18.2%	4.3%
- Tiempo completo	93.3%	91.1%	84.4%	100.0%	95.5%	60.9%
- Medio tiempo	8.9%	6.7%	2.2%	0.0%	4.5%	39.1%
- Turnos quebrados	17.8%	8.9%	0.0%	0.0%	0.0%	0.0%
con experiencia	75.6%	71.1%	24.4%	66.7%	18.2%	21.7%
<b>Estudios:</b>						
- Primaria	24.4%	26.7%	0.0%	0.0%	4.5%	0.0%
- Secundaria	64.4%	51.1%	0.0%	0.0%	9.1%	0.0%
- Preparatoria	13.3%	4.4%	0.0%	0.0%	4.5%	4.3%
- Técnico	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Licenciatura	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Manejo de idiomas	20.0%	8.9%	0.0%	0.0%	0.0%	0.0%
<b>Capacitación:</b>						
- Al ingresar	73.3%	51.1%	2.2%	46.7%	40.9%	69.6%



- Continúa	44.4%	17.8%	0.0%	0.0%	0.0%	0.0%
- Esporádica	2.2%	11.1%	0.0%	0.0%	0.0%	0.0%
<b>Cuenta con:</b>						
- Capitán de meseros	51.1%	42.2%	0.0%	0.0%	0.0%	0.0%
- Meseros	97.8%	100.0%	40.0%	48.9%	27.3%	95.7%
- Mandiles	11.1%	11.1%	0.0%	0.0%	0.0%	0.0%
- Garroteros	17.8%	8.9%	0.0%	0.0%	0.0%	0.0%
- Maitre	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
- Somelier	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
- Hostess	31.1%	33.3%	0.0%	0.0%	0.0%	0.0%
- Chef	68.9%	44.4%	0.0%	0.0%	4.5%	0.0%
- Cocineros	100.0%	100.0%	100.0%	100.0%	100.0%	34.8%
- Ayudantes de cocina	100.0%	84.4%	28.9%	11.1%	40.9%	0.0%
- Lavalozas	97.8%	84.4%	4.4%	20.0%	31.8%	0.0%
- Mostrador	0.0%	0.0%	2.2%	28.9%	27.3%	13.0%
- Personal administrativo	46.7%	42.2%	0.0%	0.0%	0.0%	0.0%
- Personal de limpieza	57.8%	55.6%	0.0%	0.0%	0.0%	0.0%
<b>UBICACIÓN</b>						
- Centros comerciales	11.1%	8.9%	2.2%	22.2%	36.4%	30.4%
- Centros de ciudad	37.8%	22.2%	31.1%	20.0%	0.0%	26.1%
- Zonas turísticas	0.0%	2.2%	28.9%	0.0%	0.0%	17.4%
- Calles con gran afluencia	51.1%	53.3%	31.1%	48.9%	36.4%	26.1%
- Estacionamientos	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
- Colonias populares	0.0%	6.7%	0.0%	8.9%	0.0%	0.0%
- Cerca de escuelas o trabajos	0.0%	6.7%	26.7%	0.0%	27.3%	0.0%
<b>MOBILIARIO</b>						
Popular	4.4%	13.3%	55.6%	46.7%	22.7%	0.0%
Comercial	75.6%	71.1%	17.8%	51.1%	77.3%	91.3%
Selecto	20.0%	15.6%	26.7%	2.2%	0.0%	8.7%
<b>MESAS Y SILLAS</b>						
<b>Espacio:</b>						
- Restringido	33.3%	33.3%	95.6%	93.3%	77.3%	91.3%
- Amplio	62.2%	66.7%	4.4%	6.7%	22.7%	8.7%
Popular	4.4%	13.3%	55.6%	37.8%	22.7%	0.0%
Comercial	73.3%	71.1%	17.8%	60.0%	77.3%	91.3%
Selecto	20.0%	15.6%	26.7%	2.2%	0.0%	8.7%
<b>BARRAS</b>						
<b>Barra de alimentos:</b>						
- Terminados comerciales	11.1%	13.3%	22.2%	77.8%	81.8%	13.0%
- Terminados selectos	2.2%	0.0%	28.9%	0.0%	4.5%	0.0%
<b>Barra de bebidas:</b>						
- Terminados comerciales	40.0%	17.8%	0.0%	2.2%	0.0%	60.9%
- Terminados selectos	15.6%	11.1%	2.2%	0.0%	0.0%	0.0%
<b>BLANCOS</b>						
<b>Mantel mesa:</b>						
- Popular	8.9%	8.9%	26.7%	17.8%	18.2%	0.0%
- Comercial	57.8%	57.8%	22.2%	20.0%	9.1%	8.7%
- Pedido exclusivo	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Servilletas</b>						
- Popular	46.7%	62.2%	93.3%	100.0%	95.5%	100.0%



