

Chapter 7 Foodservice Management

Section 7.1 Management Basics



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • overstaffing: scheduling too many people to work on a given shift • achieving profitability involves a great deal of time management and planning 	<p>MANAGEMENT STRUCTURES</p> <ul style="list-style-type: none"> • Foodservice business structures may have the following layers: employees, first-lie managers, middle managers, and top managers <p>MAINTAIN PROFITABILITY</p> <ul style="list-style-type: none"> • Profitability, the ability to make a profit, is a concern for managers and every foodservice employee as well
<p style="text-align: center;">Summary</p> <p>An effective manager is skilled in communication, time management, resource management, and leadership.</p>	

Chapter 7 Foodservice Management

Section 7.2 Managing People and Facilities



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • job description: the specific duties and responsibilities of a job • design: how a facility's dining room, kitchen, and storage areas are laid out • loss prevention: the steps a business takes to eliminate waste and theft 	<p>THE MANAGER'S ROLE</p> <ul style="list-style-type: none"> • Managers must ensure that all employees are properly trained and that they complete their tasks efficiently <p>FACILITIES MANAGEMENT</p> <ul style="list-style-type: none"> • The design of the facility can affect the business's productivity and success <p>LOSS PREVENTION FACTORS</p> <ul style="list-style-type: none"> • A foodservice operation must focus on loss prevention to ensure profitability
<p style="text-align: center;">Summary</p> <p>Managers are responsible for hiring the right people, training them, and supervising them properly.</p>	

Chapter 7 Foodservice Management

Section 7.3 Foodservice Marketing



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • the right marketing can help keep current customers and attract new ones • positioning: the way a foodservice business presents itself to the community 	<p>ANALYZE THE MARKETPLACE</p> <ul style="list-style-type: none"> • Marketing is a top priority for a successful foodservice business <p>POSITIONING AND PUBLIC RELATIONS</p> <ul style="list-style-type: none"> • Strong positioning for a foodservice operation can help attract new customers
<p style="text-align: center;">Summary</p> <p>A foodservice business must analyze the marketplace.</p>	