

CAFFE NERO

ORGANISATIONAL ANALYSIS

LCBB4002

COMMUNITY ENGAGEMENT

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Introduction

This report is about Caffe Nero. Caffe Nero is founded by Gerry Ford in 1997. This report provides information obtain analysis of sector, the size, structure which operates the company and explaining the goals, mission and values. Its identify the customers and what they expect from organisation. It is include a SWOT analysis. It is explanation for one of the role employees, how they been trained and develop. It will content a explanation for a chosen role and what knowledge and skills is need to carry out.

Caffe Nero – Sector, Size and Structure

Caffe Nero is the one of the fastest growing companies in the United Kingdom. They are known for being great people to work for – hardworking and fun loving, yet casual company.

The atmosphere is stylish, casual and European. It reflects the real Italian lifestyle – sitting watching the world go by has almost become a national pastime.

Caffe Nero want to be the best coffee house brand in every market they trade in and will settle for nothing less. They have already firmly established themselves with them customers as the best coffee experience in the country. Caffe Nero has been rated the top coffee house brand in the United Kingdom. They must work every day to keep Caffe Nero a world class brand.

Gerry Ford meant to bring a premium, continental style coffee shop to Great Britain. He wanted it to be truly Italian, serving premium coffee based espresso, fresh high-quality food and to become a neighbourhood gathering spot. In June 1997, Gerry Ford purchased five destinations in London and started to make his vision. Above are the first five stores Soho, Covent Garden, Hampstead, South Kensington and Regent Street. For the first time is moved outside London in 1999 and opening a store in Manchester. The end of 2000, it had 31 stores and become a national brand. Caffe Nero won the Best Company Identity from the British Design Council. The first international store is opened in Turkey in 2007 and also the first Nero Express kiosk, which you can find in main train stations across the UK. In 2009, the international expansion continues in Dubai, in 2012 in Poland and 2013 in Cyprus. Continued to Dublin and Boston in 2014. In 2016 there are 700 stores, with over 5000 employees from 70 different nationalities. In 2017 have opened first couple of stores in Zagreb, Croatia and have 825 coffee houses and 6758 employees. Our Story (Caffe Nero, 2019)

Gerry Ford, Founder and CEO is said: “Since 1997, we have grown one coffee, one customer and one store at a time – always trying to be the best at what we do”.

One of the reasons for Caffe Nero is success lies in them exclusive blend of coffee known throughout the United Kingdom as the “best espresso this side of Milan”. It provides the basis for all of them coffees, ranging from our espresso and cappuccino to late and mocha.

Every Caffe Nero store, while having a distinctly Italian feel, reflects the character of its neighbourhood, making it an inviting place to meet people.

In 2019 there are 1017 Caffe Nero shops in the world. Our Story (Caffe Nero, 2019)

Caffe Nero – Goals, Mission and Values

The goal for the company is to have in all stores fresh highest quality Italian deli food serving with natural ingredients, not only the best coffee. The range includes gourmet sandwiches, fresh salads, pastries and cakes, all unique to Caffe Nero and available for customers to eat-in or takeaway. Deli Menu (2019) Caffe Nero

Protecting the environment is a very important issue to Caffe Nero. Since 2016 they been collecting all of the used coffee grounds from 122 stores in London for processing into fuels which power biomass boilers. They are hoping to launch this nationwide at some point in the near future. From sourcing through to production and paper cup recovery, they are dedicated to having a positive social and environmental impact through the initiatives they lead. Our Ethics (2019) Caffe Nero

Providing the best customer service is their priority, so they aim to have the most friendly and passionate managers and teams. They want to be passionate about coffee and customers and strive to have the best standards in everything they do. (2019) Caffe Nero

Caffe Nero – Customers and what they expect

The customers of the Caffe Nero are all coffee lovers. Caffe Nero is been found as a winner in all criteria of customer satisfaction in research made by Allegra Consumer Group. The customers of the coffee house expect excellent taste of coffee, quick service and good quality of food. Caffe Nero have a lot of customers with special preference like vegan, vegetarian and people with gluten allergies. They expected all of the serving staff to know how to check if the product or milk is suitable for them.

