

Business plan on operational plan

[Business](#), [Company](#)



Description of company's operation.

United Dining is a company within the restaurant industry. They have a belief that they belong, specifically, to the unique dining experience industry. It is worth to mention that there is not an official industry that is a representation of this.

The company will also use research findings and work with the tourism and travel industry agents so as to confirm travel trends in specific markets.

Furthermore, they will use this information to populate all restaurants under the company with information related to destinations for travelling as well as experiences. Thus, because of working with them these agents would be willing to assist us with the dining operations in their activities dealing with marketing and promotions. Furthermore, they would be in direct contact with all the best suppliers to ensure the company would spend minimal costs on quality goods. This way, their activities would act as a means that would build and broaden the client base (Morrisey, 2008).

The company also offers to dine experiences that are different and depended upon which country the customer intends to visit that day. This is the main strategy that would enable the company to differentiate itself thus attract a larger market in comparison to competitors. For instance, if one of the potential customers is not a fan of foods from a particular location then they can visit they can choose to dine another option of the restaurant that offers food from a different location. With this in mind, the company has acquired the services of dependable suppliers to ensure it achieves its goals.

United dining utilizes both primary suppliers and secondary suppliers. For the most part, the services of secondary suppliers are contracted through a primary supplier. Furthermore, the restaurant relies not only on two primary suppliers but also a secondary supplier. The suppliers deal with supplying food stuffs, furniture and also the specific needs of each location of the restaurant. It also uses international suppliers to supply goods from the regions that the restaurant represents in order to improve the authenticity of the locations within the restaurant. Thus, this makes it vital for the company to have overseas contacts.

The business is in the high end restoration in Montreal and thus is considered as an oligopoly. It offers a unique experience to clients thus this is the main product that differentiates it with other restaurants. The restaurant is designed in a way whereby within the restaurant there are four distinct locations that offer different dining experiences. Each location has a short description on the door thus customers would be able to read them and decide which culinary experience they would like to have. Within each of the region, specific locations, adaptations have been made to ensure that they bear a close resemblance to the country in which they represent (Luther, 2001).

Flow of orders for goods and/or services.

In United dining, every employee will carry out different duties. The head chef will be responsible for ordering inventory. This inventory will then be given to suppliers who would then make deliveries as specified. The restaurant ensures it pays up promptly to avoid problems with finances.

Once ordered, the supplies are checked so as to ensure they are fresh and of exceptional quality before taken into storage. The food supplies, as well as furniture and other goods, are categorically stored whereby each location within the restaurant has their own specific storage facilities. Furthermore, the supplies are checked if they meet the specific requirements for the kind of goods and services each location requires. The meals will be prepared by various individuals in the kitchen. The types of meals to be prepared will depend on the specials as well as what is expected to be ordered by customers that day. Some meals that require expensive ingredients are prepared only after an order has been made for them. Exceptions are on made on meals that take a long time to prepare. The head chef is in charge of all activities in the kitchen with various individuals working under the chef who carry out various duties. There are also other employees working in the dining area who carry out various duties including escorting customers, serving them and also cleaning the tables before and after they are used.

The services offered will be directly from the restaurant to the customers. The restaurant's customers would first get into a lobby that resembles an airport. Here, they will be faced with the choice of four doors representing different locations that they intend to 'fly to' and get new experiences. Brochures will be available at every door whereby they can decide which location they would like to visit, pay up for their tickets and begin their journey. The price they pay at this point is a cost of how many courses they would have once inside. Once seated, they will be given details about their destination and also order for their food. Once it is served they can ask for more information about the particular destination or any queries related to

the restaurant will be answered. Thereafter, a bill would arrive, representing additional costs whereby the customers will pay up. After payment, they will be escorted out of the building. The daily activities of the management personnel would involve managing cash flows, ensuring that all inventories are congruent with demand. This means that they should be in constant contact of the chefs of all destinations (Luther, 2001).

The restaurant offers two different price points for the meals offered to depend on the time of day. During the day, the meals offered will be cheaper as compared to meals offered at night. Moreover, all the meals will be priced equally thus customers would not be distracted on enjoying the experience because of the pricing.

Technology utilization.

Technology is a vital part of influencing the profitability of a business. These strategies will be applied through technology which can be detailed as e-Business. This is often based on the use of technology as a means to communicate with customers, suppliers as well as competitors. This is inclusive of their interactions with their customers and suppliers and would allow them to revisit their current market and also the possibilities of the business moving into new markets.

will be effectively utilized in order to increase the market share and also increase awareness of the restaurant. Mathew, one of the entrepreneurs, will develop a website for the restaurant. It would provide all the details about the restaurant including menu, history, and location and also contact information. Since he is well versed with website creation, he will be able to

utilize the use of the search algorithm strategies to improve the appearance of the hotel in search results online. This will also ensure that united dining has a wide presence online, for instance if searches are done by potential customers, especially whenever they are looking for a unique dining experiences, than the restaurant's website will pop up among the search results (Morrisey, 2008).

This utilization of technology will also make it easier for us to market United Dining. We can include links to the company's web page in advertisements thus customers can be able to access more information about the restaurant and also increase their eagerness to visit and enjoy the services offered by the restaurant. It would also enable the restaurant to perform its tasks faster and thus this would enable the restaurant to satisfy its customers.

Technology use would also enable the company to make decisions for instance; online surveys about previous customers would be used as reference on how it would carry out its operations.

With advances in technology, the company can also utilize the use of check-in data in order to keep better tabs on their customers and also know how to influence their numbers. This would enable it to make strategic decisions that would be advantageous to the company (Luther, 2001).

References

Luther, W. M. (2001). *The marketing plan : how to prepare and implement it*. New York:

McGraw Hill.

Morrisey, G. L. (2008). The executive guide to operational planning. San

Francisco: Jossey

Bass.