

Developing restaurant management

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In a restaurant business, effective management makes a successful organisation. This involves overseeing every aspect of the business. From the big to the tiny details. From managing the team of front and back staff to stock control, expenditure costs, service and managing conflicts and solving problems such as customer complains. Not just customer complains but also conflicts within the staff team. (Lightspeed, n.d.).

Being the manager it is important to create an atmosphere that is welcoming and have the staff all trained up. Being respectful to all the staff from the beginning will set them up for success and benefit the company. Being available to the employees if they need or advice and being consistent with it makes a good effective team, (Incentivio.com, 2024). I find the chat that is had at the end of the night if needed is appreciated by the staff as they get the chance to voice any issues during service so solutions and ideas can be discussed.

Consistent good customer service is required for the best customer experience. Guests will want to keep returning if they feel welcome, respected, and valued. At my restaurant placement many reviews explain how their experiences have been pleasant due to the exceptional friendly service. It takes just one terrible experience to lose customers. It is important to make sure as the manager, that all staff welcome guests appropriately and provide exceptional service. It is essential to give appropriate training to the staff who greet customers and take orders. They should make the guests feel welcome throughout the whole experience. Motivating the employees with rewards for excellent service is necessary as it gives job satisfactions, (Nouhad Es-Said, 2024).

I have found, as a manager, taking initiative and looking for tasks to do, such as helping taking orders, or helping with stock taking to cleaning and helping other members of staff makes achieving their goals, makes them appreciate the help and mutual respect is for (Baldelomar, n.d.).

Being the manager of a restaurant, I like to support the chef, but they are in charge. The head chef checks the stock level and places the orders. He will know when stock is low and needs restocking. Overlooking the inventory is vital as mistakes happen and too much can be ordered, or items can be missed out. Going over orders can be beneficial. In instances where too much stock is ordered, initiatives must be taken in making the order stretch till the next stock order so that instead of making a loss for ordering double the amount of how much would be used that week, the other half can be put in the freezer for use for the week after. If stock has been used up as too little was ordered, then the shortage must be made put by either using different suppliers that deliver sooner than the usual one or buy from places outside the supplier companies. It may be more expensive, but stock needs to be available, so customers do not have to turn away from the restaurant because the ingredient for their favourite dishes are not available.

In our restaurant, the staff get to keep their own tips rather than putting it all in a pot for the whole team to take the same amount at the end of the night. This encourages all the staff to make more effort in trying to give a better service. There is a cash reward in this as well as a boost in confidence. As a manager I have found that praising about good service in the restaurant encourages and makes the staff feel valued and gives them job satisfaction.  14 Although I have found that it works wonders, it can also potentially make some staff feel left out if they are not someone who is not very chatty and does not have a lot of confidence. Employee engagement is key to a successful business, and it creates happiness.  15 Happiness in employees is shown to improve performance and motivate them. This significantly reduces staff turnover, (Williams, 2023).

Research shows that an increase in profit by 23% is a result of employee engagement.  16 In a workplace employee engagement commitment and a sense of belonging to the organisation.  17 This is crucial to the success of any business, (Firstup, 2022).

In our kitchen it gets extremely stressful and busy, so each member of staff needs to be trained to know exactly what their roles are. If one person falls behind, then the orders will not be ready around the same time which would mean some customers are served their dishes and the others on the same table must wait for a while before they get theirs. This can ruin the experience for some people as they would be sitting together but not eating together which defeats the purpose of eating out as a group. For everything to run smoothly in fast paced kitchens, the kitchen rules need to be followed. Kitchens will not function well without these solid rules.  18 Although creating the opportunity to be able to socially interact at some points would be beneficial for the employees to all feel like a real team.  19 Trying to organise break times so multiple staff can be on break at the same time even if for a brief period or keeping break times near the end of the shifts so staff can take a break during the time they eat so they can socially interact during that time, (www.linkedin.com, n.d.).

