

# Business plan on troubleshooting report on a restaurants food and operations

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



## **Introduction**

This paper is divided into three parts. Part one is based on restaurant review; highlighting the observations and recommendations. It is given in form of a troubleshooting report on the restaurant's food and operations. Part two is about the development of an objective and "Related Capability" sections for a resume, in order to secure a position of Marketing Executive. Part three is about website critique of one of the largest and successful Canadian companies - Talisman Energy Inc.

## **Part one**

November 18, 2012.

### **When I visited the restaurant, I made the following observations, which include the actions, violations, and possible recommendations.**

The restaurant observes high standards of hygiene and no one can doubt its level of cleanliness. It is kept clean and tidy both from the outside environment and within the inner environment. Respect and courtesy is observed by nearly all the restaurant's staff, from the usher at the main entrance, to waiters, up to the cashier.

When a guest/customer approaches the main entrance, an usher welcomes the guest and politely shows him/her where to sit. The table where I sat was so clean that I wondered whether I was the first to use it. Every table has a menu which highlights all the available dishes. In case a new guest doesn't find the menu on the table, the nearest waiter quickly provides the guest with the menu. The guest is given some time to go through the menu, say

one minute, and then the waiter politely requests the guest what he/she would like to order. The order is recorded on waiter's notebook, and the waiter confirms with the kitchen if the customer's order is ready. If not ready, an approximate time is given for its preparation. The customer is then requested to wait for a short-while depending on the availability of the order. TV is always available to keep the customer company. The order is accompanied by the invoice, and the customer pays at the cashier upon completion. When leaving, the usher thanks the guest and welcomes him/her to return next time.

**The waiters have clean and neat uniforms, with name tags embedded. This is for uniformity and identification purposes.**

I have to admit that the meals were delicious and professionally prepared to my taste and standards, and the environment was more than conducive. However, the major problem I noted was the delay in serving. It took about ten minutes for me to be served with my order. I waited and almost lost the patience and appetite. The explanation for the delay was not convincing at all. I also noted that other customers also waited and complained about the delays. The meal was however worth the cost and the pain; quality, delicious, well prepared, and well served.

Another serious issue that can impact negatively is the delay in serving. Time is a very important resource and the restaurant should show respect to its customers' time, just like it shows respect in other aspects. Probably, the delay was caused by lack of enough workers. I recommend that the number

of workers, especially the waiters and cooks, be increased to enhance efficiency in service delivery.

**The cleanliness of the restaurant and its staff, and the respect and courtesy shown by the staff is worth appreciating.**

Part two

Developing an objective and a " Related Capabilities" section for the resume

Objective

As the Marketing Executive, I shall be the overall overseer of the marketing, promotional and advertising activities. As the market dynamics changes rapidly, only a well informed and up-to-date Marketing Executive can ensure successful realization of marketing roles. I believe in my skills as highlighted hereunder.

**Skills**

Excellent communication and interpersonal skills - This would aid in interaction with colleagues, sales and marketing teams, the customers, and other companies. An excellent communication skill is the perfect tool that persuades customers.

Excellent organizational skills, and leadership and motivational skills – This would enhance smooth organization, planning and implementation of strategies. My leadership and motivational skills will be helpful when dealing with individuals and enhancing their performance.

Creativity and problem solving skills (creative thinking) – As a critical thinker, I shall be able to solve problems as they arise. I shall be able to handle

disputes effectively, create new products, and fix the problems of non-performing products.

Direct marketing skills – My direct marketing skills would enable me engage the customers, listen to them, and pay attention to their concerns. Through this, I shall understand the benefits of listening and engaging the customer in a dialogue. This ultimately enhances the customer relationship. When perfectly executed, the corporate brand is automatically enhanced as well. Self driven, solution oriented, optimistic, and outgoing - With these skills and attitudes, I believe there shall be cordial relationship between me and others. Besides work being productive, I believe that it should be enjoyable.

### **Part three**

I accessed the website on Sunday, November 18, 2012 from <http://www.talisman-energy.com/>, did my evaluation and identified the following.

The homepage is simple, clear, and directs the user on where to find other information. The website serves all the stakeholders and other interested parties, and acts as the main information source. Every page has links to other pages which the user can explore further and get the needed information. The website is simple, well organized, and easy to navigate.

The current stock performance is highlighted on every page, disclosing the stock prices in both the markets (TSX and NYSE). This makes it easy for shareholders to know how their stocks are trading. Potential investors can also base their decision on this information. Current news is highlighted on the homepage to ensure that the users get the latest information. The homepage clearly spells out the company's strategy, how the company

creates value, and its operating responsibility.

The about us page is well organized and interactive. It gives the company's profile at a glance and encourages participation of the users. Other pages are equally well organized and informative.

The language is simple; however, the color and font does not appeal. The font is small, and its color doesn't make it appear clear. When printed or viewed without color, the font is unclear and some of the important information like share price disappear.

## **Work Cited**

Talisman Energy Inc., 2012. Retrieved November 18, 2012 from <http://www.talisman-energy.com/>