

# The sams restaurant uses business essay

[Business](#)



**ASSIGN  
BUSTER**

SAM'S Restaurant has been the first of its kind in the community of Ivy Green Road; competitive advantage has been the key to the success of SAM'S Restaurant. The major challenge to the success is the fact that as inflation rate raises the potential customers will tighten their budgets in order to weather the financial storms. Growth strategies will include customer retention, new products and services, greater share of the profit pool for existing products and services in existing markets and channels; as well as new markets and channels. SAM'S Restaurant intends to create a growth culture the busy by offering clients the best value for money.

## **INTRODUCTION**

The main points of this study propose is to investigate the operation of the company according to the organization and management of the marketing mix, the financing of the business and the economic effects the company has on the community and economy at large. The name that was chosen for the restaurant is SAM'S Restaurant it is located at 104b Ivy Green Road Kingston 10. The location for business is ideal for commuters as well as motorist in addition to that we have adequate space to facilities parking. It is easy to find and a violence free community so our customers will feel safe to visits. Our opening hours will be from 10: am until 10: pm, Mondays to Saturdays and on specific holidays. We will be serving breakfast lunch and dinner; we cater to all cater needs parties and weddings as well, the organization as total of (8) staff members. The mission statement of the company is to produce top quality product that will satisfy the customer and to turn over profit while safeguarding the workers interest and supporting the immediate community in diverse ways. Threats and problems the high cost of bank

overdrafts with the high cost of maintenance re-delivery vehicles and spare parts with aggressive advertisement by competitor and fluctuating exchange rate. In addition to that the managers of the SAM'S Restaurant are young professionals whose aim to be successful and to have profitable business so that a chain of SAM'S Restaurant can become a reality. We therefore wish to introduce the profile of the members of the SAM'S Restaurant team.

## **MISSION STATEMENT**

SAM's is prepared to be one of Jamaica's best which include:

ServiceValueTaking Care of Our CustomersBuilding strong RelationshipGood Entrepreneurial Skills

## **VISSION STATEMENT**

SAM's vision is to be the foremost and best food experience and providing outstanding quality,, cleanliness and affordable service. It is easy to find and a violence free community so our customers will feel safe to visits. Our opening hours will be from 10: am until 10: pm, Mondays to Saturdays and on specific holidays. We will be serving breakfast lunch and dinner, we cater to all cater needs parties and weddings as well. The organization as total of (8) staff members.

## **PROFILE OF SHAREHOLDERS**

### **SHERICA CHAPLIN**

Age: 20 years of ageAddress: 25 Hillburn AvenueKingston 10Education8

CXC5 Units of CAPEBSc. Business AdministrationBusiness Experience: None

## **ANDREW PRYCE**

Age: 27 years of age Address: 14 Full Ford Road St Catherine Education 5

CXC Associate Degree Business Administration Business Experience: None

## **STACEY MAYE**

Age: 25 years of age Address: 15 Cherry Glades Drive, Kingston 19 Education 6

CXC 2 O' Levels BSc Business Administration

## **LITERATURE REVIEW**

This paper was written on the different levels theories and principles of management. Due to the fact that paper was not a research paper the literature would be from different sources. What is Management?

Management is the process by which property group direct actions towards a common goal. Management is continuous process so therefore there are lots of different theories and views of how managers should function, and how they should apply these principles as well as the steps they should take to be more effective managers and leaders. The researcher would like to take this opportunity to differentiate the difference between leader and manager. A leader helps to influence a group of people towards achievement of a goal, while the manager is a person who plans, coordinate and organize. It also said that a leader inspire and motivate and a manager administer. These different principles has being applied to the SAMs Restaurant for further analysis, according (Henry, 1841-1925) " 14 Principles" was one of the earliest theories of management to be created, and remains one of the most comprehensive. These principles will guide the organization towards an effective and structured environment. In addition to that he went on further to write the five functions management of which then walk hand in hand with <https://assignbuster.com/the-sams-restaurant-uses-business-essay/>

the 14 principles with these essential principles and function an organization that applies them and applies them well, is guaranteed success. There are two approaches to management Classical and Human Relations Approach, it can further on look at as an Art or Science, and however people have different views of tackle these approach , as one might say it best to the approach that fits your organization. According to (Drucker, n. d.) He viewed management as an Art “ management is a liberal arts as it deals with knowledge, wisdom leadership along with practice and application, while (Anon., n. d.) says that science “ is ideal for certain situation, and management as a science can be subjective to experimental analyst”.

