

# Term 3

## Knowledge Organiser

### AC 1.1 Job Requirements

### AC 1.2 Employment contracts

### AC 1.3 Factors affecting success



### AC 1.3 Factors affecting success

### Customer Expectations

## AC 1.2-1.4

## Structure of the Industry

### AC 1.1 Job Requirements

#### Supply & Demand



**Supply** = the ability to create something (e.g. a service, food, job)  
**Demand** = the desire for something (e.g. a service, a food, a job)  
 The hospitality & catering industry is the third largest employer in the UK – so supply & demand is high for a range of jobs – from skilled roles such as pastry chefs and silver service waiting staff, to less skilled but just as important jobs such as cleaning staff.  
 Supply & demand changes at different times of year, week & day  
 - **Busier times of year:** summer holidays, Christmas, new year, Valentine's day, Mothers & Fathers day  
 - **Busier times of the week:** Friday evening, weekends  
 - **Busier times of the day:** Morning rush hour for coffee etc, lunch time, evening, breakfast on weekends  
 Supply & demand also varies at different locations – i.e. cities have higher footfall (people passing through) so supply & demand is usually higher, as well as tourist locations.

#### Qualifications & Training

At any level of career:  
 Food Safety & hygiene certificate  
**School level:**  
 - Level 1/2 Hospitality & Catering  
 - GCSE Food & Nutrition  
 - City & Guilds courses (hospitality & Catering, culinary skills, food service)  
 - Springboard courses  
**College & University level (diplomas, certificate or degrees)**  
 - Hospitality management  
 - Professional cookery  
**Non academic routes:**  
 - Apprenticeship – train & work  
 - Progress through the kitchen or hotel through experience

#### Rates of Pay

The rate changes annually depending on the economy (the supply of money & state of a country)  
 - **National Minimum Wage** for school leavers  
 - **National Living wage** (which is higher) for anyone aged 25 & over-this is what has been calculated for what people can actually 'live on'  
 - **Apprenticeship rates** are lower as they are also receiving training whilst working

#### Personal Attributes

A **personal attribute** (e.g. honesty) is a personality trait or characteristic  
 A **skill** (e.g. piping icing) is ability to do an activity or job well, especially because you have practised it

#### Industry in general

- Hard working
- Punctual
- Reliable
- Helpful
- Approachable
- Team work
- Calm
- Communication

#### Management

- Leadership
- Decisive
- Communication
- Confident
- Responsible
- Leadership
- Delegation
- Organisation

#### Front of house

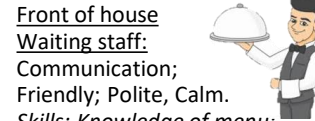
**Waiting staff:**  
 Communication;  
 Friendly; Polite, Calm.  
**Skills: Knowledge of menu; Able to deal with complaints; Efficient; Steady hands**

#### Receptionist:

Confident; Positive;  
 Good listener;  
 Communication;  
**Skills: Multitasking Technology; Organisation**

#### Back of house

**Head chef**  
 Same as management plus:  
 - Creativity  
 - Passion  
 - Stamina (work long hours)  
 - Handle criticism  
 - Organisation  
 - Multitasking  
 - Flexibility



### AC 1.2 Employment contracts

#### Advantages & disadvantages

Type	What it means	To employer ('boss')	To employee ('worker')
Permanent (Full time)	The number of hours and shift times are. A contract is provided. Usually get a salary – a fixed amount of money in a period of time, usually annually (e.g. £25,000 per year).	Reliable; staff have a good knowledge/experience; <b>Bound by contract terms which is expensive (sick, holiday, maternity pay etc.); require paid breaks unlike part time staff</b>	Regular income; job security; regular hours of work; contract benefits (see below) <b>Less flexibility</b>
Permanent (Part time)	The specific days, number of hours and shift times are specified, a contract is provided.	Can be employed at busier times of the day so don't have to pay wages at quiet times; <b>Need to pay for training of more staff rather than fewer full-time staff</b>	Good for parents – work around school day etc.; Good for students who need work on a weekend; <b>Less money earned</b>
Zero hour	Work for the company but no guaranteed/minimum hours given (i.e. part time staff may get a minimum of 8 hrs per week which they must be paid for). A contract is provided	Can be employed for functions/busy times; still have trained staff available rather than paying agency fees; <b>No wages to pay if staff aren't required; People do not want zero-hour contracts</b>	Can refuse to work the shift; <b>No regular income or routine; Often don't know where they will be working until the week/day before;</b>
Casual	Can be either seasonal or through an agency Contract <b>not</b> provided <b>Seasonal</b> – at busy times of the year i.e. waiting staff during Christmas. <b>Agency</b> – employer call agency when staff needed (i.e. cover illness/ chef for wedding) then agency contacts possible staff.	Can be employed for functions/busy times of the year; Only pay for staff when needed; -; Not bound to contract terms; <b>Staff may not be loyal to company; unreliable; agency fees; staff don't know routines/not as well trained/unfamiliar with services provided</b>	Staff can decide whether they want to take on the job or not; no minimum hours (good for a student or single parent); not tied into set shifts; <b>Short notice; no regular income;</b>

