

PUM

Netherlands senior experts

Entrepreneurs for entrepreneurs

Find out how your business can benefit from our expertise.

PUM Netherlands senior experts offers knowledge and expertise from 50 sectors of the economy. Our experts have many years of professional experience in their field and share their knowledge on a voluntary base.

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SERVICES

Hospitality: Catering, Restaurants & Events

All restaurants can be categorised according to a set of social parameters defined as polar opposites: high or low, cheap or expensive, familiar or exotic, formal or informal and so forth. Restaurants come in many shapes and sizes, but the bottom line is that customers spend disposable income and hence competition is fierce. Your business will only flourish if people truly like what you do.

Apart from the food served, there are many factors that influence the success or failure of a restaurant and, for that matter, a catering business or an event organiser. A big part of success is hospitality: hospitality is the relationship between the guest and the host/hostess or the act or practice of being hospitable. This includes the reception and entertaining guests, visitors or strangers. Whether or not people feel welcome goes beyond how they feel treated. Was the experience worthwhile? Was the food memorable? Do people have something to talk about after a dinner or event?

Running a business in this sector may not be rocket science, but there are still plenty of factors where things can go wrong. When it comes to professionally running a business in this branch, advice from seasoned professionals who operated their own restaurants and enterprises is priceless. Their trained eyes, and other senses, will detect where you can improve, be it the menu, hygiene, decoration, staff management and training, education or marketing. Whether you have specific issues regarding your business or whether you would like a general assessment, our experts can help!

AREAS OF EXPERTISE

- Restaurants, management service
- Finance/ menu calculation
- Kitchen management
- Cooking: Asian/Italian/Mexican
- Pastry/chocolate
- Eco
- Stock control, HACCP
- Education/training; curriculum/train the trainer
- Education/training; problem-based learning
- Catering: management and calculation
- Catering: kitchen, food & beverages, HACCP
- Events: meetings, incentives, conferences & exhibitions (MICE)
- Franchise management
- Website/(E)-marketing

CUSTOMER EXAMPLES



FRESH CATCH OF THE DAY

A tourist lodge in a nature reserve wanted to improve the quality of its restaurant. While much of the resort was in line with the expectations of well-to-do guests, the restaurant kitchen was not. Since guests had no direct alternative for their meals in the vicinity, a disappointing experience could harm the whole enterprise. The expert immediately changed the supply-flow of meat and fish. Instead of buying frozen meat and fish in bulk, from now on, the chef went to the local market and bought fresh products. This obviously improved not only the quality but also the speed of service. Staff received training on how to improve hospitality and management was also trained on how to better motivate the employees.

MENU MAKEOVER

PUM was asked, among other things, to introduce new dishes to the menu of a restaurant. The PUM expert, a seasoned restaurant-chef, introduced innovative dishes, including special appetisers. He discussed the setting of the kitchen; in the new situation, there are no waiters/waitresses walking through the kitchen anymore. The existing menu was far too extensive and often the chosen dishes turned out not to be available. He convinced the owner that it is better to have a limited choice, where all options are actually available. He also introduced 'quick wins', such as a specially-priced day-menu to generate more traffic and more attractive presentation of the dishes by using professional photographs of the food.

BASIC HOSPITALITY TRAINING

PUM was asked to help set up a school to teach the basic skills of hospitality to waiters and cooks. The first thing the expert did was to research the local employers' market, restaurants and hotels to find out what they were missing most. Then he arranged a meeting with entrepreneurs and the local school to talk about the possibilities of a combined work-based learning programme. This meant the school was going to teach theoretical knowledge, while the restaurants and hotels would allow their chefs to teach the practical aspects of hospitality to the students. The school was given advice about a tailor-made curriculum and now the students can work and study simultaneously.

ADVERTISE!

A coffee shop/pastry tearoom wanted and urgently needed to become more profitable. On arrival, it wasn't very hard for the expert to see why. The place was effectively impossible to find, as there were neither signs outside nor at the crossroads. So first, the message had to be delivered loud and clear with attractive signs, a 'special of the day' with changing combinations of coffee, ice-coffee or other beverages and fresh homemade pastries, as well as a digital presence. There was no website, nor was the entrepreneur active on social media. Every aspect of the enterprise was assessed and, where needed, adapted/improved. Not surprisingly, sales rapidly increased and the business is flourishing.

**HOW CAN
WE HELP
SHAPE YOUR
BUSINESS?**

Apply for advice online or contact a PUM representative in your country for a personal introduction.

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