

# Food service business plan

[Business](#)



With award winning culinary artists, there is nowhere else you would rather be. " [Our name] has the ambition to become the fastest growing restaurant chain in Canada. We encourage strong work ethics, innovation and reward staff for goals accomplished. With continued support and development for our employees, we mold [our name] as an attractive atmosphere for talented and unique individuals. " Whether you are looking for a career or a part time job, [our name] is the place for you.

We recognize hard work through benefits and incentives for staff.

We are also a strong supporter for the local culinary college; we offer internships and scholarships with a long-term commitment of support for our current and future generations as they make their way into the culinary world. " GOALS Expansion \* Our goal is to expand from our current locations in Calgary and Edmonton Alberta, and open three new restaurants in British Columbia. The new restaurants will be located in Vancouver, Whistler and Victoria. Our aim is to have the three new establishments operating in two years, in time to benefit from the 2010 Winter Olympics.

[Our name] goal is to have one restaurant fully functional after 8 months of construction and training. Each new establishment will follow consecutively to maintain the firm timeline set forth by our organization. Quality products & fair pricing \* [our name] will ensure that the three new locations provide quality products at fair pricing. To achieve this, we will purchase local organic meat products and seasonal fruits and vegetables from the local community. Maintaining this level of food quality will ensure our commitment to healthy food choices and above standard fare.

Using local produce for our supplies will cut down on transportation costs. This initiative will be reflected in our prices and at the same support local business and increase our visibility in the communities. Quality Service \* As with [our name]'s current locations, quality service will be achieved and maintained. To attain this goal, we will invest in employee development through internal as well as external trainings. This will enhance employee knowledge and expertise which will be reflected in how they perform their duties.

A good benefit package and incentive plan will be given and is intended to keep employee satisfaction high, and translate into superior quality service. Another important aspect of providing quality service is to perform regular internal audits and employee restaurant operates above industry and business standards. STRATEGIC PLAN Our overall strategy will be based on a Customer Service Strategy and providing customers with a unique product and unique experience. “ It takes giving customers what they want, communicating effectively with them, and providing employees with customer service training. (Robbins, Coulter, & Langton, 2009).

While developing and implementing these strategies from all levels, managers will base all strategies and decisions made on this concept. Corporate Strategy – Growth & Concentration – Top Level Management At [our name], our corporate strategy for expansion will be growth through concentration. We would like to increase our market share by increasing the number of markets served from Alberta to British Columbia. From our two successful restaurants located in Edmonton and Calgary [our name] plans to

expand three additional restaurants west into the province of British Columbia.

We plan to be operational just in time for the 2010 Winter Olympics. It will be a great time and opportunity to exploit the revenue generating potential of the games to kick start our successful expansion into the west coast province.

Target cities for expansion will be Vancouver, Victoria, and Whistler the epicenters for the games. Business Strategy – Middle Management “ With the corporate strategy in place, once middle managers have assessed the five forces and determined what threats and opportunities exist they will be ready to select an appropriate competitive strategy’ (Robbins, Coulter, & Langton, 2009).

Middle management will be responsible for meeting goals set out in the corporate strategy by using a competitive strategy. A competitive strategy is simply a strategy that tells us how our business will compete in its market. Our team has decided to use the differentiation strategy in order to have a competitive advantage over our competition in order to acquire more market share.

By supporting our local farmers and maintaining our impeccable commitment to quality food, excellent customer service, and a relaxing atmosphere we should be able to separate ourselves from the competition.

By supporting our local farmers and creating good relationships we can offer our clients the freshest produce and meats available. Not only will the

customers enjoy the quality and freshness it will demonstrate our commitment to the community and hopefully bring together support for our business. In order to maintain “ our impeccable commitment to healthy quality food, excellent customer service, and a relaxing atmosphere” standard we need to address methods of controls. We need to set up internal controls to manage quality and external controls to evaluate customer feedback.

Internal controls such as internal audits will be set up to uphold [our name]’s standards.

There will be two components for an internal audit. First of those components will be a “ secret shop”. A secret shop will consist of friends of the company who will be required to do a comprehensive survey in exchange for a free meal. Secret shops will be done monthly at a random location. The second component will be “ location to location audits” done by top management and executives to assess and score each restaurant’s food quality, customer service and atmosphere.

Actions and recommendations will follow if necessary.

The final website for customers and employees to voice their opinions and ideas. These steps should address our issue of consistency, maintain our reputation for quality and service, and separate us from our competition.

Functional Strategy – Frontline Management “ Functional strategies are the strategies used by an organization’s various functional departments to support the business strategy. ” (Robbins, Coulter, & Langton, 2009).

Some examples of functional departments that traditional organizations have include manufacturing, marketing, human resources, research and development, and finance.

In our restaurant scenario we will be exploring the following functional departments that are responsible in supporting the overall business strategy; sales and marketing, materials management and human resource management. Our sales and marketing department will be responsible for marketing our grand opening event, promoting brand-name awareness, and loyalty. A billboard will be established at the site during construction, flyers will be distributed accordingly, and some local television advertising will be some of their responsibilities.

Our materials management department will establish relationships with local farmers in the community in order to control the cost and quality of inputs.

Contracts for supplies of produce will be arranged with local BC farmers and contracts for meat will be arranged with local farmers in Alberta. Our customers can experience the freshest produce from British Columbia and the best quality Alberta beef from Alberta. The human resource management department will oversee the people side of the business.

They will address the company's weakness to retain highly skilled and quality employees by offering competitive benefits and achievement-based incentives. Incentives will be available to all employees who demonstrate a strong work ethic and initiative. Health and dental benefits will be available for employees working +20 hours a week.

Employees employed for over six months will receive matched RRSP contributions from the company. Management can enjoy in the success of the company by receiving profit sharing across all levels of management.

They will address employee development by developing and offering innovative in house training and college scholarships to their most promising chefs and managers. They will also look into pre-hiring employees for the new locations and provide a centralized training facility in Vancouver. The best of the best staff will be sent to this location to train the new staff in British Columbia.

In summary there are three types of organizational strategy; corporate strategy, business strategy, and functional strategy. Each relates to the particular level of management that introduces the strategy.