- Comercial	51.1%	40.0%	0.0%	2.2%	0.0%	0.0%
- Pedido exclusivo	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Mantel individual</b>						
- Popular	0.0%	4.4%	2.2%	2.2%	0.0%	4.3%
- Comercial	13.3%	11.1%	4.4%	2.2%	0.0%	0.0%
- Pedido exclusivo	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Montaje de mesas</b>						
- Mantel	71.1%	57.8%	46.7%	35.6%	22.7%	8.7%
- Cubre mantel	60.0%	44.4%	6.7%	6.7%	9.1%	8.7%
- Mantel individual	13.3%	11.1%	0.0%	0.0%	0.0%	0.0%
- Plástico	0.0%	0.0%	4.4%	6.7%	9.1%	0.0%
- Molletón	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>LOZA</b>						
- Cubrefuentes	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
- Plato base	57.8%	26.7%	0.0%	0.0%	0.0%	0.0%
- Un tipo para cada tiempo	91.1%	86.7%	42.2%	0.0%	54.5%	4.3%
Popular	0.0%	11.1%	64.4%	80.0%	54.5%	4.3%
Comercial	88.9%	64.4%	33.3%	11.1%	45.5%	95.7%
Selecto	4.4%	22.2%	2.2%	0.0%	0.0%	0.0%
<b>PLAQUÉ</b>						
Popular	31.1%	35.6%	46.7%	13.3%	68.2%	34.8%
Comercial	66.7%	53.3%	31.1%	26.7%	31.8%	65.2%
Selecto	2.2%	11.1%	0.0%	0.0%	0.0%	0.0%
<b>CRISTALERÍA</b>						
Popular	4.4%	11.1%	17.8%	4.4%	22.7%	0.0%
Comercial	93.3%	82.2%	64.4%	31.1%	72.7%	100.0%
Selecto	2.2%	6.7%	0.0%	0.0%	0.0%	0.0%
<b>DECORACIÓN</b>						
Popular	15.6%	17.8%	37.8%	46.7%	36.4%	13.0%
Comercial	51.1%	46.7%	33.3%	15.6%	4.5%	47.8%
Selecto	28.9%	26.7%	0.0%	0.0%	0.0%	26.1%
<b>PISO</b>						
Popular	2.2%	8.9%	11.1%	4.4%	0.0%	0.0%
Comercial	75.6%	84.4%	88.9%	95.6%	100.0%	87.0%
Selecto	22.2%	8.9%	0.0%	0.0%	0.0%	8.7%
<b>CARTA Y MENÚ</b>						
<b>Presentación del menú:</b>						
- Carta	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Popular	4.4%	17.8%	2.2%	8.9%	9.1%	0.0%
Comercial	84.4%	75.6%	24.4%	35.6%	18.2%	82.6%
Selecto	8.9%	6.7%	8.9%	0.0%	0.0%	17.4%
- Display	2.2%	2.2%	2.2%	26.7%	27.3%	13.0%
- Pizarra	2.2%	2.2%	20.0%	13.3%	31.8%	4.3%
- Cartelones	0.0%	2.2%	33.3%	26.7%	27.3%	0.0%
<b>ESTACIONES DE SERVICIO</b>						
- Mesas auxiliares	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%
- Tijeras	62.2%	35.6%	0.0%	0.0%	0.0%	0.0%
- Charolas	57.8%	42.2%	0.0%	0.0%	0.0%	0.0%
<b>COCINA</b>						
- Industrial	80.0%	60.0%	6.7%	53.3%	50.0%	13.0%



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- Casera	20.0%	40.0%	93.3%	42.2%	50.0%	26.1%
<b>UNIFORME DEL PERSONAL</b>						
Calidad baja	11.1%	28.9%	0.0%	0.0%	13.6%	21.7%
Calidad mediana	51.1%	37.8%	0.0%	42.2%	36.4%	52.2%
Calidad alta	33.3%	28.9%	0.0%	0.0%	0.0%	0.0%