**NWACHUKWU FAVOUR**

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**EVENT PRATICAL VIII**

**400LEVEL**

**QUESTION 1**

Restaurants fall into several industry classifications, based upon menu style, preparation methods and pricing, as well as the means by which the food is served to the customer.

**Ethnic restaurants specialize in ethnic or national cuisines.**

**Fast food**

Fast food restaurants emphasize speed of service. Operations range from small-scale street vendors with food carts to multibillion-dollar corporations like McDonald's and Burger King. Food is ordered not from the table, but from a front counter (or in some cases, using an electronic terminal). Diners typically then carry their own food from the counter to a table of their choosing, and afterward dispose of any waste from their trays. Drive-through and take-out service may also be available. Fast food restaurants are known in the restaurant industry as QSRs or quick-service restaurants.

**Fast causal**

Fast casual restaurants are primarily chain restaurants, such as Chipotle Mexican Grill and Panera Bread.[3] More of the food is prepared at the restaurant than is the case at fast food chains. Fast casual restaurants usually do not offer full table service, but many offer non-disposable plates and cutlery. The quality of food and prices tend to be higher than those of a conventional fast food restaurant but may be lower than casual dining.

**Casual dining**

A casual dining restaurant (or sit down restaurant) is a restaurant that serves moderately priced food in a casual atmosphere. Except for buffet-style restaurants, casual dining restaurants typically provide table service. Chain examples include Harvester in the United Kingdom and TGI Fridays in the United States. Casual dining comprises a market segment between fast-food establishments and fine-dining restaurants. Casual-dining restaurants often have a full bar with separate bar staff, a full beer menu and a limited wine menu. They are frequently, but not necessarily, part of a wider chain, particularly in the US. In Italy, such casual restaurants are often called "trattoria", and are usually independently owned and operated.

**Premium casual** restaurants originate from Western Canada and include chains such as Cactus Club Cafe, Earl's and JOEY. Premium casual restaurants are described as upscale fast casual. Similarly to casual dining, they typically feature a dining room section and a lounge section with multiple screens. They are typically found downtown or in shopping districts. Premium casual restaurants carry a wide range of menu options including burgers, steaks, seafood, pizza, pasta and Asian foods.

**Family Style**

**Family style** restaurants are a type of casual dining restaurants where food is often served on platters and the diners serve themselves. It can also be used to describe family-friendly diners or casual restaurants.

**Fine dining** restaurants are full-service restaurants with specific dedicated meal courses. D√©cor of such restaurants features higher-quality materials, with establishments having certain rules of dining which visitors are generally expected to follow, sometimes including a dress code.

Fine dining establishments are sometimes called white-tablecloth restaurants, because they traditionally featured table service by servers, at tables covered by white tablecloths. The tablecloths came to symbolize the experience. The use of white tablecloths eventually became less fashionable, but the service and upscale ambiance remained

**QUESTION 2**

The restaurant industry continues to be a difficult place for entrepreneurs to explore business opportunities, but by understanding common challenges, owners may be able to develop unique strategies to increase their chances of success.

**1. Keeping up with market trends**

Before a potential business owner decides to open a restaurant, he or she must become familiar with the market. In addition, conducting periodic research into current and projected future trends is critical to staying a step ahead of competitors. A comprehensive analysis of existing trends and the viability of similar restaurant ventures in the community is a good way to forecast potential revenue in each quarter.

**2. Having enough capital**

An area where restaurant entrepreneurs can run into big trouble is capital, and specifically, a lack of it. Not having the capital needed to run a business long enough so that it can establish itself can have a negative impact on the longevity of an establishment. Owners should be sure that they have at least enough money to run for the first year, and should have enough resources to cope with unexpected cost increases.

**3. Providing health care coverage**

Individuals who own or operate restaurants also need to factor in health care expenses. Many parts of the 2010 Affordable Care Act have gone into effect. Starting in 2015, the Employer Shared Responsibility Payment provision of the Act stipulates that businesses with more than 50 full-time employees must provide health care coverage, or face financial penalties. Restaurants with 100 or less full-time employees can start purchasing group contracts through state exchanges in 2014. Traditional health insurance companies have begun to offer private exchanges to compete with the state exchanges. Navigating through this process to understand the law and the options is difficult. The National Restaurant Association has a resource center on their website to help. The site is updated frequently with new information and tools to help employers implement these complex rules. Your state restaurant association can also be used as a resource.

