

INN-FORMATION

Steven Brown

Supreme Commander

and all round good egg



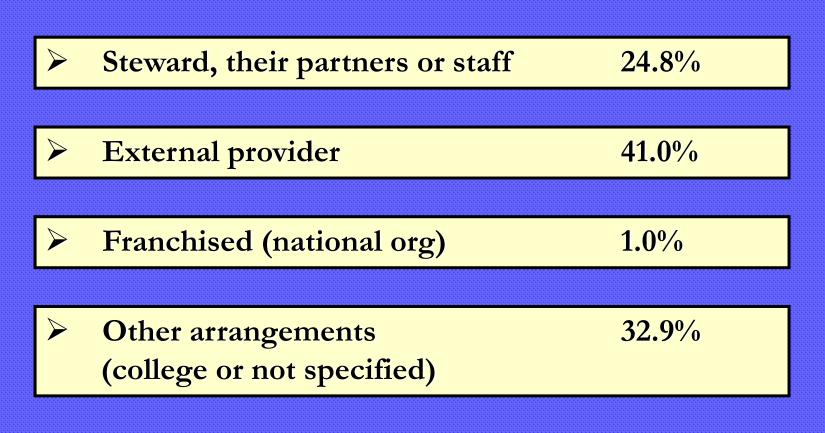
THE GCMA Catering Operation Survey Results

 	43.6%	operate	food	service	internally
 	56.1%	operate	food	service	externally

O.3% No provision



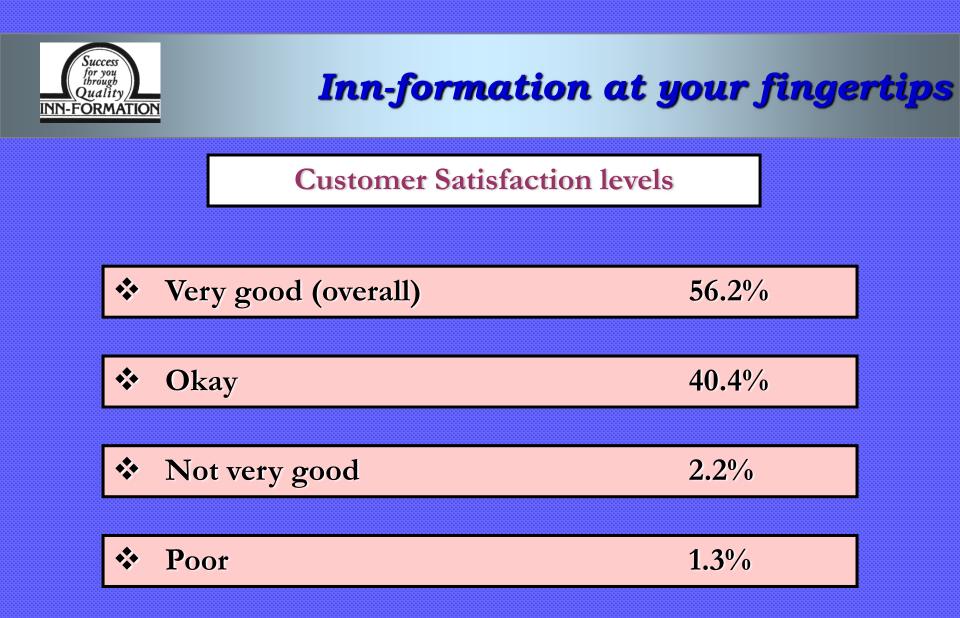
WHO PROVIDES THE FOOD SERVICE





TURNOVER OF FOOD OPERATION

•	Less than 50k	13.5%
•	51k to 75K	13.8%
•	76k to 100k	17.9%
•	101k to 125k	15.1%
•	126k to 150k	11.9%
•	151k to 200k	13.8%
•	201k to 250k	4.8%
•	250k plus	9.3%





OUT SOURCED CATERING – CLUB BENEFITS

1.	Club receives rental	48.7%
2.	Club receives energy cost contribution	10.1%
3.	Club receives equip replacement	10.1%
4.	Club receives % of net profit	10.1%



