Business Strategy



|  |  |  |
| --- | --- | --- |
| **Business Goal** | **Strategy** | **Action** |
| Increase revenue by $x | Increase average sale $ | Increase prices |
| Increase no. items sold |
| Open longer hours (earlier) | Add breakfast menu |
| Market new hours |

Workforce Details



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name** | **Age** | **Role** | **Supervisor** | **Employment Status** | **Tenure** | **Australian Resident?** | **Existing Qualifications** | **Training Options** **(to be completed after Skills Analysis)** |
| *Jane Smith* | *34* | *Floor Supervisor* | *General Manager* | *Part-time (15-20 hrs pw)* | *5 years* | *Yes* | *Certificate III Hospitality* | * Certificate IV Hospitality
* Short course – wine knowledge
* Product training with suppliers
 |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |



Skills Analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Action** | **Required Skills** | **Current Skills** | **Gaps** | **Opportunities** | **Training Options** |
| Increase prices | * Produce higher quality food items
* More expensive wine list
 | 5\* experienced chef | Low wine knowledge | Jane Smith improve wine knowledge | * Certificate IV Hospitality
* Short course – wine knowledge
* Product training with suppliers
 |
| Increase no. items sold | * Upselling and cross selling by floor staff
 | Friendly floor staff | Sales skills | Floor staff improve sales skills | * Certificate III Hospitality with sales units
* Sales skill set
* Tailored workshop
 |