

Recommendation for fast food industry to overcome problems essay

[Business](#), [Strategy](#)



Employees shall know to avoid cross-contamination by separating raw and ready-to-eat food. This is to prevent food poisoning as a result of multiplying of harmful bacteria during food import export process.

Restaurant business is suggested aided by local authorities in buying raw ingredients from trusted sources. Besides, implement of food hygiene system is important in respect of cleanliness on work us reface. Washroom hygiene concept makes biggest impact impression on customer. It is recommended to hire well-trained workers, as they more attentive and productive. Development training also can be provided to enhance their skill. By preventing spreading of bacteria, customer will satisfy and repair the damaged reputation in the meantime. Next, check and service refrigerators regularly. So, the chilled food will not spoil as fridge functions well.

Frozen food and raw ingredients should not order in bulk, but in small quantity. This can maintain freshness of food and reduce wastage in case electrical breakdown and failure. Some kitchen appliances such as oil and gas should use safely, under particular condition. Ensure all the chefs know monitoring heat when cooking because thorough cooking kills almost all dangerous bacteria. In addition, food traders who operating food business are advised to attend an approved food safety training course because they shall make sure food provided meet the food hygiene standard.

A responsible person IS recommended to play leader role and lead a team. A manager should have ability to make food safe. They will check every single details and done their tasks perfectly. They not only practice good hygiene habits, but also make sure the employees have the same conscious. For

instance, member to use disinfectant hand wash, especially when leaving or entering kitchen and washroom.

Moreover, manager shall strict to employees. If employees do wrongly, warning should be given out. Effective corrective action plans have to develop well. It can correct current situation and make sure the same mistake not repeated. Besides, inspection must be carried out by local authorities regularly. If one is suspected and caused outbreak of food poisoning, their premises should be suspended. However if a business fail to obey the law and found out their food is unsafe, restaurant operators shall inform local authorities and quickly withdrawn the product. Make a change before situation is worsen.

Thus, food operators still manage to identify the problems, modify their product and start all over again. Neither manager nor employee must handle customer complaints well. They should give full attention to unhappy customer when listening to the complaints. Act immediately after apologizing for the mistakes made.

Indeed, manager shall speak with the customer as they feel more pleasant to have someone in charge while making complaint. Then, perhaps discount or food replacement old mend the situation. Implement appropriate changes like improvement in specific service and teach employees way of handle customer complaints to prevent situations recurring (Thompson, n. D.). Besides, celebrities endorsement advertising can be considered for the purpose of improve brand image. Although it takes some costs to get a

famous celebrity that fits a company identity, but if we succeed, it can really gain trust among customers. Additionally, competitiveness of company enhanced as the ads more standing out than competitors.

Restaurant sector might improve their marketing strategy to catch up with newest trend. Fast food chain can promote a fresh or organic message by doing well in demo. This is to suit the food preference of millennial.

In order to fight against the stigma of unhealthy meal, fast food companies can respond by introducing healthier and lower calories options like salads, wheat burger bun and healthy wraps that rich in fibers. Foods offered in new menu must taste edible otherwise consumers will lose their interest soon. Other than that, they can expand their product lines into more diverse range of choices to lure customers back onto store. Besides food, you can sell fresh flower or fashion clothing in shop. For an example, people is being attracted to McDonald's again because of coffee initiative that offered by MacAfee (And and K Trial, 2013). Allow customers to customize the meals from an array of options. For instance, let customers feel fascinating by making their own sushi roll. Restaurant business could explore and extend meal times like evening offering and late night menu to enhance growing chances.

They can promote their all-day-long menu and give out special discount during off-peak hour. Moreover, they could form strategic partnership or venture with another company. Alliance between two different companies that indirectly compete with each other not only can increase sales but also ensure freshness of ingredients in the meanwhile therefore creating a win-

win situation between themselves and diner (Harley, 2014). Moreover, development of brand identity towards social-savvy brands not only can keep customers updated, but also gain long- term support.

They can create official weeping and active on various social applications like Backbone, Twitter and Mainstream. Features of those applications must be simple yet attractive to enhance engagement of customer with their service. Furthermore, interior design in restaurant should brighter and unique. Since wave Of café culture is booming at a rapid rate, creative idea must be applied and also create a welcoming ambiance.

This will be the main attraction of particular café shop and hence encourage millennial to pay a visit. They will take nice photos and share with their peers through social media. Diners could write review and give good rating to increase interest among potential customers.