There will be many issues that arise when managing any organisation but especially when it is a food and beverage industry when food is in the centre of it all, food safety is priority. If ever in doubt about the safety of any food, it must be thrown away as nothing should compromise the safety of food and drink. No risk should be taken that could result in customers getting sick even if it incurs loss. Overall, it will be more beneficial as any sort of bad food experience will result in a negative review that can damage the reputation of the restaurant.

There was a table of four diners, and they complained about the salad looking discoloured and they returned it politely asking for it to be taken away, but they did not want any replacement salad as they do not like it. Although they would not have had it any way but after inspection, because they felt the food was not the expected quality, we explained that it was still fresh and crispy and was delivered that day by the suppliers and it seemed like the colour was just like that. Although they were happy with

the explanation, I gave them some desserts to share at the end of the meal to apologise. We are authorised to do so in cases like this, (Andreea Voicu, 2020). It is important to solve problems as soon as possible to keep customers happy and maintain a consistent reputation. Lessons can be learnt from solving problems and changes can be made to prevent them happening again, (Epos Now, 2023).

Staff turnover can cause problems in restaurants. Staff morale can become low amongst the staff that are still there. Staff training incurs costs and takes time, however it is vital to train up staff for a good overall customer experience, (Dzierlatka, 2023).

Internal and external conflict factors are such as a dish modification request can cause tension where the chef may feel his creative presentation was tampered with when the customer server changed things on the plate due to customer request. Both the staff members feelings are justified as they have different perspectives. Internal conflict amongst staff needs to be resolved so it does not need affect the morale of the team. External, needs to be addressed with customer service skills as the business's reputation would depend on it, (CMA Consulting, 2023).

Point of sale (POS), is the physical station where the customer transaction takes place, (UK, 2023). It is the software and the hardware that takes payment, through cash, card payment, or self-service and at the table. Stock can be managed and ordered on it. This system can be accessed any device, from anywhere with Wi-Fi connection. An EPOS system which is cloud based, takes orders, payments, and stock levels. All the business information is read to view to see how it is doing, (www.theaccessgroup.com, n.d.). I was given training on this system in my placement restaurant. Once I got used to it and understood how it worked, I started giving inexperienced staff training. It was a case of training the staff extremely well or lots of problems arise. Insufficient training did cause a lot of issues where incorrect information was sent or incorrect information was fed in the wrong places and orders were messed up. We decided not to use the system with inexperienced staff until they were fully trained and continued the traditional way of answering over the phone and taking orders by hand.

End of day reconciliation is a vital part of management to be able to keep a track of all the transactions. All the figures should match all expenses and payments, (Art, 2024). It is the manager's job at my placement, therefore either the manager will do it, or I will do it. It is my job to make sure all the restaurant earnings match up to what we expect at the end of the night, (Reconcify.com, 2024).

Our restaurant still relies on some manual processes. Mistakes can happen and the consequences of inputting incorrect data can bring challenges. Issues from reporting incorrect revenue, tax discrepancies and incorrect inventory can cause issues in the running of the company to fines and legal issues, (Manifestly Checklists, 2024).

Point of sale collect essential business data that will be produced at the end of each day. Data and information collected over a longer period is there also to be able to look at to see a bigger picture of how the business is doing, (Frank, 2024).

During busy times it can become quite difficult to manage table reservations, so the system comes in handy with that. It makes it a lot simpler to accept the bookings through the portal, (onupkeep, n.d.).

Another way of increasing sales on the system is the advantage of special offers and deals with prompts on the screen when placing orders at the table. It could be extra toppings for the food that has already been clicked for order, extra sides, or discounted desserts. This is a clever tactic used to boost revenue, (Dadswell, 2020).

