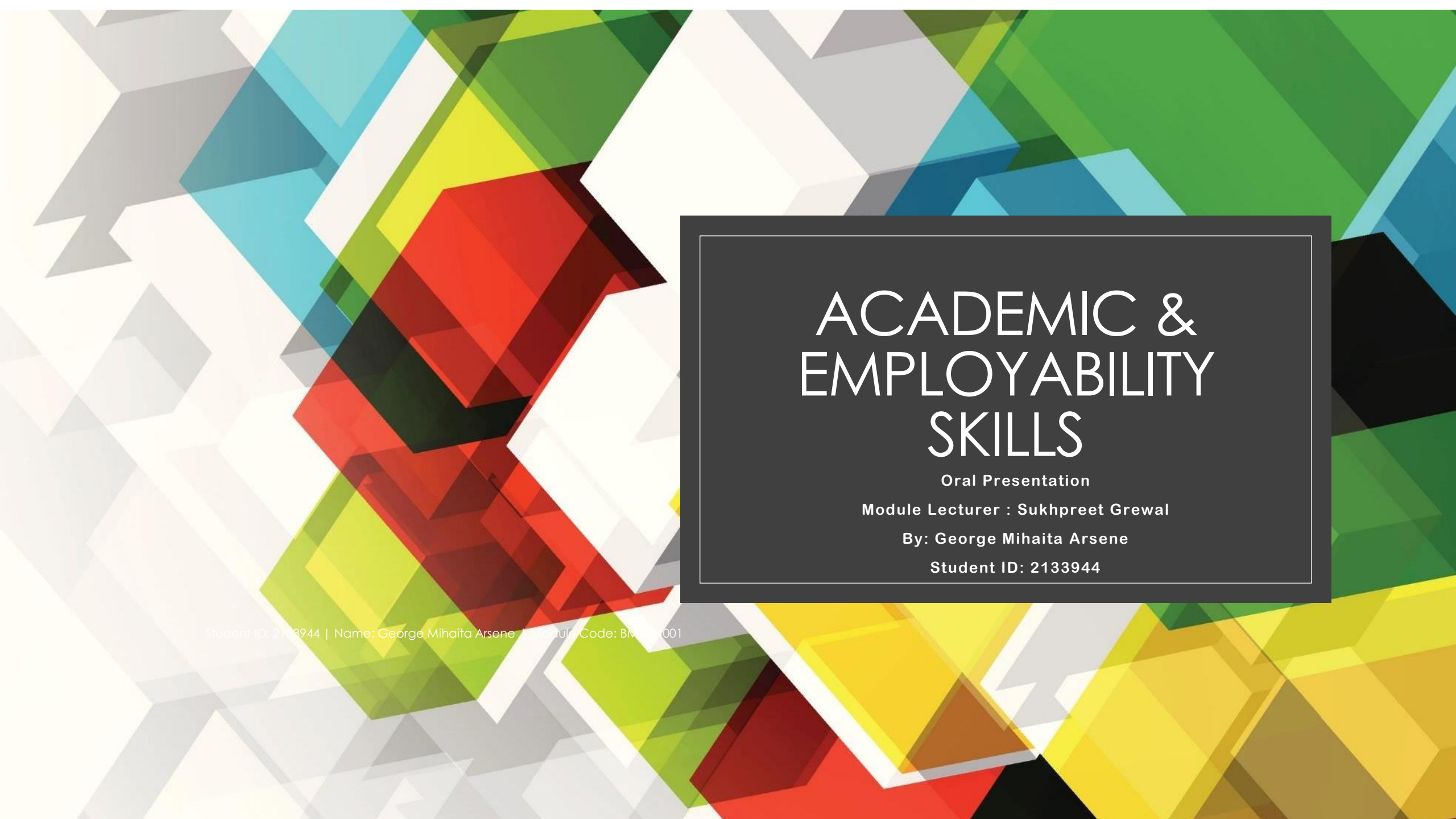




ACADEMIC & EMPLOYABILITY SKILLS

Oral Presentation

Module Lecturer : Sukhpreet Grewal

By: George Mihaita Arsene

Student ID: 2133944

Presentation (My Business)



