

Burger kings diverse culture of employees commerce essay



**ASSIGN
BUSTER**

I have chosen this business as a report. Moreover the main thing to choose this is that I am also working there from last 8 month ago. So that's why these area very well. It is also provide lots of education skills which are useful in my study. So in this is a good ideal business to do the report writing. I like to do work there. Different types of culture people working in burger king so I learn lots of things in store. Firstly we learn how to communicate with others whoever they are customers or staff. If we b honest or in patience then we will success in future. It provides verity of food to people of their taste. Like in burger king we can get also vegetable burger which is most like Indians. McDonald and others do not provide vegetables burgers. So this why I like this is well. People also get cheaper food in burger king as compare to others. Its start just burger from \$2. 50. Which is cheaper than others and lots of enjoy this. It is provide play grounds for children where child plays and enjoy their meals.

INTRODUCTION:

Burger King, is known as BK . It is a industry of fast food restaurants. The company began in 1953 as Insta-Burger King, After Insta-Burger King ran into financial difficulties in 1955, its two Miami-based franchisees, David Edgerton and James McLamore, purchased the company and renamed it Burger King. Over the next half century the company would change hands four times, with its third set of owners, a partnership of TPG Capital, Bain Capital, and Goldman Sachs Capital Partners, taking it public in 2002.

Main features of burger king

Chicken burgers

Beef burgers

Chicken salad

Kids meals

Onion rings

Desserts

Services:

Drive thru

Lobby

Take away

Play ground

Dining outside

History of burger king

The burger found in 1953. After purchase the civil liberties to two pieces of tools called “ Insta” technology, the two opened their first stores around a cooking device known as the Insta-Broiler. The Insta-Broiler oven proved so successful at cooking burgers, they required all of their franchises to carry the device. The firms’ strategy for turning the chain around incorporated a new advertising agency and new ad campaigns, a revamp menu strategy. This franchise also open their web site . which is also beneficial for the people to update their meals.

Communication in burger king

In burger king employees does their work as a group and in every shifts there is shift manager in store to look after all the staff. More over for takes order on drive thru there are head set to listen the orders of customer and gives them response. When the company launches any new meal then they provide posters to all stores and from store managers put that on wall or on glass in lobby to see the special offers . they also put new meals poster on drive thru menu.

Service

I think burger king provides good service than others because on drive thru they have to give meals in 45 second after takes money. If they does not gives the orders then according to rules they have to give free big burger to customer. Furthermore they provide some specials meals such as just few months ago they provide 5 dollars meal. In that meal they gives 1 beef burger. 1 desert. 1 fries and1 drink.

Findings

1. 1Organizational culture

Cultures plays very vital role in the organization. No doubt it is multicultural organization. As I have seen in burger king different employees works from different cultures. It also helps to communicate, as in new Zealand employees from different part of world comes and works in burger king . more over burger king also teach their employees about their social and professional ethics . Like in burger king each crew member communicate with the manager and by this he affected by this. Organizational explain how

an organization intends to go about achieving its mission. Company must identify its mission as increasing market share and making a profit.

Goals of burger king

World largest quick restaurant

Company makes different commitments for the for safety

Sales increase threw the promotions

1. 2 Business demographics

Training period teach more everyone in burger king. Seniors always shared their knowledge with juniors, which is very helpful for juniors. It gives experience to the new crews. When the any person starts work then have little bit nervous. Manager should conclude that so they work in simple mode. Any business can run when it is well prepared like burger king.

Because burger king has own rules which every one of staff are follows.

Training period teach more everyone in burger king Senior always shared their knowledge with the junior worker . it gives lots of experience to the new worker. Manager depends upon the capacity and how much busy of it.

Manager is that person who teaches next lesson to the crew members.

1. 2. 1 Crew Trainer

Crew trainer is person who trains the crew member and gives his experience and basic knowledge of workplace to the crew person. So trainer gives the basic knowledge like how to make burgers, how to clean workplace etc. crew trainer need to give good skills of their workers so they learn good in begging.

1. 2. 2. Managers

The number of managers depends on capacity of burger king as how much busy it is. After passing crew training stage crew become crew trainer and he will be able to give training to other trainees. Therefore training manager is a person who teaches next lesson to crew trainers. He also shares his knowledge and experience with trainees.

1. 2. 3. Organizations Manager

He is the person who has all responsibilities of restaurants like in our group there are five restaurants he is the big boss of all restaurants. He is most experienced person in the restaurant and he had all knowledge about restaurants. He manage all the staff and the store for good work .

1. 3 Group dynamics

As we know in each and every organization works with the help of groups. it improves the communication skills of employees due to work place. Such as when a crew member takes the orders of customer they must have good English speaking and listening skills. Which impress the customers?

1. 4 Meeting management

The communication which we use in meetings of organization related to our profession. It is good for us in future. Every Organization plan meeting to do something good for company. So when doing a meeting it is important every member who is attending meetings must follow some rules. Sometime meeting not goes well because of not planned well. So every meeting should have some time, when it's necessary. I saw our store manager accent is very different for others and he speaks so fast. Some time we could not

understand well what he spoke. It was big communication barrier in the working place.

1. 5 Purpose:

The purpose of communication should clear for all the meeting attenders. In that we get the knowledge about different skills and good work. Burger king providing good services to their customers and give them happiness. The purpose of communication should clear for all the meeting attended. In that we get the knowledge about different skill and good work. Company use some these methods to be in touch with all type of people like customer, employees, investors, etc. from Australia to all over in new Zealand they follow these methods.

1. 6 Networks:

The organization is connected with internet for everyone and they use emails, letters, posters and other advertising material to connect with people. The internal network of the organization is connected by LAN, WAN.

1. 7 Stakeholders:

The basic definition of the stakeholders is “ any group or individual” that can be affecting the organization or affected by the organizational progress. Stakeholder is the person that has any type of interest in an origination by direct or indirect way. The organization should have proper communication with the stakeholders to development of the organization. Stakeholder is that person who takes stake in organization because it can be affected by the organization, action, objectives and policies. Key stakeholders in a business

organization include creditors, customers, directors, employees and government etc.

1. 8Recommendation:

According to me crew members need to get all information about store like which does managers. So with the help of that they would not be getting any confusion. Moreover is also increase their motivation skills and their experience . company need to place rubbish bins outside in parking because lots of people put rubbish in the parking. So maintained person need to do lots of things in morning. Company need to give more chances to their crews and as well as give them chance for promotions. According to me they have to add reward consumer and they should provide specials days like birthday or others days which are necessary in every person life. Interact with stakeholders using appropriate communication channels. If they have a preference for email, use email to contact them. If the goal is to change behavior two ways communication may be required, such as in person or telephone contact with stakeholders.