Business Strategy



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| **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



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| **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 |
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Skills Analysis

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| **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 |