

## Abstract

This project named “Tom Yum Tuna Sandwich” aims to create alternative for customers to have new menu. This new menu is expected to mix various favour, to add healthy menu for customers and finally to increase sales volume. This project has been studied by gathering information related to favorite menu in the store. The result showed that tuna is the most favorite menu. Therefore tuna, sandwich and Tom Yum are used to create new fusion menu that combines between two nationalities, European and Thai

Tuna Tom Yum Sandwich is also applied to promote in a form of set menu called Combo Set. This includes 1 Tuna Sandwich costed THB38.59, lemon tea and mini salad costed THB 54.09. Selling price are THB 199. Therefore, THB 144.91 are profit per 1 Combo set. From research, customers and staff satisfy with this new menu. This menu is expected to be placed in the store for further benefit gained.

**Keywords:** Food / sales strategy.