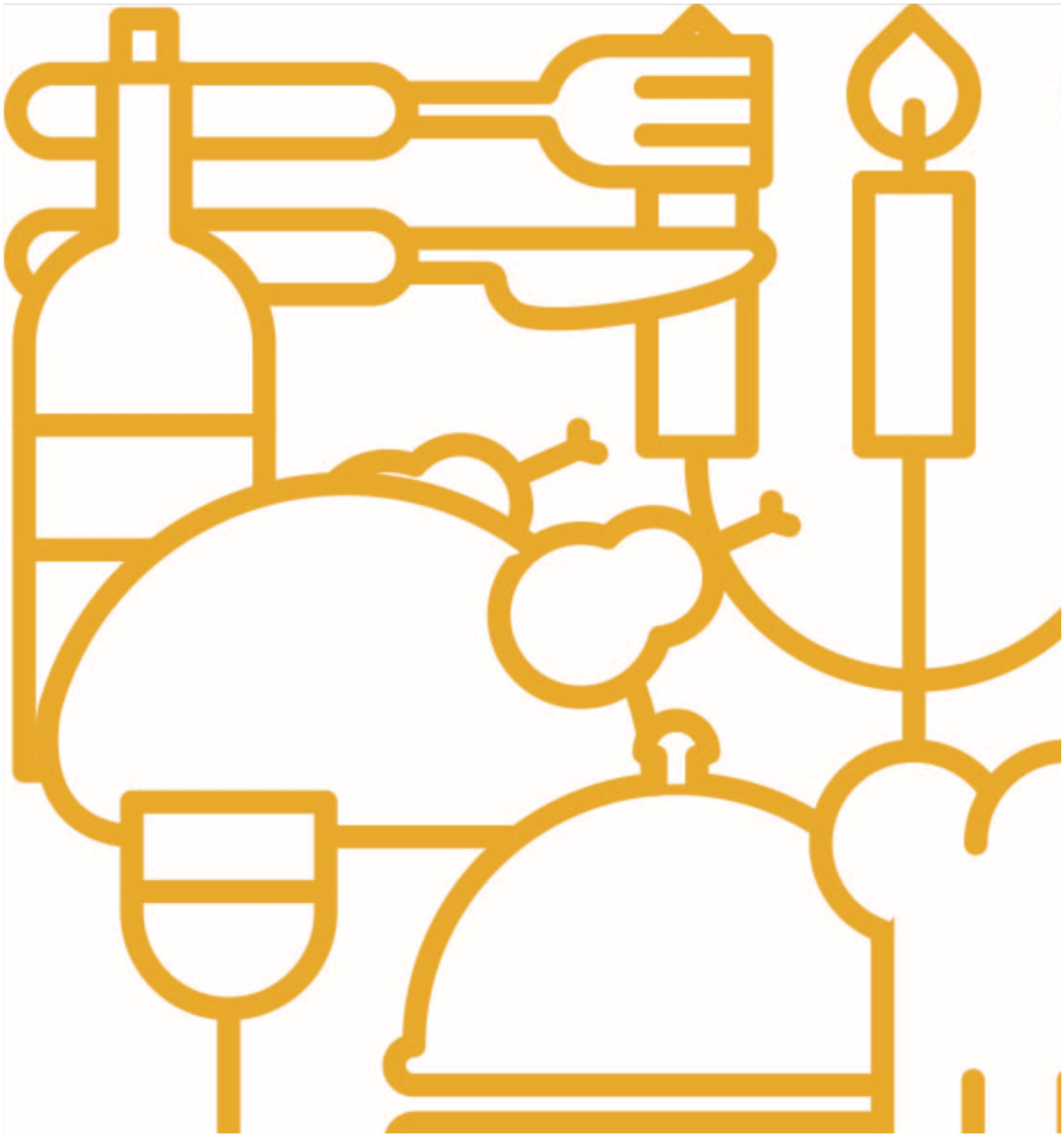

RESTAURANTS AND FOOD VENDORS GOOD PRACTICE GUIDE

ILO - ASEAN Small Business Competitiveness

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Small Business Competitiveness

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Introductions

Introduction

About C-BED

Community-Based Enterprise Development (C-BED) is a low cost, innovative training programme designed by the International Labour Organization (ILO) to support skills development and empowerment in local communities for improvements in livelihoods, productivity and working conditions.

