

BMGM6000

Analysis and Review of Operation Process

Introduction to company

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Today's Objectives

- Discuss the concept of company
- Identify and explain the goals of company
- Analyse a restaurant service or products

Recap

What did we discuss last week?

Assignment Reminder

Draft date: **Thursday 9th November 2026 - 5pm**

Submission date: **Thursday 14th January 2027 -23:59**

Do you have any question(s) about your assignment?

Concept of company

Activity (15 minutes)

- How would you define a company in your own words?
- Why do you think it is important for gastronomy students to learn about companies and how they operate?
- Why should future gastronomy professionals care about the role of companies in the industry?

Concept of company

Company:

A collection of functions or departments that work together to bring a particular good or service to the market.

Broadly, there are Types of Companies and their Business Services.

Concept of company

Types of Company:

Identify and discuss the major types of companies. What types of services do they typically provide in business, and how do these services differ across the company types?

Concept of company

Major Types of Companies:

1. Sole Proprietorship: This is a business owned and operated by one individual.

- Flexible
- Target niche markets
- Personal service
- Produce goods or services directly to customers. For example, restaurants, small retail shops, freelance consulting.

Concept of company

Major Types of Companies:

2. Partnership: business owned by two or more individuals who share responsibility and profits.

- Common in professional services (e.g., law firms, accountancy practices, medical practices) where expertise is pooled.
- Provides advisory, consultancy, or specialised solutions.

Concept of company

Major Types of Companies:

3. Corporation (Limited Company): a legal entity separate from its owners, offering limited liability to shareholders.

- Wide-ranging, from manufacturing and finance to hospitality and technology.
- Produce large-scale
- Offers structured services or products
- Formal governance and industry compliance.

Concept of company

Major Types of Companies:

4. Cooperative (Co-op): business owned and democratically controlled by its members (workers, consumers, or producers).

- Supplies goods or services for the benefit of members. Example: retail (e.g., food co-ops), agriculture, housing, or financial services (credit unions).
- Affordable
- Community benefit, and shared value.

Concept of company

Company:

Based on the discussion of major types of companies, where would you classify gastronomy companies, and why? (10 minutes)

Concept of company

Company:

A company's closest competitors or rivals are those that serve the same basic customer needs. For example, carbonated drinks, fruit punches, and bottled water are close substitutes because they meet the same basic customer needs for non-alcoholic, refreshing beverages.

Concept of company

Company:

In the footwear companies, Nike main competitors include: Adidas, Puma, Skechers etc.



Concept of company

Company:

In the **non-alcoholic beverage companies**, coca cola main competitors:
Pepsico, Keurig Dr Pepper etc.



Concept of company

Case Study: Fast Food Operations in the Gastronomy Industry (1 hour)

Your task is to investigate and compare two major fast food companies: **Five Guys** and **McDonald's**.

This case study will help you understand how large-scale gastronomy businesses organise their operations and compete in the market.

Instructions:

- Explain the nature of business of Five Guys and McDonald's.
- Identify the main departments within each company and explain their key functions.
- Examine the menu of each brand. Consider variety, pricing, health considerations, and any regional/local menu adaptations.
- Identify their competitors and justify.

Prepare a short individual presentation comparing Five Guys and McDonald's, highlighting similarities, differences, and key insights for gastronomy professionals.

Concept of company

Company goal:

The **major goal of companies** is to pursue strategies that result in profit growth and also sustained profitability.

Activity to be shared next Wednesday:

Identify and discuss the mission, major goals and strategy of:

- Five Guys
- McDonald's

Recap

What did we discuss today?

Recap

What did we discuss today?

- ✓ Meaning of company.
- ✓ Company goals.
- ✓ Restaurants departments and their functions
- ✓ Restaurant menu analysis

Any Questions?

Next Week...

Report Workshop **Organisational Structure: Leader VS Manager**

Thank You For Joining

See you next week!

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