

BMGM4005

Produce Provenance & Sourcing

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Executive Summary

For many years, Bwyty Trinity restaurant has operated with remarkable success. A strategy would need to be developed by the restaurant for their approaching event—Christmas day. As the main course, the restaurant has selected turkey, salmon, and veggies. Additionally, the business would provide welcoming beverages and petit fours. The restaurant would obtain its ingredients at a lower cost without compromising quality. The nicest hospitality ever would be provided for around 1000 sterling for each person. The restaurant could have made some changes to its original concept, but that would have diminished the value of the dining experience. After deducting all of its costs, the restaurant would still make a profit. The restaurant's biggest success would come from building a long-lasting brand and client base.

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Introduction

It takes a lot of commitment and integrity to plan and carry out a new project successfully. Strategic planning (SP) is one of the most popular management approaches in contemporary firms (George, Walker, and Monster, 2019). The Bwyty Trinity restaurant must develop a solid strategy for their approaching task—Christmas day. The food that shall be served and the sources for the items are specified in this report. The report also provides a defense of the specific decorator and supplier. The restaurant's costing and pricing plan are laid out, but they are free to alter or adjust the value. Finally, several recommendations for the future have been made to improve the company's standing in the neighborhood.

Menu & Ingredients

One of the top companies in the neighborhood, Bwyty Trinity Restaurant, was completely unprepared for the task of designing a menu for Christmas Day. However, the restaurant has just started doing new things, demonstrating its commitment to and moral rectitude. In the service sector, providing high-quality services is a must for success on the economic front (Arora and Narula, 2018). Bwyty must develop initiatives that benefit the neighborhood and draw in new consumers.

After the welcome drink, the restaurant may decide to serve smoked salmon and an aperitif before the main course. The eatery would give its patrons turkey as the main entrée following the starter. Additionally, the restaurant would provide its patrons with a variety of veggies. Clinical nutrition must take into account how the larger food system influences population diets, nutrition, and health outcomes to be effective (Suhartanto et al, 2019). Additionally, the restaurant will provide free-of-charge petit fours. The restaurant wants to make sure there is enough food on that specific day because it will serve close to 100 customers. Since the neighborhood is price-conscious, the restaurant couldn't set its menu pricing too high and yet turn a profit. Profit is one of the most crucial indicators of managerial success, shareholder happiness, investor appeal, and the longevity of the business (Alarussi and Alhaderi, 2018). The company needs to manage profit while giving superior service to the customers.

Sourcing

Sourcing is a crucial strategic decision in lowering the risks of supply interruption. Manufacturers and merchants typically use two suppliers or one supplier (single-sourcing) to fulfill their orders (Kumar, Basu, and Avittathur, 2018). Given that the restaurant expects to serve more than 100

customers on Christmas Day, the procurement of the items is essential. The closest butcher shop that offers low-cost turkey delivery might be the restaurant's supplier for the bird. The value of price while making a purchase Stimulus plays a crucial function in price control since it affects consumer buying decisions as well as how prices are valued and perceived (Faith, 2018). In this approach, the restaurant must get salmon fish from a fishmonger who preserves the quality while selling at a reasonable price. The closest vegetable farm can supply the restaurant with fresh, nutritious veggies. The restaurant might get the several dry ingredients required for the preparation of the turkey and salmon from any grocery. Businesses are more susceptible to supply interruptions owing to a range of external causes, such as supplier shortages, unfavorable market circumstances, and transportation delays, as supply chains get longer and more globalized (Yoon, Narasimhan, and Kim, 2018). Since the restaurant must make preparations to decorate the space festively, it should be able to negotiate a contract with any project management firm that will take responsibility for the décor. Sales promotion is a direct persuasive technique used to encourage product purchases or boost client numbers (Anggraini, and Melinda, 2018). This sales promotion will also increase the brand image of the restaurant.

Price & Costing Structure

Here, pricing is a highly delicate topic, and the restaurant needs to decide wisely to advance its interests. Understanding how price changes impact the demand for different meals is crucial (Andreyeva, Long, and Brownell, 2010). The business must make audacious choices because the cost is a significant factor for this Christmas event. The restaurant's typical menu items cost between 200 and 300 sterling, but on Christmas Day, the business anticipates charging between 450 and 500 sterling for each meal. They would make a lot of money if they offered the consumer three dishes. However, they are also giving away complimentary petit fours, which will raise the restaurant's price. Enhancing a firm's value is done to preserve its quality and operational continuity for the benefit of the stakeholders' profit and prosperity (Zuhroh, 2019). Based on cost and other costs, the corporation must choose precise pricing for the set menu, which will be between 1,000 and 1,200 sterling. Most businesses, if not all, are aware of the notion and significance of profitability, but they might not be aware of how to improve it or the elements that influence profitability (Alarussi and Alhaderi, 2018). The restaurant must also consider the costs associated with labor, decorations, and utilities. A detailed cost and profit table are given that shows how the company will make a profit from this Christmas event.

Item	Cost
Turkey	£10,000
Salmon	£5,000
Vegetables	£10.000

Dry goods	£5,000
Decoration Cost	£7,000
Utilities Bill	£3,000
Staff Cost	£15,000
Total Cost	<u>£55,000</u>

Table 1: The cost structure

If the company serves every customer charging £1,000 sterling, they would lead to £10,000 sterling and would make $(£1,00,000 - £55,000) = £4,500$ sterling from that night. It is a clear-cut account for them. If they make the plan effective it would allow them to get a high amount of profit. During the Christmas season, the customers won't bother with the charge if the service is superior and they get a unique customer experience. Customers want to interact with service brands and companies that provide great experiences (Bolton et al, 2018). The restaurant needs to make their customers value that they are getting high and superior service from the firm. The restaurant, on the other hand, would not impose a reservation or cancellation fee on its patrons but would ask them to cancel their reservations before a set time.

Suggestions

A project always offers the opportunity to try new things, but the restaurant must remain optimistic about its existing plans and take risks with them. The organization's capacity to successfully coordinate its members who are working on a project or for a company may be one of the crucial factors (Soni, 2020). The corporation had the option of using an alternative procurement method, but doing so would have reduced the quality of the components. The restaurant could have started a less expensive design for the decorations, but it wouldn't have fit the theme. There was no time to spare because the whole experience had to be top-notch. The food services industry benefited from improved service quality (DAM and DAM, 2021). One of the driving forces in every service sector is this. Even if customers are currently prepared to spend more for food, restaurants should exercise caution while raising prices. The most important predictor of future purchase intentions is the price (Karim et al, 2021). The restaurant will continue to operate for a long time, but it cannot charge irrational prices since doing so would damage its reputation as a brand and have an adverse effect on its prospects.

Conclusion

The perception of the services must be by expectations for the hospitality sector to prosper or even just to exist in the modern world. This is the basis for recurring business (Ali et al, 2021). Bwyty Trinity restaurant is successful enough and people would come to their place as they have been

giving service effectively for many years. The restaurant would be delighted if they can pull off this project which will be a big boost for the restaurant.

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