

Introduction of hard rock cafe tourism essay



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Hard Rock Cafe is one of the universally recognized trademarks. Since its establishment in 1971 with only one restaurant in London, this brand name has spread out its reputation and its business expanses to 170 venues in 51 countries over the world (Hard Rock Cafe, 2011). Founded by two music-loving Americans, the spirit of rock&roll music has inspired its business style and create the attributes of HRC, a theme restaurant creates value in form of quality food and music entertainment. More importantly, the success of HRC today is considerably contributed by the 10 operating management strategy applied to all its chain of restaurant worldwide.

Operation Management Strategy: Hard Rock Cafe fits into the multidomestic international strategy. Each cafe has its own autonomy with nearly half of them being franchised. Instead of just having one menu that each cafe serves, the menu is adjusted to fit the local tastes. Every Hard Rock Cafe offers its own experience and memorabilia to share with the locals and tourists who are visiting

Design of Goods and Service:

The first strategy has to be applied at HRC is the differentiation in its design to create entertainment atmosphere. Starting with a simple design with an electric guitar, HRC come into operation in 1971 when the rock&roll movement was at its peak. These Rock-n-Roll theme is not only hit people taste 30 years ago but also a hit for the foreseeable future.

Secondly, the experience concept has been successfully brought to HRC goods and services including good dishes and visual and sound experience opportunity as well. Coming to HRC, customer can see a unique memorabilia

collection of 70, 000 pieces including souvenirs from different popular musical bands, artist and rockers.... This variety collection engages the curiosity of rock&roll fans who would love to see these items with their own eyes. This is also the target customers with special desire of experience. Hard Rock Cafe has ultimately become the world's leading collector and exhibitors of rock ' n' roll memorabilia, which draw a lot of attention from music fans. In accordance with the memorabilia, HRC also pay effort on live music events, TV channel and website.

Nowadays, Hard Rock is not just a name, it is a phenomena with the slogan " Love all-Serve all". Besides bringing the visual and audio satisfaction, HRC also provide good dishes with local menu to meet local demand. Each country has different menu set which is adapted for local taste. For example, different kind of beefs are served at Australia and NZ while pork is a focus in China market. (check lai menu cua cac quoc gia tren)

Hard Rock International now have 6 business sectors such as cafes, hotels/casinos, live, shop, memorabilia, philanthropy. Surprisingly, 48% of HRC revenue comes from retail including various kind of T-shirts, jackets, albums of singer and bags with hard rock logo. HRC offers changes for experiencing and owning by consuming their souvenirs.

In sum up, the design of goods and services at HRC can satisfied every individual with good foods, good service in combination with distinctive entertainment with Rock-n-Roll enthusiastic atmosphere..

Managing Quality:

The impressive design definitely catches customer eyes; however, the service quality has power to take them back. Therefore, managing quality definitely is a main focus. At HRC, quality is managed in term of service of food, music and atmosphere.

Regarding food provided, HRC conduct lots of quality survey to access the satisfaction of their priority target, their customers. Food quality must be taken a lot of care so base one some factor to maintain the qualification such as ingredients, prestigious suppliers and keep improving the menus. HRC surveys are on a scale of 7. Any feedback less than 7 is considered as a failure. This strict satisfaction score keep maintain their quality of service. Besides, the menus will be adapted accordingly to fulfill customer recommendation.

In addition, HRC recruitment criteria also contribute to quality service. In order to provide best experience and truthly reflect the business spirit, HRC carefully chooses the staff whose working competence and passion of music or rock-n-roll can allows for a courteous service. Furthermore, waiter at HRC can use international language which can ease most of the 70% tourist visiting HR. The new employees then will be trained and developed to participate in the operation of HRC. The enthusiasm of the entire staff as they engage the customers is one of the reasons people keep going back.

The staff is sometimes scheduled down to 15 minute intervals; which means a waitress or staff member will check on you within that time frame. I believe their motto says it all " LOVE ALL -SERVE ALL-TAKE TIME TO BE KIND-ALL IS

ONE-SAVE THE PALNET". Of course this is subject to change due to seasonal demand of tourists as well as the process and capacity design of each individual restaurant. Hard Rock Cafe is always undergoing changes to accommodate its environment. They are now focusing on live music inside of restaurants; which means they will change every once or son often to accommodate the music industry's hot artists.

Process and capacity design

The process and capacity design is what drives the decision of the locations of their facilities. HRC creates products in an efficient manner, by analyzing them for cost effectiveness and by labor requirements. HRC analyses the whole production process from purchasing food ingredients, to preparing the food, and to serving the food. They ensure their process and capacity design creates a quality meal and dining experience for each and every one of their customers

Location selection

Because 70% of Hard Rock's guests are tourists, recent years have found it expanding to ' destination' cities. While this has been a winning strategy for decades, allowing the firm to grow from 1 London cafe to 110 facilities in 41 countries, it has made Hard Rock susceptible to economic fluctuations that hit the tourist business hardest

To make sure that customers are attracted to the Hard Rock Cafe, management has developed a smart location strategy. Before deciding on a location, they will carefully research a market and look for an exact location. They will also study the timing to make sure that the economy will support a

new cafe in that area. Once a cafe is opened, it is watched carefully and process and capacity design will modify the menu, inventory, and layout as customer's tastes change.

Location management has chosen to franchise certain cafes to avoid risk and so the business will run smoother. They have also stopped marketing just target cities well known for their tourism and have targeted smaller, less touristy cities to avoid being hit so hard by the changes in economy

Why it has been firstly opened in London?

