

# Hooters vs the eeoc



Is Hooters' employee selection critical to the effective implementation of its strategy? Do the job specifications for Hooters restaurant servers have a discriminatory effect against male applicants? Does Hooters management appear to have a bias against males? Response: Hooters employee selection is critical to the effective Hooter's primary image is that of sex appeal and the entire waitstaff is the reflection of the company's image. Hooters main target audience is middle age men and the business sell wings by using the sex appeal of it's servers.

Hooters has a reputation of having only female waitress that are very attractive with little uniform. Even their logo resembles a female anatomy. Their whole business model is based on those principals. Majority of the customers go there to get served food and entertained by attractive waitress. Hooters is a major food retailer with 400 restaurants that employ thousands of people primarily women. These women are making a living with having a job at Hooters. Hooters has the right to hire only female waitress because that's their company image and principal. Having a male waiter at Hooters just doesn't mix with company image. Hooters will also lose a lot of customers if they integrate, because the majority of the customers go there for the female waitress. That's what makes Hooters different from the other restaurants. There are a lot of restaurants that sell the same type foods. The customers have a lot of choices of restaurants but Hooters customers go there because of the all girl attractive waitress. Hooters restaurant does not have a discriminatory against male applicants.

They are not completely segregated company. They are not biased against male they can still have a career with Hooters. Hooters hires male applicants

for managerial, cook and busboys positions. The management have to keep up to the company principal and image. So they are not allowed to hire any male waiters because it goes against the company image. Do you agree with Hooters' position that female gender is a bona fide occupational qualification for the position of restaurant server? Do recent court decisions support management's arguments?

Response: I agree with Hooters' position that female gender is a bona fide occupational qualification for the position of restaurant server. The company image and business strategy is based on the female waitresses. If you ask a Hooter customer, " what's special about Hooters? " Their response will be about the attractive female waitress. Not about how good their burgers are. Hooters feeds both their customer's mind and stomach. The court decisions does support the management's arguments because they can not change their business strategy. Having male waiters will defiantly have a big impact on their business.