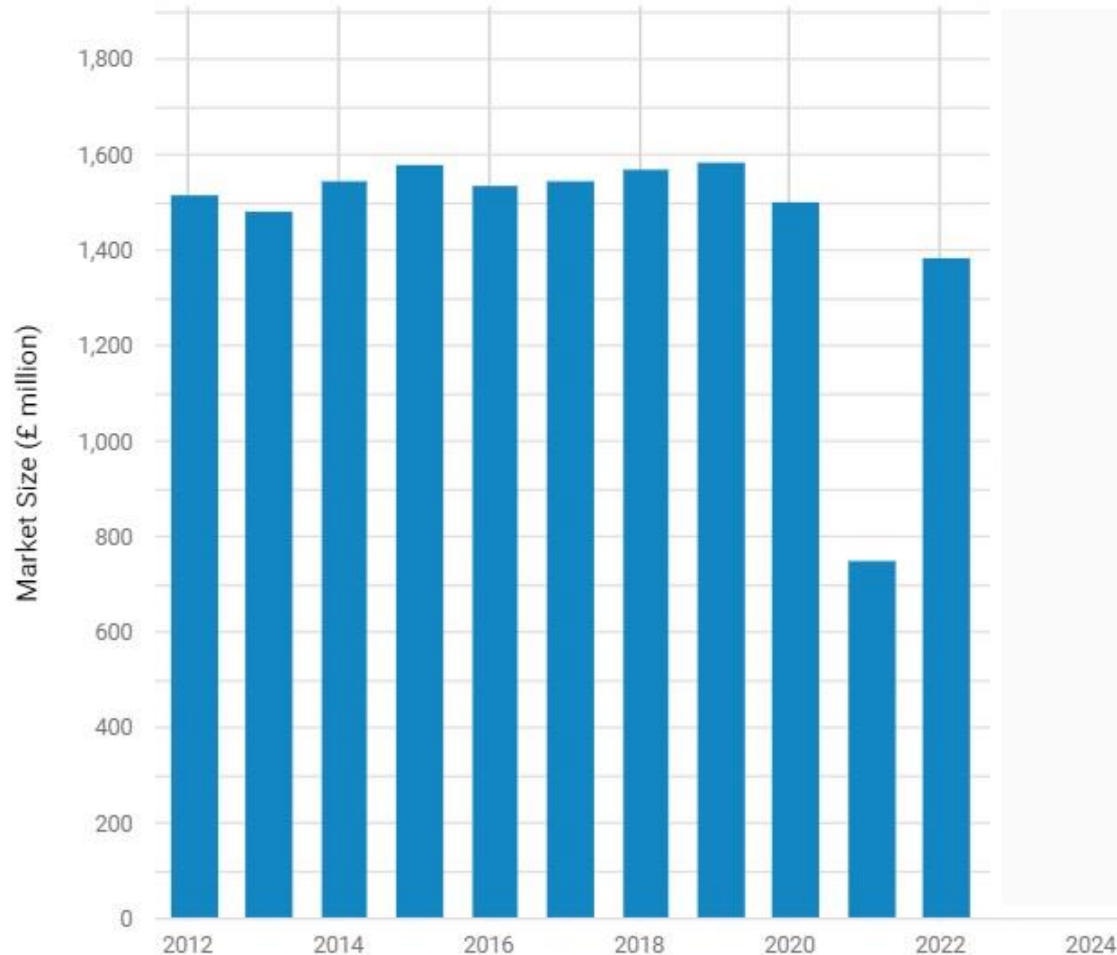
- Introduction
- Previous Experience
- Future Employability



- Business Idea



- Targets
- Professional Self-Esteem
- Broadening Business ideas



Current Market

- The market size, measured by revenue, of the Catering Services industry is **£1.4bn** in 2022.
- -1.2% Catering Services in the UK Annualized Market Size Growth 2017–2022.
- The catering Services Industry is expected to increase by 84.2% in 2023.

Ref: Ibisworld.com. 2022. IBISWorld - Industry Market Research, Reports, and Statistics. [online]

SWOT ANALYSIS

Strength

- Communication Skills
- Interpersonal Skills
- Work under pressure
- Meeting Deadlines
- Managerial skills



Weaknesses

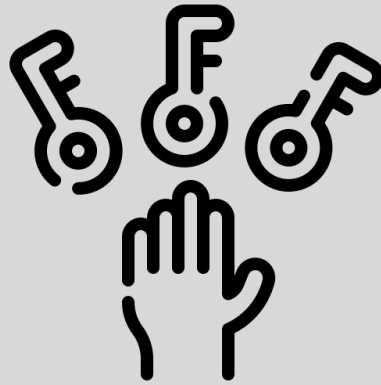
- Time Management
- Fear of taking risks



SWOT ANALYSIS Continued...

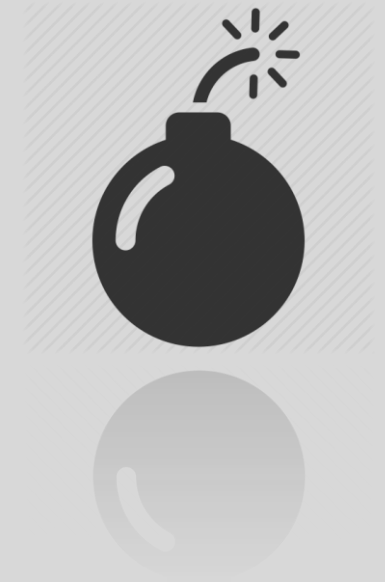
Opportunities

- Financial growth
- Widening business future
- Personal growth



Threats

- Financial issues
- Laws & Regulations
- Recruiting Talents



Understanding of the field

- **Catering Business Success Tips**

- Make delicious food. This is a given!
- Ensure excellent customer service.
- Hone your ability to organize events.
- Keep Attire Professional.
- Ensure a sanitary environment.
- Offer competitive pricing.
- Keep profits high without sacrificing service.
- Develop excellent management skills.



How to start catering Business

“Running your own catering business means you’re an entrepreneur, an innovator, and someone who recognizes opportunities and gathers resources to take advantage of them. You have to anticipate the market’s needs, introduce new tastes and techniques, and separate yourself from your competition without making yourself too outlandish.”

“When hiring people, look for candidates who are resourceful and flexible problem solvers. These types of people will be easy to train and will be able to fill a variety of functions.”

*Everything guide to starting and running a catering business / Joyce Weinberg.
Library of Congress Cataloging-in-Publication Data
Author: Weinberg, Joyce.*



I think **pressure**'s healthy,
and very few can **handle it**.

- Gordon Ramsay

ANY QUESTIONS?

I HOPE YOU DO!!! :D

References

- *Ref: Ibisworld.com. 2022. IBISWorld - Industry Market Research, Reports, and Statistics. [online]*
- *Everything guide to starting and running a catering business / Joyce Weinberg.*

Library of Congress Cataloging-in-Publication Data

Author: Weinberg, Joyce. [book]

- *Mindtools.com. 2022. SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats. [online] Available at: <https://www.mindtools.com/pages/article/newTMC_05.htm> [Accessed 5 August 2022].*
- *"Starting a Food Business from Home | Food Standards Agency." Food Standards Agency, www.food.gov.uk, 17 June 2022, <https://www.food.gov.uk/business-guidance/starting-a-food-business-from-home>.*