Tendency in preferable location

Analysis of location and other related elements

HRC has always catered to high tourist cities and destinations. In most large cities around the world you can find a Hard Rock Cafe. Making sure that the location of the operation will have the most exposure for the services that are being provided. Demographics play a vital role in the support of the product being provided. For example Universal Studios Orlando is visited by millions of tourists annually. When HRC decided on Universal Studios as one of their sites, they included in the process on how to accommodate for tourists and locals that filter thru the theme park daily. HRC decided to add state of the art lighting, tall standing pillars, and a stage for concerts at Hard Rock live that accommodates 3, 000 people. Their design was that of the Roman Coliseum made of rock pillars. There are over 400 employees at HRC Orlando which include, wait staff, cooking staff, maintenance staff, and management. Once the facility was complete, the Hard Rock Cafe in Orlando

stood as the largest HRC in the world and serves more than 3, 500 meals daily.

Layout design

Different designs for different countries, different taste of society and atmosphere, location. Different countries have the different representations. It includes every cafe may like the distinct styles of appearance and business; it may be visited by some famous people and left the significant things ever owned by themselves.

Ex: As one of the city's largest music experience destinations, Hard Rock Cafe Manchester can accommodate a crowd of up to 450 guests and features a Rock Shop, live concert stage for performances and special events, and a Rock Lounge with its own cocktail bar available for private parties of up to 120 invited guests.

The Cafe's outstanding memorabilia collection and the majesty of this fabled city with nearby views of the National Library, the Cultural Centre of Madrid, and the beautiful oceanic fountains of Colon, will completely invigorate you, so get ready for the all night extravaganza, Hard Rock style

Like many franchise restaurants, HRCs are based on a set of templates or blueprints, which are chosen based on available space, expected traffic levels and customer flow. However, some of the properties are designed to be unique to fit into the surrounding architecture, or to stand out. At a minimum, the design should not interrupt the flow of customers as they enter and exit the facility. The typical location has an interior layout which

includes a customer service counter with host or hostess, a bar, a lounge area, and a food preparation area.

Human resources and job design

Another key to a successful restaurant is to understand that employees want to be a part of a team. Feeling important and part of that team goes a long way to making them want to stay with their employer

How many staff

Recruitment method and policies

Staff: Skill and passion of Rock

internal promotion policy to enhance the commitment

Assessment of manager's performance.

Productivity of Staff <http://www.oppapers.com/essays/Hard-Rock-Operations-Management-And-Productivity/395373?topic>

Hard Rock strives to make the work environment an enjoyable one. HRC ensures an adequate amount of employees are hired for maximum productive, while minimizing strenuous work duties and tasks for employees. Employees are expected to produce only within attainable means. The employee to production ratio is always balanced and has a constant oversight.

Supply-chain management

While Hard Rock is one of the most recognized brands in the world, this does not mean its cafe is a natural everywhere. Special consideration must be given to the supply chain for the restaurant and its accompanying retail store. About 48% of a typical cafe's sales are from merchandise. So the Supply Chain Management is very important. Supply chain umbrella includes: purchasing; inbound transportation; quality control; demand and supply planning; receiving, materials handling and storage; materials or inventory control; order processing; production planning, scheduling and control; warehousing, distribution; shipping; outbound transportation; customer service.

Productiveness is the main task of the supply chain management in Hard Rock

Outsourcing is a popular method that a big-scale organization, like Hard Rock, applying for its supply-chain management to improve working capital, inventory management and operating margin.

Managing supplies is a challenge in itself. A lot of the restaurant industry is outsourcing to get most of their supplies from vendors as its cost efficient. Most of the memorabilia and souvenirs come from vendors to maximize inventories and stock while minimizing cost. The available inventory of items and supplies is dictated by the number of sales. HRC uses various formulas to compute what portions or items are to be available by calculating sales on a daily, monthly and annual basis.

Inventory

Store and serve food- Quality

Inventory management is primarily specifying the amount and the usage of goods. Management of supplies is essential to protect the normal course of consumption and production against unexpected disturbances such as running out of materials. Inventory management is also the process of forecasting inventory, future inventory cost, and available space for goods and on demand replacement of goods. Balancing these areas of requirements enhances and ensures optimal inventory levels of productivity.

Scheduling

Scheduling the large staff of bartenders, kitchen and wait staff, hostesses, and retail clerks is done based off of tracking sales. When planning the schedule, they look at the prior year's sales and the trends for the last couple of weeks. They will also take into consideration any events that may be planned in the area during the time frame

shot-term forecasting to schedule their services

Daily data from every single entrance

Record from musical events

Study on rush hour to allocate jobs and human resource

Just-in-time service

Employee scheduling is an essential part of the everyday business process.

Within the scheduling process they evaluate factors such as approved

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employee requests, hours of availability, normal business hours, the business needs, shift trades, sick days, emergency leave, etc. HRCs prides on creating a work schedule that fits employee needs to create a suitable work environment which contributes to enhanced productivity. Shift scheduling is a strategic challenge that requires adequate time, experience, and solutions to manage the task.

Maintenance

Quality control

Change menu and music

Website and TV channel.

Rock fest Project planned 9 months in advance

Items at Hard rock and its maintenance

Maintenance is mostly outsourced to private contractors. Some of the hotels and casinos have maintenance departments directly on their property.

Maintenance involves fixing and troubleshooting any sort of mechanism or electrical device should it become out of order, broken, or not operating properly. The larger properties have maintenance departments that provide 24 hour support. They are responsible for performing routine actions which keep devices in working order. Furthermore, these departments provide preventative maintenance along with corrective maintenance to ensure maximum efficiency and provide all products and services as they are advertised.

Hard rock café, operations management in services from Anjad Qusaibaty

Hard Rock Job Description: <http://www.bestjobdescriptions.com/company-profiles/hard-rock-cafe>

Introduction and briefly discuss OM <http://www.mightystudents.com/essay/Operations.Management.Productivity.107171>

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