

INTRODUCTION TO RESTAURANT START UP - COURSE CONTENT

DAY 1	GETTING ORGANIZED In this subject students will gain an overview of what working in the restaurant business is like, the current situation of the market and what personal qualities are required to succeed in the industry. Students will also be given an overview of how to get themselves organized for success.	3hrs 09:00 - 12:00
	DEFINING THE BUSINESS CONCEPT In this subject students will be introduced to the fundamentals of setting up a competitive food and beverage business venture, including elements such as marketing and analysis that will help to define their unique business concept.	3hrs 13:00 - 16:00
DAY 2	BRINGING THE CONCEPT TOGETHER: THE BUSINESS PLAN In this subject students will identify the key elements required to write a business plan for their start up venture, covering their unique business concept and profile, marketing plan and strategy, financial plan, staffing and start up costs.	3hrs 09:00 - 12:00
	DIGITAL MARKETING In this subject, students will be introduced to the role marketing and its impact has on the digital environment, as well as how social media and the internet can be used effectively to reach target markets. Students will also have an opportunity to plan and create sample content for their business concept.	3hrs 13:00 - 16:00
DAY 3	KITCHEN DESIGN AND LAYOUT In this subject students will be introduced to the principles of good kitchen design and layout, as well as how to select the correct equipment for a kitchen. Students will also be introduced to how the relationship between the menu and good kitchen design and layout can contribute to the success of their business.	3hrs 09:00 - 12:00
	INDUSTRY VISIT Students will visit a restaurant of their choice in small groups and evaluate vital aspects of the food business using a Restaurant Evaluation Tool and knowledge gained in this course.	4hrs 13:00 - 17:00
DAY 4	THE MENU In this subject students will be introduced to the principles of menu design and planning, menu control points, food costing and how to engineer a menu to increase profitability.	3hrs 09:00 - 12:00
	QUALITY CUSTOMER SERVICE In this subject, students will be introduced to the meaning, concept and goals of excellent customer service and its impact on profitability. Satisfying customer needs and optimizing the customer experience is also covered.	3 hrs 13.00 - 16.00
Total		25hrs