The system keeps details of customer information such as previous orders. This information is good to predict the needs and demands of customers, (Otter, 2024).  26

In conclusion, a manager's role is to overlook everything that goes on in the business and a good manager encourages and motivates the employees. The employees are an essential part of the business as without them, the service that is required would not be possible. A good managers job is to see to the employees first to be able to train them and keep them in practice, respect them and in return the employees will serve and treat the customers and the business with loyalty and respect. Research has shown and myself as a manager, I have witnessed how a good manager is able to build their employees confidence and trust in the business by keeping them involved and listening to them when needed. By doing that the staff themselves are content and engaged at work and feel that their values are aligned and they become more dedicated. This reduces issues such as staff turnover. The point of sale system makes the entire  27 process of making orders and transactions a lot easier for the business and all the data are there on the screen to be able to make customers feel more valued when their previous orders history are there to view so staff can ask if they would maybe like sides of their usual dishes that they will order a lot.  28

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Developing restaurant management

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

45 / 100

PAGE 1



Comment 1

Remember to include the, "AI Acknowledgement" statement found in Moodle and as discussed in class.

PAGE 2



Comment 2

Please include an in-text citation, to support this statement.



Comment 3

Please review the grammar (please consider having a comma after the previous word).



Comment 4

Please review the grammar (a comma after the previous word and a full-stop at the end of the sentence is important).



Comment 5

It is important to have a comma after the word, manager.



Comment 6

Please include an in-text citation, to support this statement.



Comment 7

Please review the grammar.



Comment 8

Please include an in-text citation, to support this statement.



Comment 9

It is important to be as detailed as possible and to give specific examples of, exceptional friendly service, in order to demonstrate knowledge and understanding.



Comment 10

Please include an in-text citation, to support this statement.



Comment 11

It is important to offer specific examples of, appropriate training, to demonstrate knowledge and understanding.



Comment 12

This is unclear.



Comment 13

This is a very good example of managing, however, it is vital to support this with research/in-text citations to support your statements.

PAGE 3



Comment 14

It is important to give examples of how job satisfaction is measured.



Comment 15

Please include an in-text citation, to support this statement.



Comment 16

This is unclear. Please include an in-text citation, to support this statement.



Comment 17

Please review this sentence and the grammar.



Comment 18

It is important to give specific examples of what these rules are.



Comment 19

Please include an in-text citation, to support this statement.

PAGE 4



Comment 20

Please include an in-text citation, to support this statement.



Comment 21

It is important to provide specific examples of the problems to demonstrate knowledge and understanding.



Comment 22

Please review the spelling.



Comment 23

This reference is unclear.



Comment 24

Please include an in-text citation, to support this statement.



Comment 25

Please review the grammar (to have a comma after inexperienced staff, training).

PAGE 5



Comment 26

This sentence can be part of the paragraph above it.



Comment 27

Remember to include an in-text citation to support this.



Comment 28

It is important to mention that data from the POS system can be analysed to identify any potential issues and to inform business decisions that will enhance/improve the overall operation.



Comment 29

Remember to include the date accessed.

GRADING FORM: BMGM5004 RESTAURANT MANAGEMENT

SHELINA JAHANARA JAIGIRDAR

45

LITERATURE ENGAGEMENT /15



Remember to include the, "Acknowledgement of AI" statement found in Moodle and as discussed in class. It is important to include in-text citations to support certain statements (please see in-text comments). Overall, more research/in-text citations are required to support certain statements (please see in-text comments). You have provided 20 references. Please remember to follow The Harvard Reference Guide. It can be

6

helpful to also consider using a wide variety of sources, including books.

KNOWLEDGE & UNDERSTANDING /30



It is important to be as detailed as possible and to give specific examples, where relevant, such as exceptional friendly service, job satisfaction, solid rules and so on (please see in-text comments), to demonstrate knowledge and understanding. This is a report that includes self-reflection, however, more research is required to support theories (please see in-text comments). Remember to discuss leadership, as part of the assignment brief.

16

COGNITIVE & INTELLECTUAL /30



More analysis and evaluation is required to support your statements (please see in-text comments). It is important to mention that data from the POS system can be analysed to identify any potential issues and to inform business decisions that will enhance/improve the overall operation.

13

PRACTICAL SKILLS /10



You have linked some theory to practice, however, more theoretical concepts identified from research, are important to discuss.

4

TRANSFERABLE SKILLS /15



You have generally written clearly. Please review the grammar in some parts (please see in-text comments). Some sentences are unclear (please see in-text comments). Remember, this is a report, so a table of contents and headings are required.