

Troubleshooting report on the food and operations at the school cafeteria business...

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



The cafeteria is one of the best places for people who want quick and unspecialized (general) services. Cleanliness is fairly observed both in the outside and inside the cafeteria. On arrival, I did not find any usher to welcome me and show me where to sit. I had to personally identify where I could sit and be served. The cafeteria was half full and all the tables seemed to have been used. I identified one of the fairly clean tables and sat, waiting for a waiter to present me with the list of the available dishes. Within no time, one of the waiters came, cleaned the table, and served me with the menu. The dishes were limited and I could not get one of my favorite. She recorded the order in her notebook and requested me to pay. In less than one minutes after the payment, I received the meal. The meal was average, both in quality and in taste.

I was very impressed with the speed at which the customers' orders are taken and the meals served. It was very fast and very convenient for people who require quick service. All the waiters had clean uniforms with name tags embedded. However, I noted that the lady, who served me, did not wear the name tag. It was therefore difficult to identify her with the name. The general cleanliness of the cafeteria did not impress me at all. From the outside, the cafeteria looked very clean and tidy, and I believe this is one of the reasons why it attracts the passersby. However, the reverse is true once inside. First, there is nobody to welcome you and show you where to sit. Second, nearly all the tables are not clean, and are only cleaned once the customer has identified one. Third, the windows, especially the one next to me, were dusty indicating that they had not been cleaned that morning.

I believe it is a policy that all the servers (waiters) put on uniforms and name

tags. This policy was violated by the lady who served me. For a restaurant, it is a requirement that highest levels of cleanliness be observed and maintained. Besides being a health policy, cleanliness greatly influences customers' decisions. Nobody would wish to visit and be served in unclean environment. If the table and the windows are not clean, how can the customer believe that the food is clean and prepared while observing the highest standards of hygiene? This is potentially dangerous and can make the restaurant lose customers.

I therefore recommend that the cafeteria's staff should observe all the policies regarding dressing and hygiene in the same way they observe time. The management should ensure that there is at least one usher to welcome the customers and show them where to sit. I believe it can be very embarrassing for the usher to direct a customer to a dirty (untidy) table. There should also be at least one cleaner whose major role is to ensure that all the free tables are cleaned before the next customers arrive. Finally, the restaurant should expand its menu to include most of the popular dishes. This would give the customers an opportunity to select from a wide range of choices, and order according to their taste and preference.

Objective

I want to be the most effective, influential, and admired Marketing Officer. As a marketing officer, my duties directly influence the success of the company. Based on the company's objectives, I shall perform my duties with highest ethical standards to the best of my ability, and use my vast knowledge and skills in meeting the organization's goals.

Skills

I have excellent communication and interpersonal skills. I have written several business reports, given several speeches on business related issues, and interviewed various resource persons for the business club. My skills will enable me interact with colleagues and customers and persuade the customers.

I am a creative thinker who is self driven, optimistic, and proactive. I have created several online marketing programs and advertisements. These qualities would enable me find solutions in difficult situations, such as fixing the problems of failing products.

I am a team player with positive attitude towards teamwork. Marketing is a teamwork that requires cooperation of various individuals in the team.

My direct marketing skills shall enable me engage the customers, listen to them, and pay attention to their needs and opinions. This shall improve customer relationship and enhance the brand.

I have excellent understanding of the technological impacts. When properly integrated in the marketing structure, technology greatly enhances communication. Technology speeds up most of the processes and automates the communication to customers. Besides, most prospective customers can be reached out more easily. Through embracing technology, especially online marketing and sales, expenses can greatly be reduced, and costs minimized. I have vast experience in this, and intend to do much better for the company. I believe I shall be an invaluable asset.

Finally, I am metrics driven. I have vast skills in data analysis and interpretation, and excellent understanding of the market figures. I shall use

numbers to demonstrate the benefits of the marketing campaigns, analyze the revenue contributed from the marketing, measure the rate of turnovers, and plan for the future, based on the metrics.

I accessed the website on Sunday, November 18, 2012 from <http://www.onex.com/Home.aspx> Presented hereunder is the critique of the website. The site is clear and visually appealing, with the right choice of moving pictures, colors, and text fonts. The website serves as a source of information to all the stakeholders including investors (shareholders), employees, prospective investors, and the general public. It is well organized and easy to navigate. On every page, the performance of the company's stock is highlighted. The current share price is shown in real time, with an indication of whether the price has increased or decreased. This helps shareholders track how their shares are performing, and enables prospective investors to make informed decision on whether to invest in the company's stock. Also, every page has a search system that helps in quickly finding the needed information. Every page has links to other pages and other information.

The homepage is simple and well organized. It gives the general information of the company, highlighting its asset management, investments, and success over the past years. It also gives quick links to the most important information including the news and reports. Without any doubt, this page serves its purpose. The page is still clear and shows all the important information when printed or viewed without color. Only the pictures disappear. The language is simple and direct.

The “ About Onex” page, just as the homepage, is simple, clear, well organized, and provides all the needed information including the company’s history, principles and values, return on shares, and return on capital, among others. Besides, the font size and color are appealing. It is also possible to manage the font size incase the user is not comfortable. One can increase or decrease the font size as desired. Other pages are similar to the about us page and serves all their purpose.

Work Cited

Onex Corp., 2012. Retrieved November 18, 2012 from [http://www. onex. com/Home. aspx](http://www.onex.com/Home.aspx)