



Assignment 2

Name: kaitlyn telemaque

Student ID: 2516559

Module Code and Name: LCLM4005 Employability and Career Development

Lecturer: Dr Lizeta Demetriou

Submitted on: 11/08/2007

Task 1

Advertisement 1

A bartending job advertisement found in linked in (2026) shows the following responsibilities include:

- Identify and meet guests' needs, provide appropriate bar services, and assist guests in recommendations, upselling where appropriate to provide knowledgeable and bespoke service
- Serve and prepare beverages according to defined standards and measures (according to local license agreements)
- Mix ingredients to prepare cocktails and other drinks according to beverage recipes
- Ensure all drinks transactions are processed, registered, and settled
- Setup the bar appropriately, ensuring the visuals and merchandise are placed appropriately.
- Undertake opening, closing & cleaning tasks as detailed on checklists

Advertisement 2

A different bartending job advertisement found in indeed jobs (2026) shows the following responsibilities including:

- Prepare and serve alcoholic and non-alcoholic beverages according to company standards
- Provide professional and engaging service, ensuring an excellent guest experience
- Maintain bar place appropriately, including preparation of ingredients and garnishes
- Ensure cleanliness, organization, and compliance with health and safety regulations
- Monitor stock levels and support inventory management
- Collaborate with the service team to ensure smooth operations

Similarities:

Similarities in both job advertisements:

- Serving and preparing alcoholic and non-alcoholic beverages according to company standards.
- Provide professional and engaging service, ensuring an excellent guest experience
- Setting up the bar place appropriately and preparing ingredients and garnishes

In my opinion, from the list shown above, I believe that the most important skill is serving and preparing alcoholic and non-alcoholic beverages according to company standards. I think this is most important because it ensures consistency, quality, and customer satisfaction. It helps maintain the company's reputation and ensures drinks are prepared safely and responsibly, providing a professional service and meeting customer expectations.

Task 2

SWOT analysis is a tool used to identify strengths, weaknesses, opportunities and threats of a business or project. It helps with decision-making, planning, identifying opportunities and managing risks.

Strengths - Communication skills - Digital skills - Time management - Hospitality - Customer service - Teamwork - Adaptability	Weaknesses - Improve cocktail knowledge - Limited bartending experience - Ability to work quickly under pressure - Lack of experience in high end venues - Lack of knowledge with alcohol brands
Opportunities - location - Training in cocktails and mixology - Experience in fast- service - Work in high end and different venues - Career progression to be bar manager - Gain professional experience	Threats - Financial crisis - Pandemic - High competition for bartender position - Busy environments can be stressful - More experienced applicants may be preferred - Standing for long periods

First off all, after conducting my SWOT I realised that my key strengths are:

- communication skills because I can listen well, understand guests' needs, and communicate clearly and politely.
- Digital skills as it helps with using tills, payment systems and managing orders accurately.
- Time management helps me serve customers efficiently, especially during busy periods.
- Hospitality allows me to create a positive experience for customers
- Customer service helps me understands customer needs and provide professional service
- Adaptability allows me to handle different situations, customers and changes confidently.

on the other hand, after conducting my SWOT analysis I also realised my key weaknesses are:

- lack of cocktail knowledge as I am still learning different recipes, ingredients, and techniques.
- Limited bar experience as I am still developing my practical bar skills
- Working quickly under pressure, I need to improve my speed and confidence when serving large groups of customers during busy periods.
- Lack of experience in a high-end venue: I have limited experience with higher service standards and luxury hospitality environments.
- Limited knowledge of alcohol brands: I'm still learning different spirits, wines, beers, and premium brands so I can make better recommendations to customers.

Evidence of Readiness

My evidence of readiness for a bartender role is based on my previous experience working behind a bar. This experience has helped me develop important skills such as communication, customer service, teamwork, and the ability to work well under pressure. It has given me a better understanding of the responsibilities involved in bartending and has prepared me to continue developing more skills.

In addition, I am currently studying at university where I also gained multiple skills including; teamwork, communication, adaptability, and time management skills this shows my readiness for a bartender role, these skills provide a strong foundation for succeeding in the hospitality industry.

Task 3

Employability Goals

My future employability goals are to further develop my cocktail-making, gain more experience within the hospitality industry, and leadership skills and aim to take on greater responsibilities. In the long-term, my goal is to progress into a bartender manager role, where I can learn to lead a team, manage daily operations, and maintain a high standard of customer service. I want to develop these skills and experiences so that, eventually, I can use my knowledge to open and successfully manage my own business in the hospitality industry in the future.

Personal Development Plan

A personal development plan (PDP) is a plan that identifies your strengths weaknesses, goals, and the actions you need to improve your personal and professional skills.

It is important because it helps you set clear goals, track your progress, identify areas for improvement, and stay focused on your career development. It can also help you stay motivated and prepare for future career opportunities.