## **RESEARCH OBJECTIVES**

This paper seeks to determine to the different skills, respective rolls and managerial approaches each members of the SAMs Restaurant will take to make the business successful. These objectives are: To indentify the different types of managerial strategies that will be more effective. To access what correct application of skills approach techniques are applicable to for our business. To indentify the development that has come about from increased marketing and promotionTo provide the reader with adequate information on the topic chosen. To indentify how the different theories can be applied to get productive results

## **METHODOLOGY**

This research was carried out by using different types of data; firstly this was created so in order to gain information on how a business ad such would be successful or begin it operation, the use of secondary data was used.

However the researcher seek data from class notes that was provided, in <https://assignbuster.com/the-sams-restaurant-uses-business-essay/>

addition to that more information was sort to gain full understanding of how these method, strategies and skills should be appropriately applied to be effective leaders and managers. According to (Herzberg, 1959) Hygiene factor which contribute to motivation these are extrinsic factors that make people work harder e. g. Salary . fringe benefits, job security. The motivational factors which are the intrinsic factors that allows persons to carry to internal side to that particular individuals such the recognition, achievement, responsibility and growth. It is concluded that not only effective managers and leaders allows an organization to grow or be successful but its employees and the entire surrounding on a whole. Such theories like Henry Fayol came up with 14 principles and 6 functions, these can be seen a tools with the right techniques these tools can help to build an emperor all the parties involved.

## **Question**

You and partners have decided to open a large full-service restaurant in your local community; it will be open from 7a. m. to 10a. m. to serve breakfast, lunch and dinner. Each of you will be investing JA \$1, 000, 000 in the venture, and together you have secured a bank loan of JA \$3, 000, 000 more to begin operations. You and your partners have little experience in managing a restaurant beyond serving meals or eating in restaurants, and you now face the task of deciding how you will manage the restaurant and what your respective roles will be.

## **Requirements**

You are required to create a name for your business and give a profile of your partners before proceeding with the project . The name that was chosen <https://assignbuster.com/the-sams-restaurant-uses-business-essay/>

for the restaurant is SAM'S Restaurant it is located at 104b Ivy Green Road Kingston 10. The location for business is ideal for commuters as well as motorist in addition to that we have adequate space to facilities parking.

## **Task**

### **Develop a managerial hierarchy. Decide what each partner's role in the restaurant will be.**

An organization requires a define hierarchy structure to maintain control over its goals (Anon., n. d.)The SAMs Restaurant will be using the overlap hierarchy structure, in a case such as this one no one has more authority over each the leadership is distributed equally among the shareholders.

Diagram showing hierarchy structureSherica Andrew StaceyC:

Usersjhanathan\_sAppDataLocalMicrosoftWindowsTemporary Internet FilesContent. IE5SDDURVKWMC900441954[1]. wmfEmployeesSherica is responsible for payments and invoices. This is where she ensures that the money receive are paid out to the suppliers and employees accordingly as well as the profit is shared among the shareholders. She is also to monitor these transaction effectively and knowledgeable to full fill the task that is assigned to her. She is also responsible for the opening and monitoring breakfast service. (Morning hours)Stacey is responsible for the purchases, where she keeps track of inventories and daily supplies. Her main role is act as Liaison to effectively communicate and maintain a good relationship both internally and externally in order to receive quality and efficient services. Stacey is responsible for afternoon lunch hour services, and the monitoring of food preparation for fast and reliable service, Sherica most times assist during theses hours due to the fact that is always busy to facilities the lunch

crowd for fast and reliable services. Andrew is responsible for cashiering and the overall administrative aspect of the business. He also mainly does the Informational role, in which he acts as a disseminator he manages on a day - to-day basis. Taking care of documents, business reports, external calls, customers request and complaints and also communicate with potential suppliers and customers. He also acts as a spokesperson for the company. There are fourteen (14) principles of Management describe by Henri Fayol. Outline clearly how at least (10) of these fundamental truths could be applied to the business you have established. The ten Principles of Management of Henri Fayol that the SAMs Restaurant decided to use to enhance and improve our business are. Division of Work Authority Discipline Unity of Direction Remuneration Centralization Line of Authority Order Equity Esprit de Corps

## **Division of Work**

According to (Anon., 2008) the use of human resources is best used in the specialization, in other words when the work is divided accordingly, we will get result because one will pay attention to the particular task that was assigned to them.

## **Authority**

This is where there is the right to give command and the right to require obedience. The fact that it carries the role of responsibilities as well it will play an important factor to each person that gives the order also takes responsibilities



## **Discipline**

Discipline is needed to achieve the goals of the organization, but in order to achieve it penalties has to be enforced. Every successful organization needs discipline to achieve a common effort.