**4. Effective inventory management and menu pricing**

Restaurant owners should keep a keen focus on managing expenses. One crucial component of keeping costs low is effectively managing inventory. Those who fail to do so may face unforeseen expenditures and supply overages or shortages throughout peak business periods. People managing the inventory and menu pricing should fine tune the ordering process to limit waste and to continuously monitor fluctuating costs which impact gross profit on menu items. It is very important to know how much ingredients cost, as these expenses can fluctuate. Menu pricing should be as fluid as possible. Frequent and small increases in menu prices are easier to sell to customers than larger more noticeable increases done infrequently.

**5. Hiring permanent and seasonal staff**

Successful restaurant owners know the importance of having the right employees. An organization must be sure to have a good team in place during all seasons, but specifically during times of the year where customer volume increases, like the summer time. Placing greater emphasis on finding and training staff can reduce costs over time and enhance customer service - two significant priorities for owners. There have been continuing efforts by the House and Senate to pass a comprehensive immigration reform bill, which, if passed, will impact restaurants' hiring practices, particularly for seasonal restaurants that have trouble filling all positions with domestic workers. Restaurant operators should make sure they understand existing rules when hiring foreign workers.

**QUESTION 3**

Before Robert Irvine got to work on the failing Big Jim's Bama Q in Hammondville, Ala., he talked with Big Jim himself, who, while no longer the owner of the restaurant, was able to tell Robert stories of a once-successful venture at the barbecue-focused eatery, ultimately proving that the business could be profitable. The new owner of Big Jim's, Daniel Millican, had failed to make the business his own, leaving nearly all of the original leader's menu, decor and practices in place. With time, Daniel had become disconnected from the restaurant after spending much of his time away at his other business, a sawmill, and Robert questioned whether Daniel wanted to be involved going forward. It took Robert and his Restaurant: Impossible¬†team two days and $10,000 to inspire¬† Daniel, overhaul the mismatched design, establish new processes for tuning out authentic barbecue and, in perhaps the most-dramatic update, change the name of the business to simply Bama Q. Read on below to hear from Daniel and his sister-in-law, Carolyn, the former assistant manager of the restaurant, in an exclusive interview and find out how his business is faring today.

The changes that took place after renovation and repairs in Bama q are as follows:

Bama Q is earning almost $1,000 more per week than before its Impossible transformation, and Carolyn notes: "Everyone loves the inside of the restaurant. A lot of people are responding to the floors, the tables, the chicken wire. ‚Ä¶ It feels much more open and welcoming."

While Robert noticed that food might have a tendency to get cold in the old space, Daniel confirms that since the renovation, "I've not heard any complaints about food coming out cold anymore. The food is coming out very quickly."

Daniel says he's now invested in Bama Q, explaining, "After Robert left, it felt like a good revival. I've got passion in it; I'm determined to make it work." Carolyn agrees and notices the difference. "Daniel is dealing with things better as a boss," she says. "He realizes he has to take a stand about the business." She adds, "The time he's spent in the restaurant is a better quality."

As for her role at the restaurant, Carolyn says, "I'm not back in there working ‚Äî still figuring out if I'll jump in with both feet."

**QUESTION 4**

Two restaurants in my area

Ocean basket

Golden eagle spur

Challenges

Challenge #1: Create A Unique Selling Proposition.

Challenge #2: Formulate a 360-Degree Marketing Plan.

Challenge #3: Standardize Branding.

Challenge #4: Offer a Streamlined Menu.

Challenge #5: Staff Effectively.

Challenge #6: Have Enough Start-up Capital.

Good teamwork helps to build morale in the workplace, which makes workers more productive and ultimately improves profits. For restaurants that have excellent teamwork, problem-solving is easier ‚Äî since people with different skills and knowledge will work together to produce a creative solution.

8 Tips for Improving Teamwork in the Restaurant Workplace

1. Encourage Informal Social Events

2. Clarify Roles

3. Specify Goals

4. Reward Excellent Teamwork

5. Don‚Äôt Micro-manage

6. Establish Effective Communications

7. Get Feedback from Everyone

8.HireWisely

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