

BMGM4005

Produce Provenance & Sourcing

Student Name: Vasile Adrian Lupu

Student number: 2133361

Executive Summary

The Bwyty Trinity restaurant has been running well for many years. The restaurant intends to organize a Christmas celebration for the neighborhood, and the management must devote a lot of time to it. Finding ingredients would be difficult because it would serve up to 100 people, but with careful preparation, the problem could be resolved. Instead of turkey and tuna fish, the restaurant is considering serving steak, beef, or hog. In addition, the restaurant would provide its patrons with a variety of sweets, beverages, and veggies. If they can successfully execute the strategy, the restaurant will be profitable enough.

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Introduction

To compete, redefine their value proposition, and work to adapt to the changing external environment, businesses need to change one or more components of their business model (FRANCESCHELLI, SANTORO, and CANDELA, 2018). For Bwyty Trinity, organizing a Christmas gathering that could hold approximately 100 people is a brand-new difficulty. This report provides an overview of the design, including the menu and ingredients, the sourcing plan, the price and costing structure, and any recommended changes. This study covers a wide range of subjects and identifies the crucial actions that must be addressed. Furthermore, this is a wonderful strategy for the restaurant's future success as they go forward with their plans. By completing this event, the restaurant would make its name deeper into the customer's minds.

Menu & Ingredients

The Bwyty Trinity restaurant has been making efforts to improve its reputation and client happiness. The restaurant has been preparing eating facilities for the impending Christmas celebration to take advantage of the chance. Opportunities are outside forces that help a company accomplish its goals; they include favorable environmental conditions as well as possibilities to close gaps and start new projects (Benzaghta et al, 2021). The restaurant must create ideal strategies to take advantage of the occasion.

The restaurant's menu and dishes must be carefully chosen as they are the primary determinant of patron pleasure. In actuality, customer happiness has an impact on both the business and the product since more sales and higher profits result from satisfied customers who value price and quality (Ali et al, 2021). The restaurant can offer Welsh lamb, beef, or pork instead of the traditional Christmas turkey, this year. The restaurant also offers the region's well-known tuna seafood. The restaurant would provide veggies with these major entrees. Food has a variety of molecular effects on our health (Barabási, Menichetti, and Loscalzo, 2020). Therefore, the restaurant must ensure that the food is nutritious for the patrons. The customer of the twenty-first century is extremely picky, showing a higher concern for product quality and health advantages (Petrescu, Vermeir, and Petrescu-Mag, 2020). The restaurant might examine consumer trends to determine which menu items are popular, and customer feedback would be very helpful in selecting the restaurant's main courses.

Sourcing

Research on sustainable supply chains is centered on a triple-bottom-line approach, with the economy and environment playing a major role (Sarkis, 2020). The restaurant must prioritize pricing while also focusing on sustainable sources. It is a major burden for the restaurant to make preparations for close to 100 customers. A successful event might be achieved by the restaurant with careful planning. The restaurant must buy its meat from the most affordable source possible while maintaining a good standard. The restaurant must speak with a vendor who is prepared to provide fish throughout the Christmas season at a fair price for tuna fish. Traditions diets have long included fish as a crucial component (Marushka et al, 2021). In addition to fish and meat, vegetables—a fantastic source of nutrition—will be offered. The advantages of eating fruits and vegetables in terms of health are becoming more popular (Yahia, García-Solís, and Celis, 2019). The restaurant must also make arrangements for complimentary welcome beverages that will be served to each patron. After the main meal, the restaurant would serve petit fours to its patrons. The restaurant might work out an agreement with a project management firm to rebuild the space with lighting and other necessities as it lacks a beautiful touch. Customers are concerned with the setting, ambiance, service, and design of a restaurant, therefore unique eateries frequently draw them in (Lin and Chang, 2020). One of the numerous tasks the restaurant must complete throughout the holiday season will increase client happiness and the company's reputation.

Price & Costing Structure

Pricing is one of the major attributes that a customer considers before buying a product or taking a service. It is often referred to as the price paid for any good or service. Setting the product's pricing is a challenging task (Thabit and Raewf, 2018). The restaurant also needs to consider the cost related to producing the event. The company needs to make a hefty amount of profit after charging all the expenses incurred from the event. Businesses have one and only one social responsibility: to deploy their resources and take part in activities that would boost their profitability (Misra, 2021). The restaurant often makes little money off the sale of its food, but since its expenses are so high, it must set a premium price. The restaurant typically charges between 50 and 60 pounds for menu items, but on Christmas Day, the company plans to charge between 70 and 80 pounds for each dinner. If they gave the customer three servings, they would make a lot of money. However, they are also providing free petit fours, which will increase the cost of the meal. The firm must choose the exact price for the set meal, which will be between 500 and 600 sterling, based on cost and other expenses. The price tag includes a welcome drink and petit fours along with other desserts that will be complementary.

ITEM	COST
BEEF/ MEAT/ PORK	£10,000
TUNA	£5,000
VEGETABLES	£2,500
DRY GOODS	£2,500
DECORATION COST	£5,000
UTILITIES BILL	£3,000
STAFF COST	£12,000
TOTAL COST	<u>£35,000</u>

Ta

ble 1: The cost structure

The restaurant would get roughly £5,00,00 from the service, which would be sufficient to cover costs and still generate a profit of about £10,000 sterling. The employees have to be compensated well on Christmas days because they won't have a break and will work. Employees that are happy or satisfied at work are more inclined to show them to clients and share them with them (Kurdi, Alshurideh, and Alnaser, 2020). The restaurant has to make sure that everyone is dressed nicely for the customers and that they are well-prepared for the approaching occasion. The restaurant has to establish a strong brand identity through this event, which will be very beneficial for them. They would be able to win the customers' attention if they can keep their promise.

Suggestions

A project plan is created as part of the management strategy known as planning to accomplish predetermined goals (Osawaru et al, 2018). If the event planner has no prior expertise, it might be difficult to plan an event for approximately 100 people. Despite Bwyty Trinity's endeavor, the end outcome will include both client happiness and profit. The restaurant might have started lowering the cost of the items on its own, but that would have been disastrous for the business. Because there are specific circumstances when it would cost the restaurant a lot if the reservation or cancellation was canceled by the client, the firm decided to implement reservation fees and cancellation fees. In general, restaurants struggle with several capacity issues (Tyagi and Bolia, 2022). The food menu, distance from the city, decoration, and other factors will impact the restaurant. The restaurant

should make preparations for marketing for their event otherwise customers won't be able to know about their offerings. Social networking sites (SNSs) like Facebook, Instagram, YouTube, Twitter, Google, and others have steadily developed into crucial marketing tools for the restaurant industry (Li, Kim, and Choi, 2021). The restaurant also can carry out promotional activities in a traditional way.

Conclusion

Even though it would be difficult for the restaurant to plan this significant event, the right arrangement would suffice. The restaurant would succeed in building a solid reputation in the neighborhood and profiting from this occasion. The restaurant would benefit greatly in the next years because of its strong brand identity.

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