	Short-Term Time Frame	Mid-Term Time Frame	Long-Term Time Frame
	What do I want to accomplish in the next three to six months?	What do I want to accomplish in the next six months to two years?	What do I want to accomplish in the next two to three years?
Section 1 - My Goals What are my overall goals that I want to accomplish in this time period? <i>Example: become a Student Affairs Officer; learn computer graphics</i>	Goal 1: To improve my cocktail making skills. Goal 2: improve my ability to work well under pressure Goal 3: gain experience in a high-end venue Goal 4: gain knowledge with alcohol brands Goal 5: gain more bartending experience	Goal 1: become confident making a wider range of classic, modern cocktails Goal 2: work busy shifts, improve my speed and multi-tasking skills Goal 3: gain experience in a quality restaurant or bar and learn the professional standards. Goal 4: build knowledge of spirits, wines, beers and liquors so I can answer customer questions. Goal 5: work with experienced bartenders gain feedback to become	Goal 1: become highly confident and consistent in cocktail preparation Goal 2: confidently manage a busy high-end bar and maintain excellent service under pressure Goal 3: secure a position as a skilled bartender in a high-end or luxury venue Goal 4: develop knowledge of premium beverages and confidently recommend drinks Goal 5: become a confidently experienced bartender that supports junior staff and take on greater responsibility.

		independent with bar preparation, service and closing duties.	
Section 2 - Skills and Knowledge to be Learned What specifically do I need to learn? What project do I need to work on? <i>Example: Student advising; Banner; Dreamweaver; develop a procedures manual</i>	Goal 1: I need to practice making different cocktails, learn the correct recipes and techniques, and gain feedback from experienced bartenders. Goal 2: I need to gain more experience in busy bar environments and practice staying organised and calm when serving multiple customers. Goal 3: I can apply for roles in luxury restaurants or cocktail bars and learn from experienced staff. Goal 4: I can research different spirits, wines, beers and classic cocktails online and gain experience working with experienced bartenders. Goal 5: I will apply for a bartender trainee role and learn drink menus, basic cocktails	Goal 1: learn classic cocktails, cocktail families, recipes, measurements, shaking, stirring, garnishing and presentation. Goal 2: develop speed, organisation and multi-tasking skills during busy shifts while prioritising orders. Goal 3: learn service standards of high-end restaurants or bars including professional communication. Goal 4: learn origins, production methods and different flavours of alcohol brands Goal 5: gain practical experience through bartender training	Goal 1: develop advanced mixology skills, learn complex techniques, and understand flavour combinations Goal 2: maintain accuracy, professionalism and excellent guest service and develop leadership and problem-solving skills. Goal 3: develop luxury hospitality skills, including personalised guest service, product knowledge and assisting guest needs. Goal 4: develop specialist knowledge of premium beverages and become confident discussing products and recommendations. Goal 5: become fully independent

	and bar skills, and work alongside experienced bartenders.		behind the bar and develop the ability to train newer bartenders.
Section 3 - Next Steps How am I going to acquire the skills and knowledge? How am I going to do this project? <i>Example: take Dreamweaver class; do an informational interview; set up a project outline</i> Exact Timing you will complete the goals	Goal 1: To improve my cocktail making skills, I will attend training on mixology and learn about different ingredients. Goal 2: to improve my ability to work well under pressure i will work busy shifts, practice multi-tasking, staying organised learn to remain calm and efficient under pressure Goal 3: to gain experience in a high-end venue I will start in a bar/ restaurant role, build strong cocktail and customer service skills, learn about alcohol beverages, and apply for a bartender role at an upscale cocktail bar Goal 4: I will regularly study several types of alcohol beverages and the differences between them, the measurements, and	Goal 1: continue advanced cocktail training, practice complex techniques and develop my own signature cocktails Goal 2: take on busy shifts improve my organisation and time management. And ask supervisors for feedback after busy shifts. Goal 3: apply for junior bartender position in a high-end bar, learn from experienced staff and focus on delivering professional hospitality. Goal 4: research different alcoholic beverages, study menus and practice explaining drinks. Goal 5: gain practical experience through bar shifts	Goal 1: continue advanced cocktail training, practice complex techniques and develop my own signature cocktails. Goal 2: continue gaining experience in high-end venues and develop leadership and decision-making skills so i can confidently handle services independently. Goal 3: aim to secure a permanent bartender role in a luxury venue and develop my career through experience and networking. Goal 4: continue developing specialist beverage knowledge through training tasting and working with premium products

	temperatures they should be kept at Goal 5: work more bar shifts with supervision to gain feedback and record the skills I learn to improve.	and training, keep a record of the skills I learn and improve from feedback.	to become a trusted bartender. Goal 5: work towards becoming a senior high experienced bartender, taking on large responsibility and helping train new members.
--	---	---	--