As an approach to training, C-BED is unique in that the programme is built around peer-to-peer, activity based learning methods with no role for teachers, experts, or external consultants specialised in the skill area. Instead, C-BED participants work together through a series of activities and discussions guided only by simple step-by-step instructions in the training manual. New knowledge, skills and competencies are developed through the interactions between participants and sharing of existing local knowledge and experience. In this way the programme is a low cost, sustainable option for any organization or community.

The C-BED programme is structured around two core training packages designed to develop competencies for business start-up and operation through a focus on marketing, financial management, and action planning. These are the C-BED for Aspiring Entrepreneurs and C-BED for Small Business Operators. Additionally, a growing suite of tools to strengthen business competencies and enhance skills for specific sectors is in continual development. These packages can be implemented as either stand-alone trainings or integrated in modular format into existing programmes.

Restaurants

A restaurant is a business that prepares food and drink for customers in exchanges for funds. They form an important part of the tourism sector as they provide this service to visitors, often allowing visitors to sample local cuisine, undertake cooking classes or provide them with resting and eating spots while visiting various sites.

The Restaurant Package

The Training:

The restaurant package should be used to help aspiring and current restaurant owners and managers improve the management of their restaurants It focuses on key management principles to build on from what participants already know from managing their restaurants and helps them to learn more. It can also build on from the learning in other C-BED tools namely SBO or AE. Participants bring experience to share and leave with a priority action plan (at least 3 actions to introduce improvements to their business). At the end of the training participants will have:

- Enhanced and advanced existing knowledge of restaurants management
- Strengthened critical competences to analyse aspects of restaurant management
- Affirmed the potential of enterprise development
- Identified steps and actions to improve their restaurant
- Decided on actions for the future
- Where applicable, started planning effective collaborations and associations

The Good Practice Guide:

This Good Practice Guide (GPG) is designed to help all restaurant owners and managers improve their restaurants. Those who take part in the training day will be introduced to and become familiar with the GPG on the day. However, those who have not attended the training can also use the GPG. The GPG contains a number of practical tools, tips and exercises to help restaurant managers and owners.

How to Use The Good Practice Guide

Good practice tools

Exercise

Case studies

Definitions

Tips

Extra information for you to take note of

Legalities

1. Legalities

OBJECTIVE:

- Provide information about licensing and permissions necessary for restaurants
- Provides a licensing template if these are required

TRAINING GUIDE:

- This is additional information, not covered on the training day

1.1. Licences and Permissions

At the start of any business, regardless of location, it is strongly advised that you acquire the necessary licences and permissions from the local authorities. These are often legal requirements of the national and sub-national governments. The approval for such legal documents is vital to ensure the smooth operation of your business.

The list provided below is a reference point to help motivate you to seek a more accurate and comprehensive list. Although it is not required to secure these documents for a business plan in all instances, the investors may require proof of your knowledge of the different legal documents required to establish the business. Once the business plan has been approved and finances secured, it is incumbent upon you to begin application. This should be undertaken simultaneously with establishing the business.

Checklist of licenses and permissions

Table 1.1.1: Type of Licence	✓
Company registration	
Sales tax registration	
Shops and establishment registration	
Fire department clearance	
Water connection certificate	
Health license	
Police registration certificate	

Trade and storage licence	
Public performance licence	
Employee insurance scheme	
Insurance	
Health certificate for kitchen staff	
Neon/Glow sign licence	
Excise account register	

Licensing Format

Table 1.1.2: Licensing

Name of establishment
Postal address
Establishment type
Situation of office, if different from the premises
Name of employer(s)
Residential address of employer(s)
Name of manager(s), if any and their residential address
Category of establishment
Nature of business
Date of commencement of business

Names of family members employed (disaggregating for men, women, adults and young person)
Names of senior managers or employees
Total number of employees (disaggregating for men, women, adults and young person)

Pricing and Budgeting

2. Pricing and Budgeting

OBJECTIVES:

- Provide adaptable templates to manage money
- Covers pricing and stock control

TRAINING GUIDE:

- This is covered in session 2

2.1. Budgeting

Budgeting is an important part of managing financial flows in a restaurant. Below are some key templates to help you to keep track and keep a record of the money flowing in and out of your business.

Operating Budget

Table 2.1.1: Operating Budget

Month		January				
	Budget %	Budget		Actual		Monthly percentage calculation
		Month	Year	Month	Year	%
Food revenue						
Cost of goods sold						
Food costs						
Operating expenses:						
Salaries and wages						
Direct operating expenses						
Utility costs						
Repairs and maintenance						
General and administrative						
Insurance						
Rent						
Total operating expenses						
Total expenses						
Profit (before tax)						