

TASK 2

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Introduction

Managers and executives need unique expertise, abilities, and strategic thinking to run a restaurant effectively, efficiently, and successfully. A small, full-service restaurant with 50 seats is used to illustrate the most crucial aspects of restaurant management in this paper. This type of restaurant needs managers who can monitor daily operations and anticipate and resolve issues that could compromise service quality or survival (Alam and Noor, 2021).

Technical and interpersonal abilities are essential for business success. This includes leading a team, communicating, providing good service, and following the regulations. Managing a restaurant requires managing front-of-house and back-of-house staff, keeping customers satisfied, and maintaining food quality. You must know how to handle personnel and customers. Since the sector is fast-paced and staff changes frequently, leaders must be strong and flexible (Amato and McCarthy, 2022).

Restaurant managers must be people-oriented and tech-savvy. They must also be excellent at troubleshooting and problem-solving to quickly fix faulty equipment, staff gaps, and changing consumer demand. Business success also depends on information management systems like POS, stock tracking, and customer feedback reporting. These technologies help managers make wise decisions, streamline procedures, maximise inventory, and improve service. Managers and leaders may satisfy teams and customers by integrating industry knowledge, people skills (problem-solving and interpersonal), and data-driven insights (Ashdown, 2018).



Knowledge and Skills for Effective Restaurant Management and Leadership

Restaurant management requires personal, technical, and social abilities. solid management requires self-control, leadership, technical knowledge of your sector, and solid customer interactions (Alam and Noor, 2021).

Managing Yourself

Restaurant managers must multitask in a hectic environment, thus self-management is crucial. Because managers must manage their time while monitoring staff, stock checking, interacting to clients, and conducting office work, time management is crucial. Good time management keeps things moving smoothly and avoids delays when busy (Cote and Latham, 2021).

Stress management is crucial. Restaurant job can be stressful since customer numbers change, difficulties can develop at any time, and service standards must be fulfilled. Managers must manage their emotions to make excellent decisions under pressure. Setting priorities, delegating, and taking breaks can help you stay productive and mentally well (Hoffman and Bateson, 2020).

The last of three self-management skills is personal organisation. Well-organised managers can handle daily responsibilities like bookings, seats, and financial records. Organised skills boost operations by keeping things clear and using time, money, and resources efficiently (Ashdown, 2018).

Leadership Skills

Restaurant leadership involves encouraging and coaching a group to achieve a goal, not merely keeping track of tasks. Communication, delegation, inspiration, and conflict resolution are crucial leadership abilities (Scott and Lang, 2021).

Communication clarifies and ensures everyone knows what to do. Restaurant managers must be able to communicate with chefs, cooks, waiters, and cleaning. Clear communication reduces errors, improves teamwork, and ensures customer service (Amato and McCarthy, 2022).

Delegation helps managers balance their workload by assigning tasks to skilled team members. Well-delegated tasks improve efficiency and empower staff, which fosters teamwork and trust (Jones and Lockwood, 2019).

Keeping people motivated is crucial for morale, especially in a field with high turnover.



Managers may motivate their teams via recognition, prizes, and a friendly workplace. Motivated employees provide better service, are loyal to the company, and work hard during hectic periods (Cruz, 2021).

Working in a team requires conflict management. Disagreements between employees or consumers can hinder production and upset customers. A good manager mediates conflicts and improves service without sacrificing standards. Resolving conflicts constructively models respect and fosters a respectful workplace (Chon and Maier, 2018).

Technical Skills

Restaurant managers must have technical skills as well as people skills to obey the rules and provide excellent service. Food poisoning can damage a restaurant's reputation and endanger patrons. Managers should know food safety standards such storing, preparing, and handling food (Min and Gilling, 2021).

Hygiene rules are related and crucial. A clean, germ-free restaurant is legal, safe, and health department-approved. Managers must clean surfaces and ensure personnel wash their hands (Chen, 2020).

Always meeting service standards is another technical skill. Managers must know how to serve, display, and converse with guests to improve the eating experience. This information helps managers teach their staff to provide excellent customer service (Kimes, 2018).

Customer Service

Customer satisfaction and loyalty determine a restaurant's growth, thus solid customer relations are crucial. Restaurant managers must be skilled at customer service to keep customers interested, control standards, and handle complaints politely. Customer service that is courteous and proactive makes a place feel welcome and fosters repeat business (Gil, 2020).

Good customer service involves managing guest expectations. Managers should swiftly meet client demands and resolve issues. If a customer waits long, the manager may provide a free item or visit their table to apologise and update them. Managers develop trust and loyalty by anticipating and resolving customer issues (Harris, 2019).