Caffe Nero - SWOT ANALYSIS

The strengths on the Caffe Nero are the strong brand name. Excellent, fresh and quality coffee and food. Caffe Nero is also a business model and it is proved with high quality management. Another strengths to a Caffe Nero is that is located in very good locations like high streets and shopping centres and train stations. Very good reputation among the customers and continuing making a new regular customers with loyalty offers on the new mobile App for paying and collecting stamps for a free hot drinks. Good opportunity for development from trainee barista to store manager just in a year.

The one of the **weaknesses** is waste a lots of food. Caffe Nero policies “doesn’t sell empty shelves”, so is need to be restocking all the time and the cakes and the sandwiches doesn’t have long life, so the wastage is big every evening.

The opportunities upfront of the Caffe Nero is to start selling the brand name so can earn more profit for example can start franchising business.

The threats is a huch competitor in that branch, such as Starbucks and Costa. The upcoming treats for a lot of businesses in United Kingdom like Caffe Nero is economic crisis and financial hardship like present situation in England with Brexit. Another threat which stay in the front of the management is a low pay rate and hard finding a good stuff for a long time.

Caffe Nero - Employees

Caffe Nero is have a 6758 employees at all of the stores and head office in the moment. Caffe Nero is giving a big opportunity to employees to develop a career fast. Over 80% of current Store Managers started out as Baristas. Caffe Nero is all about how behave with each other. Working for Caffe Nero is being part of a family, they care about each other and put effort into getting along and being happy. It is a family where you can be yourself and it is a family that strives for excellence each and every day. Caffe Nero is a team of international, dynamic people and although they work hard, they are supportive to one another and the have lots of fun too.

Trainee Barista
Barista
Shift Leader
Assistant Manager
Manager in Training
Store Manager
Centre of excellence manager – Head Office, Area Manager, Roastery Team

The role of the employees in Caffe Nero is give excellent customer service. The company have a Barista Priorities and Six Steps, which need to be following to leave always a positive impression upon all of the customers. Therefore they must think about how speak, the words the choose and the body language. They must listen the customers and always provide great customer service. This is ensures great customer service at all times. First impressions matter and the appearance give an image of the person and the company. The person attitude should be positive, be confident and make a difference by being helpful , interested, caring towards all customers and colleagues. Body Language is really important as well cause the actions speak louder that words. Eye contact and nodding shows barista is interested, honest and confident. A smile is the most powerful message, as it makes the person and others feel better. Is shows how happy and friendly you are. Standing straight shows you are confident and keep your head comfortably high and in relaxed position. Use open gestures and avoid crossing the arms or putting hands in pockets. The tone of voice is the key instrument to deliver a good customer service. It is not what you say , but how you say it. Career Progression (Caffe Nero,2019)

Caffe Nero – Training and Development

Caffe Nero training starting from a Trainee Barista. First 100 days you need to know your daily responsibility and primary role and this is probationary period. For this first 100 days is have a lot to learn. In the beginning is start with Store Tour, Health and Safety Quiz, Food Safety Quiz and Fire Evacuation. This is all need to be complete before first shift of training. The first step of 100 days course is 20 hours with training which will show the standards for coffee, hot drinks, hot food, iced drinks, sandwiches, soft drinks, cakes, pastries, biscuits, uniform standards, barista priorities, six steps of serving and payment and till procedures. In the end of the training to the required level has been trained to use and clean the following equipment – coffee machine, blender, microwave oven, display fridges, dish washer, bake off oven, fridges and freezer, toaster and ice machine. As well they need to be completed online courses in a Nero Learning Hub - UK Glyn House Managing Director intro to Essential Learning, UK EL Health & Safety and Food

Safety Introduction, UK EL Fire Evacuation, UK EL Allergens for Baristas, UK EL Barista Card Policy Sign Off, UK Barista Book, UK EL Brilliant at the Basics Great Coffee, UK EL Brilliant at the Basics Barista Priorities.