OUT SOURCED CATERING - CLUB PAYS





OUT SOURCED OPERATION

How confident would you feel about operating your catering profitability in-house

*	Not very confident	60.2%
*	Moderately confident	32.3%
*	Very confident	7.5%



ADDITIONAL BENEFITS FOR THE CATERER

Use of free accommodation

42.6%

9.9%

Use of rented accommodation

 $\bullet \quad \text{Use of golf course (restricted)} \qquad 37.0\%$

✤ Use of golf course (unrestricted)
35.8%

Discounts on bar drinks & other benefits 10.5%



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Inn-formation at your fingertips

Stocktaking of catering provision

*	Provided by the club	34.4%
*	Provided by the caterer	23.6%
*	No provision at all	42.0%



TERMS LAST NEGOTIATED

\triangleright	In the last 12 months	59.1%
	In the last 2 years	19.8%
	In the last 5 years	15.3%
\succ	More than 5 years ago	5.8%



What advice would you like on catering options

An explanation of the options	63.2%
Detail on how to set up	53.5%
Guidance on designing a mutua agreement	ally acceptable 72.3%



Interest on attending a seminar at conference

	Very interested	13.2%
-	Interested	36.6%
-	Not interested	50.2%!!!!!



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FURTHER RESEARCH REQUIRED

- 1. What are the target gross profits/margins being made
- 2. Who inspects due diligence and EHO compliance (outsourced)?
- 3. Why are terms not negotiated annually
- 4. Why are 60.2% of all respondents not confident about operating an an in-house catering provision?
- 5. Why are 50.2% of all respondents not interested in exploring whether or not they can provide a profitable contribution to club profits?

AND LASTLY

6. Why am I so gorgeous and intelligent?



THE CONCERNS OF CLUB EXECUTIVES – MY SURVEY

- Not enough time to set up
- Not enough time to control (day to day)
- Not enough knowledge to set up
- Not enough knowledge to control (day to day)
- Will we lose money or make money?
- Our members fear prices will go up and service decline

YOUR CONCERNS PLEASE



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THE KEY FACTORS TO CONSIDER

- 1. FINANCIAL (profit levels of capital outlay, training, marketing)
- 2. PERSONNEL (F & B Manager, secretary, cook vs Chef. Front line staff)
- 3. JOB DESRIPTIONS/CONTRACTS, RESPONSIBILITIES
- 4. OPERATIONS MANUAL

5. ON GOING CONTROLS – stock taking, till reports, menu costings

- 6. THE MEMBERS CONCERNS
- 7. CONTRIBUTION LEVELS



OPTIONS FOR YOU – SUPPLIERS and SERVICE LEVELS

▲ Existing steward/bar manager to provide service (employee basis)

▲ Steward/BM's partner to provide service (employee basis or self employed)

▲ External providers

- self employed supplier (local)
- Franchisors (national)
- Catering college
 - **Catering service providers (regional)**



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THE NEGATIVES OF IN-HOUSE CATERING

- Increased staffing levels (admin controls)
- Increased wage costs (salaries, N.I.C. etc)
- Increased risk
- All losses suffered by club
- Greater knowledge base required
- Outlay on additional purchases (food costs)
- Regulations/compliance issues



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BENEFITS OF CATERING IN-HOUSE

- All menus set by the club
- Times of food availability set by club
- Prices set by club/committee
- Marketing club driven (function activity)
- All profits go to club
- No more free golf, accommodation, fights over hours etc
- Can get a contribution on utility costs



FOOD FOR THOUGHT



Research thoroughly

Employ professionals

Allocate sufficient time resources

Commit 100%

Maintain constant tight control

OUT-SOURCED

Ensure your partner gives 100%

Re-negotiate terms annually

Set standards

Do not abdicate responsibility



INN-FORMATION BUSINESS WHEALTH CHECKS

For details of our Business Whealth checks, in-house training and supporting admin documentation Steven can be contacted at

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INN-FORMATION ACROSS THE NATION