Managing and Leading Team Members

Good restaurant management and leadership require a manager to foster teamwork, ensure staff growth, and monitor performance. Each of these aspects is crucial to establishing a strong workforce that can consistently give exceptional service and adapt to the ever-changing restaurant industry (Chon and Maier, 2018).

Creating teams and getting along

In restaurants, where staff must work together to serve customers quickly and courteously, teamwork and unity are crucial. Teams benefit from open communication because members feel confident sharing their thoughts, fears, and comments. This builds staff trust and respect. Regular team meetings allow staff to discuss issues, celebrate triumphs, and create goals (Cote and Latham, 2021).

Team-building activities are very  5 Managers might organise unusual team outings or after-shift get-togethers to help employees bond. Staff help each other more if they feel like a group (Boella and Goss-Turner, 2019). This fosters teamwork and relationships.

Another technique to unite a team is role change. By offering staff experience in multiple restaurant areas, managers can help them value each position. Waiters may help in the kitchen, while kitchen personnel could observe the front desk. This strategy eliminates confusion and creates a cohesive team that values each other's efforts (Hoffman and Bateson, 2020).

Developing and training

A field with a lot of personnel change, like restaurants, requires constant learning and growth.  6 Initial training should include hard and soft skills. Hard skills include receiving orders and following service standards; soft skills include customer service. But training shouldn't end when a new hire starts. Employees stay engaged and improve their abilities with ongoing growth (Borkowski, 2016).

Mentoring helps people  7 Pairing new hires with veterans provides a nice learning environment and valuable advice. Mentors can reinforce service standards, answer concerns, and provide hands-on assistance, making the move smoother and the learning curve shorter (Ashdown, 2018).

Managers should prioritise skill improvement. Giving employees opportunities to develop in their employment, such as learning to pair wines, cook better, or engage consumers, can motivate and retain them. The restaurant benefits from cross-training staff in diverse roles since they learn new skills  8 The firm runs more smoothly because they can hire flexible staff and make last-minute changes when demand rises or cancellations occur (Hayes and Ninemeier, 2021).

Management of Performance

Team performance must be managed efficiently to maintain service. Be specific about your expectations  to ensure new hires understand service standards, anticipated behaviours, and work obligations, managers should discuss them during training (Alam and Noor, 2021). 

Success management requires constant feedback  Positive feedback encourages desirable behaviours and skills, while criticism feedback helps workers identify strengths and weaknesses. An excellent technique to give feedback after a service is to address performance issues and praise positive work  managers should provide both positive and negative comments to encourage employees to improve (Amato and McCarthy, 2022).

Dealing with poor performance requires calm and proactiveness. Instead of punishing underperformers, competent managers find out why and implement solutions. This could include teaching them more, monitoring them more, or setting specific improvement goals. If problems persist, an employee may need a performance improvement plan (PIP) with specific strategies to satisfy criteria.  Well managed performance interventions can inspire and help. They can demonstrate to staff that the restaurant desires their success (Burrow and Kleindl, 2019).

4. Operational Challenges and Troubleshooting Skills (Approx. 400 words)

Restaurants face distinct issues that might impact service and earnings. Much turnover causes staffing issues, especially for front-line jobs like servers and kitchen personnel. High turnover makes it hard to deliver consistent service and costs more to educate new employees, therefore good staffing practices are crucial. Stock shortages can result from poor inventory management, supply chain issues, or demand mispredictions  When popular products are out of supply, it might decrease consumer satisfaction and make menu changes tougher (Amato and McCarthy, 2022).

Freezers, ovens, and POS systems breaking down are another issue. Breakdowns can delay work and increase maintenance costs. Planning for capacity is crucial since consumer demand might increase, especially during busy times, weekends, and holidays (Ashdown, 2018).

Strategic troubleshooting is crucial for solving these issues. Find backup sources, have a roster of reputable on-call staff, and regularly service equipment to reduce downtime. When unexpected issues arise, managers can adjust menus, move seats, or assign new tasks with quick decision-making. This strategy minimises service interruptions and keeps consumers satisfied when things go wrong (Boella and Goss-Turner, 2019).

Operating foresight improves stability and consistency by anticipating issues. Managers can prevent difficulties by monitoring demand, store trends, and equipment lifespan. This prediction system improves service, customer satisfaction, and resource use (Alam and Inoor, 2021).

5. Information Management and Decision-Making (Approx. 500 words)

Good information management helps restaurant staff make data-driven decisions that increase service, efficiency, and earnings (Chen, 2020).

