

Assessment No₁

Community Engagement-LCBB4000

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Buisness Management

Forosigan Loredana Sorina-1816249

Lecturer Christopher Mafuva

N.O.T UK LTD-CAFÈ 1001

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N.O.T UK LTD-CAFÈ 1001



1.Introduction

Café 1001 it is a coffe shop,club,bar and bbq under de management of N.O.T UK LTD established in 2000.

It is located in the Brick Lane area , pedestrianised Dray Walk of the Old Truman Brewery complex, being considered the heart of the place,because had a free access to Vintage Market all week,also on weekend Food Market it is open where cam a lot off visitators.

Nearby is the area where the flower market is held on Sunday, which also favors the development of the brick lane area through the multitude of tourists who retire to Caffè 1001 to enjoy its services, breakfast, fresh juices, cakes and pastries of the house and not last for the tasty coffee.

All of these can be served in one of the cafe's locations as well as outside it, where there are specially arranged places for admiration and relaxation in the open air.

Caffe 1001 covers an area of 1500sqm and a height of 3.5 meters with a capacity of 300 persons in the back room and around 140 persons in front.

Due to the space and the individual compartmentation, parties, film presentations, meetings and many other activities can be organized.

For a smooth functioning of the business the management is guided by certain objectives such as: customer satisfaction, sales growth, profit, permanent maintenance in the top.

In the location agreement were performed the activity of artists known from the present moment as the famous Ed Sheeran at the early age of 17, as well as others: Medlar, Huxley, Greg Wilson, Dj Pierre performing in the club room.

The location has a high performance sound system which allows you to organize live music performances.

During each evening of the week in the two halls runs from jazz music in the first part of the day to rock, techno and dj mixes at the weekend.



It works on the basis of a free entrance in the proportion of 80-90% of the cases, so when private rentals are desired, they benefit from the bar staff, the security provided and the cleaning.

In the premises are distributed 4 bathrooms for men and women, 2 being located in the club room and 2 in front where there is also one for people with

disabilities.



Thanks to all the performances that have been organized starting from film presentations, live music dance performances and artistic exhibitions the venue has earned the right to leave the usual bar, being cataloged by the diversity of entertainments.

2.Discusion

Caffe 1001 is composed of a staff of 25-30 people, being organized hierarchically: 1manager general, 4manager shift, 2 supervisors on a night shift, 2 people for the kitchen, 2 persons for the bbq, 1 person for the supply, 3 persons for the cleaning, 8 barmen, 2 event organizers and 2 sound engineers that make it possible for the premises to function properly due to their activity.

Each person is instituted by specialized persons following training courses such as: coffee preparation course, barman course, personal license, healthy and safty, first aid, in order to be able to offer the client the services required by the government.

Manager is the person who is incharge with all the staff in organisation.

A good manager has the ability to withstand stress in the workplace, whether it is from the client or the management, has the authority and responsibility towards the premises and not least the operating knowledge of the computer, also holds the function of planning, organizing, commanding, coordinating and controlling of the organisation.

A clear example of Caffè 1001 is its reorganization by planning within which the manager decided what will be done, how it will be done, when it will be done and by whom, to organize the personnel and also to take into account the needs of each one.

It is then proceeded by taking over the planning order in order to fulfill it, being subjected to the coordination process in order to reach a common denominator reaching the goal.

Finally, the manager takes control by verifying the works, if they came out in line with what was planned based on a performance threshold and at the same time being prepared to correct the deviations that will occur.

To be a good manager it is necessary to follow specialized courses and obtain a license for both the sale of alcoholic beverages and for those of the kitchen after which techniques and strategies will be acquired in order to obtain the desired results, this training are: Health and Safety, First aid and Award for Personal Licence Holders (APLH).

3. SWOT Analysis

The SWOT analysis is based on the strengths and weaknesses of the organization, which are represented by internal factors over which control can be held while external factors cannot be controlled being determined by opportunities and threats.

The strengths, in the café 1001 as manager is very well communicated with customers and with the staff being thus possible to obtain results based on marketing.

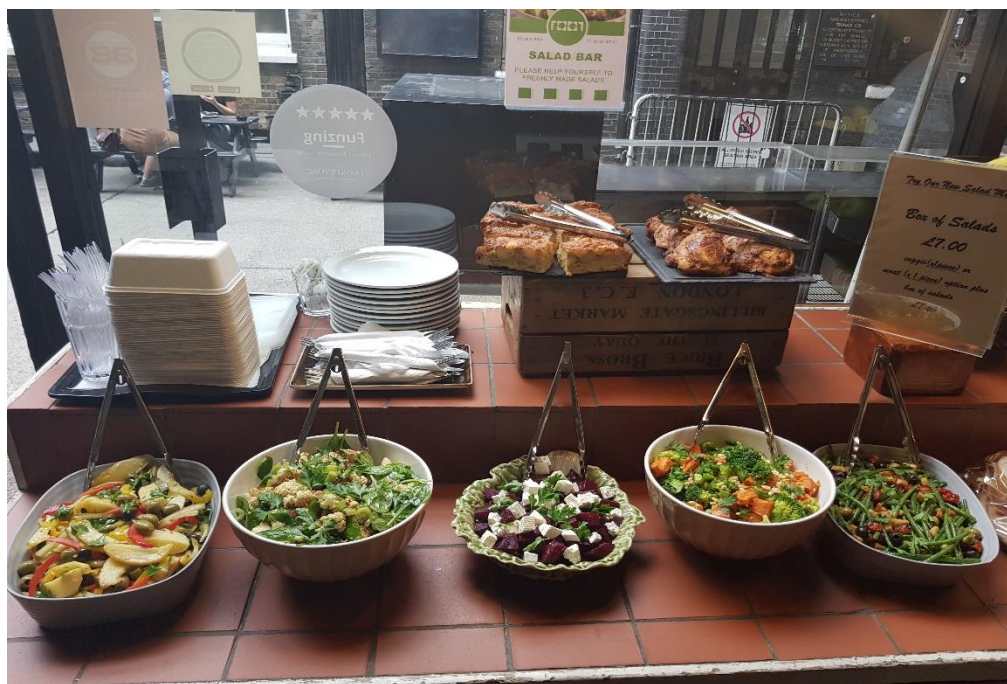
The weaknesses in the organization are represented by the fact that it is desired to carry out several tasks which leads to the stress of the manager in a case that would not be able to complete them all.

As an opportunity the general manager will be on vacation for 2 weeks and all the duties will be returned to the shift manager who in turn will be able to assert himself in what is specialized.

Threats, being about the period of leave in the cafeteria, there is a lack of staff, an act that overloads the manager affecting his activity and lack of concentration in his acts.

4.Conclusion

Based on the material, the cafe 1001 is listed as a central point of Old Truman Brewery with serving points both inside and outside it, customers can choose from a variety of breakfast, pastry as well as lunch and bbq Also, you can relax on the musical rhythms every night in one of the 2 rooms, both on live music and on the mixes of some DJs.



Lunch



Sandwiches

5. Referencing

https://www.mindtools.com/pages/article/newTMC_05_1.htm Accessible on 08.08.2019

<https://trumanbrewery.com/cgi-bin/venue2.pl?sub=&rID=3247> Accessible on 08.08.2019

<http://www.cafe1001.co.uk/about.html> Accessible on 08.08.2019

6. Appendices

Gantt chart

Activity	Week1	Week2	Week3	Week4
Health and Safety	2 people		2 people	
First aid		2 people		4 people
Award for Personal Licence Holders(APLH).	1 people			1 people