## **Unity of Direction**

This is where we seek to have the entire organization to be aligned to one direction and objectives to achieve a common goal.

## **Remuneration**

This will help us understand the different variables that make up the business of instance cost of living, how success the business and all the different conditions that will help measured our employees salary.

## **Stability of Tenure**

In this we seek the understanding of retaining productive employees without have to do new recruitment often. This helps to understand for an employee to show their true potential they should be given the chance to perform the best over a given period of time.

## **Line of Authority**

This will allow the employee to function effectively without confusion, they will know exactly to communicate with for updates, daily activities of the business or when matters arise.

## **Order**

This principle will assist us in balancing the resources and people that are refer to their specific of the organization to achieve efficiency and synchronization.

## **Equity**

This concept is very important for any successful business the distribution of equality should be done fairly in order to achieve the expected results from employees. In order words all employees must be treated fairly.

## **ESpirit De Corps**

The will guide us as manager promote and foster a harmonious environment for staff members.

## **Which building blocks of competitive advantage do you are need to establish to help your restaurant to succeed?**

The building block of advantage the SAMs Restaurant would use establish to promote success? They are four major building blocks. Superior Efficiency Superior Responsiveness Superior Quality Superior Innovation The Superior Efficiency will help the restaurant to better understand the overall activities of the business in terms of materials, production, overhead cost and logistics. This will help minimize cost which puts us in a more competitive advantage within the restaurant industry. The Superior Responsiveness this is where the SAMs Restaurant anticipate the customer's needs, and also meeting and full-filling the customers' expectations. This is very important to because it helps to bring customers retention. As we are open for suggestions and recommendation, evaluation is also done to see

how we are doing, what can we do, and more importantly what is the customer really needs. Superior Quality this were we will every opportunities to build our image through the high quality of service and goods we offer. It also refers to how reliable were to our customers and to maintain it as well. Superior Innovation the superior responsiveness supports the superior innovation by creating new products and updating the things which needed to satisfy customers wants. This will position us to be competitive advantage and with the infusion of these core competencies will enables to be ahead of the competition within the restaurant industry.

### **Outline the most important decisions that must be made about:**

Planning Organizing Leading Controlling To allow you and your partners to utilize organizational, resources effectively and build a competitive advantage.

### **Planning:**

Planning is very important to any functional organization; if you fail or plan to fail it could lead lot of uncertainties within your organization. This will help the shareholders create deep detail action plan that will leads to our goals and keep focus our objectives and organizational goals, team goals and objectives. Even through planning is ongoing process.

### **Organizing**

This is responsive to planning, this will determine how we are going to distribute resources and organize the structure of the restaurant according to the plan. We have to make sure that we delegate authority and assign

work, and ensure that each employee is placed at the job description in order to function effectively in carrying out their task.

## **Leading**

According to research it is said that a person will only lead by example and that an employee will not only listen to a leader, because they are a leader but by the person that are. This is where we will spend time connecting with our staff daily basis which includes motivating, communicating and encouraging our employees for the overall success for the both parties involved.

## **Controlling**

This is where we evaluate our results against the plan that was set. This will help us regrouped if goals are not been met and to take the necessary steps to correct the action and continue to work to achieving the organization goals. After analyzing these four important functions of management we then begin use them orderly strategically to effectively build on competitive advantage.

## **What kinds of technology can be employed to help the partners better manage the complexities of the restaurant industry?**

The form of technologies that is used in this business will be computer aided, which will assist in the accountability and the effectiveness of the business operation. The computer is a problem solving skills that humans beings introduced, a number of technologies means, concepts, methods and procedures which will improve the standard of living of many people over

centuries. Technologies have made rapid strides over the past years, but more since the discovery of silicon chip that revolutionized computer technology and greatly enhanced the advancements in communication technologies. These technologies will help to modernize the production , innovative and communication methods. According to expert; it increased the efficiency of operations in an origination. The usage of the fax machine and internet is a good asset to the company; this will allows our customers and supplier to communicate with us easily. We can access our purchase order and also ours as well.