POS Systems are crucial to this process since they provide sales data, client preferences, and past orders. Based on menu sales and peak hours, managers might adjust hiring and stock levels. POS data also enables businesses know what their consumers appreciate, so they can create specials and menu adjustments that attract and retain their ideal customers (Burrow and Kleindl, 2019).

Feedback Reports reveal client opinions and issues. Online reviews, comment cards, and poll platforms can help managers identify issues like excessive wait times and poor cuisine that may not be apparent from sales data. Answering client comments well shows that a restaurant values their opinions, which promotes trust and loyalty. This information can also be used to target training, such as enhancing customer service or food items based on client demand (Alam and Noor, 2021).

Stock and Payroll Management tools aid decision-making by optimising resource use. Inventory management technologies assist save expenses by maintaining stock levels, closing gaps, and reducing waste. Automated payment systems let administrators follow personnel, calculate wages appropriately, and stay to budgets. These systems assist managers recruit the right people and make the greatest purchases to run firms successfully and save labour expenses (Amato and McCarthy, 2022).

Data analysis helps restaurant management make better staffing, promotion, and cost-cutting decisions. For instance, POS data might indicate managers when service is best. This allows them to adjust staffing to meet demand and avoid paying overtime during sluggish periods. Menu promotions can attract customers and boost revenue by highlighting popular items. Managers can use feedback to tailor visitor experiences by introducing specials of popular foods or modifying portion sizes to balance quality and affordability (Ashdown, 2018).

This information management method helps a restaurant function more efficiently, cut expenses, and provide consistent, high-quality service, which boosts customer satisfaction and long-term earnings (Boella and Goss-Turner, 2019).

6. Reflection on Personal Experience (Approx. 200 words)

Looking back at my restaurant experience, a few management suggestions made things flow more smoothly and the team fared better. I had to make rapid decisions and solve problems to

handle new scenarios during hectic times. I rapidly rearranged the team's roles and responsibilities to handle the rush when an unexpected staff member wasn't there. I learnt from this that planning for the worst and working together are crucial. Two things are needed to keep service functioning smoothly during bad times (Alam and Noor, 2021).



I also learnt how crucial fact-based decision-making is from POS systems. I uncovered unpopular menu items that went to trash by analysing sales data. We may adjust the menu based on demand, saving money and making customers happier. Implementing inventory management and information analysis theories in practice helped me understand how they effect service quality and profits (Ashdown, 2018).



7. Conclusion (Approx. 150 words)

To conclude, running a restaurant demands people skills, technical understanding, and smart information utilisation. Good managers must ensure teamwork, prevent difficulties, and use data to improve service quality and financial stability. To keep consumers happy and the firm running effectively, management must manage staff, supply, and customer needs. Restaurant managers should employ POS systems, feedback reports, and prediction analysis to boost performance, satisfy consumers, and develop their businesses. This balanced strategy creates a strong, customer-focused restaurant that succeeds despite challenges and demands.

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54/100

PAGE 1

PAGE 2



Comment 1

Please check the spelling.

PAGE 3



Comment 2

Remember to use in-text citations for all statements that require evidence.

PAGE 4

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It is important to include an in-text citation to support this statement.

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Comment 13

These statements require in-text citations for support.



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PAGE 9



Comment 15

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Comment 16

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Comment 17

It is important to provide more specific detail for this reflection, in order to demonstrate knowledge, understanding and cognitive skills.



Comment 18

It is important to provide more specific detail for this reflection, in order to demonstrate knowledge, understanding and cognitive skills.

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GRADING FORM: BMGM5004 RESTAURANT MANAGEMENT

GHEORGHITA IFRIM

54

LITERATURE ENGAGEMENT /15



Remember to include the, "Acknowledgement of AI". Remember to use in-text citations for all statements that require evidence (please see in-text comments). You have provided 20 references.

9

KNOWLEDGE & UNDERSTANDING /30



It is important to provide more detail for your reflections, in order to demonstrate knowledge

17

and understanding. You have generally demonstrated knowledge and understanding. More detail and specific examples are helpful to demonstrate enhanced knowledge and understanding.

COGNITIVE & INTELLECTUAL /30

	You have demonstrated some critical evaluation and analysis. More detail and specific examples can further support evaluation and analysis (please see in-text comments).	17
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PRACTICAL SKILLS /10

	You have linked theory to practice and discussed solutions to challenges. More specific examples and detail could enhance this.	6
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TRANSFERABLE SKILLS /15

	There are large gaps between headings and paragraphs. It can be helpful to have smaller spaces in between, for increased clarity. Remember to check grammar in places (please see in-text comments).	5
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