



“Running a Food Outlet” is a 2-day comprehensive course for people working within the catering and tourism industry - especially operators of cafes, tearooms, restaurants, pubs, hotels, visitor attractions etc. Food and drink companies may also benefit from this course.

The aim of the course is to enable participants to:

- take the opportunity to look at how they are currently operating
- identify the business' strengths, weaknesses, opportunities and threats
- highlight where and how improvements can be made
- increase margins and profitability

The course is led by Nerys Howell, food consultant with over 30 years' experience in the food and hospitality industry. Both days include a number of practical activities enabling the participants to get to know each other and reinforce their learning.

*“Very motivating, practical and informative.” Rosie Glover, Chef Glynhir Estate
“Really enjoyed. Learned so much. Feel refreshed! Thank you.”
Angharad Lane, Gelli Fawr, Pembrokeshire*

Content

- Day 1 **Simple rules for staying afloat**
Compliance, business planning, costing and financial control
How to use the SWOT analysis, staffing and recruitment
Working out your market and meeting it
Marketing, promotion and branding
- Day 2 **A distinctive experience**
Unique selling points, benefits of a distinctive offer
Menu planning and development, pricing and sourcing
Quality control
Getting the most out of your staff
Staff training and customer service
How to deal with customer complaints
Latest trends within the sector

“Beautifully presented with sense of humour, and great participation from all participants.” Jackie Watson, Hills Farm Stables, Laugharne

If you would like more information, please email nerys@howelfood.co.uk or phone 029 2022 0822.