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COMMUNITY ENGAGEMENT

Assignment 1

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PETERSHAM NURSERIES

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Petersham Nurseries

PETERSHAM NURSERIES.

1.INTRODUCTION OF THE BUSINESS COMPANY.

The Company that I will introduce is my actual Business Company that operate in the hospitality sector, my role is be a chef of the team and in this way, I can understand and research how the system works finding all the strategy and forms used to train and develop all the employees and the business strategy.

This company has got a fantastic hotel and farm in Richmond, the most important supplier of both the restaurants in Covent Garden, the key of this Business in fact are the biological products, whole food focused on healthy-lifestyle. Is very common in these days speak of nice and healthy food, with natural growing methods and pure cooking methods, this are the new purposes inside the mind of the consumers, they prefer to know where the food comes from and how farm suppliers grow it.

The start-up was made the last 27th of March 2017, we opened the structure from zero developing the service, the way of cooking, the plating, the disposition of the assets, the suppliers, the receipt, the different sections, roles and responsibility of each employees.

Have a job experience with a big start up like this one, especially in central London is one of the best experience that can happen in the career of a chef for many reason , first because you can really understand how a start up works, from different aspects such as the organisation, the environment, the workplace, the regulations, the different strategy of marketing and promotions also because you are present in all the changes. (Petersham Nurseries., 2018.)

2. –SECTOR IN WHICH THE BUSINESS OPERATE, SIZE, STRUCTURE, MISSION, GOALS AND VALUES.

The size of this business is quite large, starting from Richmond where they have a very nice hotel arriving to Covent Garden the location of this start up in March, there are 300 employees in all the organisational structure because there is a florist and a Delicatessen inside the same courtyard. The goal of the company is very simple but with high level impact, they try to bring the food from the farm in the centre of London designing the 2 restaurants, the shop and the florist in a floral, intense atmosphere that try to remind each customer to the hotel in Richmond.

The goals o this company include ways to reduce the footprint, protecting the environment and demonstrating that a Business can succeed in a natural and environmentally correct way, “Petersham Nurseries has created a place of calm where you can reconnect with nature, restoring and sense of balance, celebrating aspects of the home, garden, and food we offer a destination that encourages you to step back and embrace a lifestyle of positive living”, Lara Boglione, executive general manager sad about this Family Business. (Petersham Nurseries., 2018.)

Mission statement, goals and values are important when we build a Business, these factors will help us to achieve our objective in short or long term, in this Business, the mission statement is to grow and spread the company lifestyle in the centre of London, especially in Covent Garden, famous for this nature and purity immersive in the good living and wellbeing. The values are involved in many aspects of the Business, from the treatments of the employees, the philosophy of the processes, the behaviours of the customer services and approach, everything in accord of peace, loyalty and honesty. (David et al., 2014)

This is a Business family, so the goal and objectives of the company are not just in term of profit or incomes, they try to develop a new way to think about eating, where the food come from farm to fork, where the customers find peace and light food to enjoy accompanied with good drinks, wine or other kind of soft drinks. The strength of this Business idea is the format and the nature of the cuisine, all the product and receipt are from Italy, all the wine list as well come directly from Italy running from north to south, the secret is the high-quality product in each of the products.

3.IDENTIFY THE CUSTOMER AND WHAT THEY ASPECT FROM THE ORGANISATION.

According to(Dash, S. K., 2017) All the customer know what is the purpose of Petersham Nurseries, they spread their new location on each of the online platform and many official pages in the social apps, this customers share the main objectives in a healthy diet, they want fresh veg, Haye farm meat, fresh fruits, good quality wine and high standard of services, with range of cost accessible for everyone. The customers are all influenced by this way of think, reduce footprint, protect the

Environment, growing organic products such as plants, flowers, trees in accordance with chefs who are respectful of the produce they work with and appreciate its exceptional quality. The target of the customers is defined by the aim of the business, the people know what they are going to find in the restaurants, the key word is natural, everything follows the

model of bio growing, respect for the environment and safeguard of the biodiversity, following seasonality, freshness and respect for all the raw materials.

4. SWOT ANALYSIS.

The SWOT analysis is a framework that analyses the market opportunity, the competitors around the business to give information about how to develop our strength and how to manage our weaknesses, this is useful to penetrate the market and extend our potential business also to forecast the future entry and competitors' behaviours. (Proctor, T., 2000)

Strength	Weaknesses	Opportunity	Threats
Quality of product made in the farm.	Is a start up from just less than one year so they need to penetrate the market and achieve their goals.	Develop and improve this life-style inside all the population.	High competition and strong competitors.
Differentiation from other similar business in terms of ethics.	High fix cost and high competition near the business.	Try to set a new way to make hospitality also in the busy of centre London.	New entry in the market of this healthy life-style business.
Location in the centre of London, Covent Garden.		Became the leader in this trend and well-being.	
Good philosophy of marketing and sales.		Develop the start up and the business finding more investors.	
History and background.			

5. ROLE OF THE EMPLOYEES WITH THE ORGANISATION AND HOW THEY SUPPORT THE GOALS.

In this huge business there are so many roles and responsibilities, each person contributes for the development of the company and try to improve and increase his personal skills. The hierarchy of a restaurant roles is complex, the restaurant is divided in two main "departments": the front of house and the back of house, the first include waiters, runners, bartenders, barback; (Mill, R. C., 2007.) the second is the kitchen with all the chefs and associated kitchen staff, specifically:

WAITER: The waiter delivers food, make sure everything is running on time and set the table for each course

RUNNER: The runner is the assistant of the waiter, this role including clean the table, make bread baskets, normally is the first role for entry-level personnel maybe with poor knowledge of the language.

