

Competing for Internal Resources

“My Catering & Delivery business is Growing!”

You have successfully set up a Catering & Delivery service to run in conjunction with your restaurant operations.

With sales taking shape for your Catering & Delivery line, you need to address new complexities on the resource management side. You need to avoid resource cannibalization.

Let's talk about effective resource management in your new business landscape.

Join Erle Dardick, CEO of MonkeyMedia Software, for a brown bag lunch session on effective resource utilization

Discussion Points

1. *Recognize the problem*

Every aspect of Catering & Delivery, from menu to ordering to payment, deviates in some way from your restaurant operations. These differences, big and the small, have to be addressed.

2. *Hire the right people*

Everybody benefits when the right person is in the right job.

Catering & delivery is different; it follows that people who excel at Catering & Delivery execution will not be the same as your high performing restaurant staff.

3. *Establish procedures*

You took time to establish successful, ritualized codes of conduct for the restaurant. Take time to establish procedures for your Catering & Delivery operation as well.

4. *Consider a hub system*

Consider establishing a dedicated store to handle Catering & Delivery.

Ordering is best handled by an experienced CSR. Similarly, at some point it can be counter-productive running two different operations under the same roof.

5. *Put together a business plan*

You have an entirely new business line, worthy its own business plan. Writing out your Catering & Delivery business plan will help clarify your purpose, and will help trace out your path to success.