#### What having a contract means:

(only casual workers do not receive a contract)

#### Remuneration

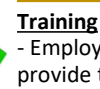
#### PAID LEAVE

**Holiday pay/leave:** Paid time off work

**Sick pay/leave:** If you are ill & can't work, you are entitled to be paid

**Maternity pay:** Paid while you take time off to care for a baby

**Breaks:** 20 mins per 6 hours



**Training**  
 - Employers should provide training if required (e.g. food hygiene)

#### Uniform

- Correct uniform should be provided for protection & identification

#### Pension

- Part of your wage is paid into a scheme which you receive when retired



This includes tips from customers for good service, & rewards/ bonus payments for exemplary work



#### Costs, Profit, Economy

Material costs: e.g. ingredients, napkins, cloths  
 Labour costs: e.g. salaries, wages  
 Overhead costs: neither of above e.g. energy bills  
 - Variable: can change e.g. cost of food  
 - Fixed costs: stay same e.g. rent payments



Sales income = money taken in a day  
 Gross profit = sales income - food costs  
 Net profit = sales income – all costs

**Economy** – supply of money & state of the country  
 VAT – a tax (20%) of food & drink sales to government  
 Exchange rate – if the value of the £ is good, more tourists  
 Supply – weather problems where food is grown = price rise  
 Strength of economy – during a recession, people spend less

#### Environment



Waste – ends up in landfill, streets, oceans. It uses a lot of energy to make & transport the food/ packaging in the first place which is then thrown out

#### Reduce

- Reduce portion size
- Provide 'doggy bags'
- Compost food waste
- Less packaging – especially plastics

#### Reuse

- Leftovers/extra food i.e. mash > fishcakes
- Packaging i.e. jars
- Ask guests to reuse towels in hotels

#### Recycle

- Use recyclable packaging
- Recycle bins in hotels
- Use large bottles of shampoo/ketchup



#### Reducing energy

- Install solar panels, double glazing & insulation
- Use correct size pan & hob
- Batch bake
- Cover pans with lids
- Buy energy efficient appliances



#### Reducing water

- Only boil the water you need
- Boil foods together
- Only use dishwashers / washers when full
- Encourage showers
- Don't leave taps running



#### Seasonal food

- Buying food in season, which are grown locally = fewer food miles (distance food has travelled) = less CO2 emissions

#### Sustainable farming

- Grow crops/rear animals in an environmentally friendly way (no chemical fertilisers or pesticides)

#### Technology

- Computer systems for storing data bookings & orders
- Online bookings
- Mobile phone room keys
- Contactless payment
- Email lists for promo materials
- Social media - advertise & connect
- Recruiting staff online (bigger field)



#### Media



- **Social media:** attracts large audience for free - people can recommend, deals can be shared. A downside - people can have negative comments
- **Celebrity endorsement/influencers**
- **Internet:** customer can see images on web sites of how the hotel/food looks.
- **Review sites:** customer can view feedback before booking
- **Newspapers, TV & magazines** - advertising
- **Maps** – customers can easily find



#### Emerging/innovative cooking techniques & trends

- Multicultural trends & fusions
- Increase of vegan/vegetarians
- Healthy alternatives (cauliflower rice, spiralised courgette)
- Insects (sustainable protein)
- Fermented food (i.e. kefir, kimchi)
- Micropubs
- Cocktail bars



#### Competition

When another business provides a similar product or service. Strategies:  
 - Wedding/prom/event venue  
 - Quiz nights & food events  
 - Carry out market research  
 - Research demographics of town  
 - Advertisements  
 - Deals, loyalty schemes, group discount  
 - a unique selling point – i.e. vegan menu



#### Political Factors

- Changes in politics can effect a business i.e. Brexit  
**Policies, laws & regulations**  
 - Licensing law – selling alcohol  
 - Employment laws – including health & safety, discrimination, sick pay, redundancy, contracts, trade unions  
 - Health & Safety – fire escapes, food safety act, public liability insurance



#### How to achieve a distinction

- Ensure you can explain the advantages & disadvantages of contract types to both the employee AND employer, evaluating which might be best for a given scenario/person
- Ensure when you are discussing any factors which effect the success of a business that you explain what the success or lack of success would then lead to (i.e. poor customer service leads to complaints, less custom, bad reputation which then decreases profit & can lead to closure)



**Supply** - the ability to create something (e.g. a service, food, job)  
**Demand** - the desire for something (e.g. a service, a food, a job)

**Qualification** - a pass of an examination or an official completion of a course  
**Training** – learning a particular skill through sustained practice and instruction.  
**Apprenticeship** - Combine on-the-job training with classroom learning  
**National minimum wage** - lowest amount that employers can legally pay employees  
**National working wage** - a wage high enough to maintain a normal standard of living  
**Personal attribute** is a personality trait or characteristic (e.g. honesty)  
**Skill** is ability to do an activity or job well, something you can practise (e.g. piping)  
**Remuneration** - money paid for work or a service.  
**Contract type** – the type of employment and hours worked (e.g. full time)  
**Contract** – a formal document outlining the role and responsibilities of a job that is designed to protect both the employer and employee

#### Key Terms