## **THE SAM’S RESTAURANT USES**

### **Internet to:**

AdvertizingDo research for future ventureCommunicate externally and internally personnelSend and receive emails

### **Printer to:**

Print invoicesBusiness Report, Documents

### **Computer to:**

Keep records of customersAccess on line customersKeep records of employersKeep of inventory

### **Fax Machine to:**

Receive and send PerformaProvide invoices to customersOutline clearly five (5) legal and ethical challenges that your restaurant will face and your plan of action for each of these. According to (Anon., 1999) the government should always try to maintain a strong and efficient business environment. In

order to support this government sets up ministries with delegated responsibility for commerce, trade and industry. Some of these ministries are Ministry of Labour Ministry of Health Ministry of Consumer Affairs These legal and ethical issues that can be faced are:

## **Legal**

The registration of the company Health Safety Practices Pricing of Consumer items Standard of Goods

## **Ethical**

Acknowledge the needs Be Cognizant at all times Treat Customers with Respect Allow Customer to feel Welcome We are prepared to meet and follow the requirements, standards and practice which the government has set as the guide line for business operations.

## **Registration of Business**

Our action plan is to get the necessary documents from the respective institution in order to obtain the license to operate.

## **Health Safety Practices**

We will do everything possible in our knowledge to follow the corrective guidelines and measures to ensure that our business provide a healthy and safe environment of both our employees and customers.

## **Pricing of Consumer Items**

We will always be aware of what the government recommends in our pricing strategies, not to burden customers but to give the best price we can afford to give.

## **Standard of Goods**

This is where we seek to ensure the quality of food is served at all times, to keep a keen relationship with suppliers for the maintenance of quality products.

## **Acknowledge the needs**

Our action plan is to, acknowledge the needs of our customers and try to satisfy the needs to the best of our ability.

## **Be Cognizant at all Times**

Not to be complacent and to be aware of our customer needs and concerns, whether it is direct or indirect.

## **Treat Customers with Respect**

This is where we will periodically have staff meetings, briefings and motivational sessions to educate staff of the importance of showing respect to customers.

## **Allow Customer to feel Welcome**

We will try to ensure that all customers that walk into our restaurant feel welcome in spite of class, color or creed and that satisfaction is our number one delivery.

## **Using Peter Drucker's five (5) steps process, describe how Management Objectives (MOB) can be implemented in your restaurant.**

According to (Drucker, n. d.) is a system that seeks to align employees' goals with the goals of the organization.

## **Five MOB process**

Set Organization Objectives  
Cascading Objectives Down to

Employees  
Encouraging participating in Goal Settings  
Monitor Process  
Evaluate and Reward Performance

## **Setting Organization Objectives**

SAMs will clearly state and defined the organizational objectives in order to have a better understand of the direction the company is going.

## **Cascading Objectives Down to Employees**

This will help us to support our objectives, and to understand the right communication process and the direction in which it should flow. One of the main objectives when using this particular process is to ensure that information is passed on to every level of the organization.

## **Encouraging participating in Goal Settings**

In any functional organization needs participation in order to carry out its daily functions effectively or efficiently, so we will use the knowledge of the MOB process as guide to accomplish this task. This will helps to motivate employees to understand how their personal goals and objectives aligns with that of the organization, while them having a sense of belonging by having a say in decision making, and using their own initiative and not be ordered around.

## **Monitor Process**

This is where we measure our goals and objectives against our achievement to see where we are going and what need to be done and how and also to see the needs for any changes. These monitoring systems should help to <https://assignbuster.com/the-sams-restaurant-uses-business-essay/>



keep us on track of our target; as well as provide assistance in keeping of employee's accountability as well as performance.

## **Evaluate and Reward Performance**

According (Anon., 2013) MOB is designed to improve all levels of the organization. This will guide us on how to understand the evaluation and reward process, each staff will be given the opportunity to be evaluated based on their performance and be reward for it. This process sometimes motivate employees and encourage others to do well, this in return often times give the organization a productive and competitive environment.

## **Recommendation**

This principle of Management project has look deeply into the principles and fundamentals aspect of management and functionality of the organization. This teaches how to be an effective manager within your organizations and how the different practices and strategies make a difference. After carefully analyzing the Management Principles and it process I realize that Management is an ongoing process that never ceases to stop introducing more techniques and strategies to elevate the management of the business world. However I would recommend that the well trained managers are given the opportunity to train the next person in order to carry on the trend.

## **Conclusion**

This research as given much incite on the Principle of Management , the knowledge gain from this research highlights some key factors as how to be successful and effective managers. The many different ways outlined by various authors gives managers the option of choosing the managerial style

that best suits their organization culture and structure. I the researcher came to the conclusion that effective managers increase the organization opportunity to be successful and competitive within its environment and surroundings. The enthusiasm, desire that managers have really does have a great impact on the lower level of the organization structure which often boost production or service.