RESTAURANT MANAGER: The restaurant manager is the top level of hierarchy, they deal with marketing, promotions for the restaurant, managing budgets, payrolls. The success or failure of the business is usually linked to this role, also the most critical in a restaurant.

KITCHEN PORTER: This is the first step in the back of house, consisting in cleaning plates, kitchen, pants also helping the kitchen peeling potatoes and washing salad for example.

COMMIS CHEF: The commis chef is the first rung, is basically the assistant of the chef, helping with preparation and every process the CDP need during the service.

CHEF DE PARTIE: The CDP is the responsible of the section such as fish chef, pastry chef, roast chef, pasta chef etc.

SOUS-CHEF: The sous-chef is the assistant of the head chef, they make sure that everything is running under the instructions of the head one, help to create menu managing food purchasing and storage.

HEAD CHEF: The Head chef is the CEO of the kitchen, responsible for daily running of the kitchen, creating menu, managing the chefs and controlling the standard of the kitchen and all the processes up to high levels.

6.IMPORTANCE OF TRAINING AND DEVELOPMENT.

In this company is important the development of each role, starting from top position arriving to the young chefs and runners, is not very easy find the right way to develop personally anyway there are many strategies that can increase the efficiency of this purpose. The objective in training and development is increase the behaviour, skills and attitude in this case for producing food and providing services, usually this kind of training is programmed, in this way we can promote problem-solving and give to the employee new perceptions and methodologies.

There are so many ways of learning that characterise the staff members, for this and other reason each training needs to follow some steps that help the managers to make everyone confident with the subject or program. We can distinguish 3 type of training inside the restaurant:

EDUCATION: The education is the form of instruction essential for many employees, starting from the ideal target of guest, staff processes, and actions of the same. In this case we mean a formal training planned for the restaurant, used for each employee, usually there are some company that develop online platform of training that each one can use by himself to get the certification.

DEMONSTRATION: The demonstration involves the trainer performing in the task learned, the results of the training, after the information and the education the trainer need to be able to reply the task according with the demonstration.

SHADOWING: The shadowing is when a trainer learns from another employees, this one is used often in the companies because reduce the cost and is more effective because the designed employees show directly in theory and practice the task to learn, controlling and matching the result after the training. (LARIN, S. N. & STEBENYAEVA, T. V., 2015)

We can use many tested steps to develop extraordinary staff in our restaurant, we can visualize the best restaurant service and try to communicate that vision to your staff who can model that image and help the management and all the process to achieve that specific goal. Providing this vision to all the top managers and director you can create a philosophy useful for your restaurant, providing opportunity for the staff to contribute in the policy of the restaurant, through this learning you define your culture of the service. In this restaurant is important to spread the culture of the business in the staff members, first because being a family business the mood of the employment go around many rules regarding respect, faith, honesty trying to reach the best attitude in each person that can individually make the difference running the business. (Bradford, W. Y. E. : M. U., 1988.)

There is one main difference from training and development, where the training cover just one or few aspects otherwise the development, deeper, refers to the developing and improvement of one whole role in terms of skills, ability, knowledge, to bring the person, or the staff in high level position creating the purpose that will help our Business to grow up.

7.GENERAL MANAGER ROLE AND RESPONSIBILITY.

According to (Mullins, L. J., 2016.) the General Manager of a restaurant cover high responsibility in the business for many reasons, is the responsible of the overseeing in the organisation's operations, this figure is very common in the hospitality sector is the key of success running the Business. This role in this specific Company is covered by Laura Boglione, the daughter of the Owner, this role includes high visionary skills to bring the business and the behaviours of each staff member at high level with multi-tasking, organisational, interpersonal and leadership skills.

This role covers many responsibilities such as:

- CREATE, REVIEW AND IMPROVE BUSINESS PROCEDURE
- WORK WITH HEAD DEPARTMENTS
- MANAGE FINANCIAL BUDGETS
- DELEGATE RESPONSIBILITY
- PLAN COMPANY ACTIVITIES
- MANAGE COMPANY PROPERTIES

8. TRAINING AND DEVELOPMENT PLAN.

Training Plan Template

Training Name:

Time: min

Training Type:

HEALTH AND SAFETY LEVEL 2

40 hours

FLOW TRAINING

Training Goals

1. **Prevent Accidents at Work**
2. **Health and Hygiene at Work**
3. **First Aid at Work**

Results

- The trainer will be able to understand health and safety in the workplace and act in the respect of the rules
- Prevention of accidents and practical knowledge in the first aid intervention

Certificate Skills Covered

- **Accidents at Work**
- **Health and Hygiene prevention at Work**

Time / Length	Section Goals/Results	Description	Equipment and Material (Room Lay)	Comments
1st day	Knowledge in health and safety	The trainer is informed following the information gave him knowledge and practical skills in this contest.	Room lab	All the trainers understood the induction.
2nd day	Practical intervention	The employees try to reduce the risk inside the workplace, from control of the delivery, checking labels and fridge temperatures	workplace	4 of the trainers find problems in practical skills.
5th day	Ability in first aid action	The employees have a practical example of accident inside a random situation.	Room lab	All the trainers are low confident with this practical exercise.

1 week	Prevention and skills in all the risk inside the workplace.	The trainer can understand and act in a safety way, able to act as first aider and able to ensure the safety in the workplace.	workplace	All the trainers after the training gave good results about their knowledge and new skills.
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9.CONCLUSION.

In conclusion I appreciate this task that gave me the opportunity to research and understand this Business, giving me the knowledge to analyse the training, development and the importance of roles and responsibilities inside the organisation. Is important to see how a Business works behind the normal work service, inside the different departments, this will help me to create good behaviour and knowledge inside the workplace, improving my understanding, creating my point of view in order to achieve my future skills, abilities and knowledge respecting the roles, rules, environment through running the mission statement and getting personal and common goals in the Business.

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