In the next shifts slowly can practise to develop the excellent customer service and knowledge about the role.

This is important to organisation because as the N1 priorities of Caffe Nero is "Customer is King"-the customer always comes before any of other priorities. Learning Plan (Caffe Nero Learning Hub, 2019)

In the appendices on page 7 is attach detailed template training plan for Trainee Barista in first 20 hours.

Caffe Nero - Importance of Shift Leader Role, Skills and Knowledge

To this moment we have found how can develop yourself from Trainee Barista to Barista. Next step on the stairs is to be Shift Leader. Shift Leader is having someone in charge when the manager is not in the store. The daily responsibilities is to arrive on time for opening store, opening and closing the tills, to make a daily orders for coffee and food, security of customers and team and following the maintenance procedures. The Shift Leader as well as making amazing hot drinks, they always need to create a warm, welcoming and friendly atmosphere for customers and the team. The knowledge and skills which need to have every Shift Leader is to be patient, reliable and responsible, friendly, quick absorption and tolerant. Career Progression (Caffe Nero, 2019)

CONCLUSION

Caffe Nero is a very big and fast grow company. Company is give a big opportunity to their employees to develop themselves from Trainee Barista to Head Office positions. From my point of view I am a part of big and supporting family.

APPENDICES**TRAINING PLAN TEMPLATE**

<u>Training Name:</u>	<u>Time: hours</u>	<u>Training Type:</u>
Svetlana Gogeva	20hours	Learning, Practice

Training Goals

1. Hot Drinks & Coffee, Iced Drinks
2. Hot Food, Sandwiches , Cakes, Pastries and Biscuit
3. Coffee Machine, Blender, Microwave Oven, Display fridges, Grinder, Dish washer, Toaster, Bake off oven, Fridge and Freeze, Ice machine
4. 6 Steps of Service
5. Uniform Standards
6. Payment & Till Procedures

Results

- Six Step
- Barista Priorities
- Follow Golden Rules
- Health & Safety Guidelines
- Fire Evacuation
- Alcohol Awareness (Airport Only)

Certificate Skills Covered

- UK Glyn House Managing Director intro to Essential Learning
- UK EL Health & Safety and Food Safety Introduction
- UK EL Fire Evacuation
- UK EL Allergens for Baristas
- UK EL Barista Card Policy Sign Off
- UK Barista Book
- UK EL Brilliant at the Basics Great Coffee

- UK EL Brilliant at the Basics Barista Priorities

Time/ Lenght	Section Goals/ Results	Description	Equipment and Material	Comments
6hour	Hot Drinks & Coffee, Iced Drinks	Get to know how to prepare all drinks in the menu	Coffee, milk, blender, grinder, coffee machine	Good
1hour	Hot Food, Sandwiches, Cakes, Pastries and Biscuit	Get to know all of the food is selling in the store.	Walk to walk in store	Good
2hour	Coffee Machine, Blender, Microwave Oven, Display fridges, Grinder, Dish washer, Toaster, Bake off oven, Fridge and Freeze, Ice machine	How to use the equipment		Good
9hour	Serve	Serving the customers by yourself	Till and coffee machine.	Good
1hour	Till Procedures	Epos Tills cash handling procedures	Till	Good
1hour	Online E-learning Exams	UK Glyn House Managing Director intro to Essential Learning UK EL Health & Safety and Food Safety Introduction UK EL Fire Evacuation UK EL Allergens for Baristas UK EL Barista Card Policy Sign Off UK Barista Book UK EL Brilliant at the Basics Great Coffee UK EL Brilliant at the Basics Barista Priorities	Laptop and Wi- fi connection	Good

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