



QUALITY HOSPITALITY
ADELAIDE CATERING

Implementing the Operational Plan

You are the Events Co-ordinator and Manager of **Quality Hospitality Adelaide**. You have already implemented your Operational Plan for the upcoming financial year of the Company's operations.

The two (2) KPI's have been established as the following:

- To have net earnings (or Net Income) in next year's profit and loss statement to equal or be above \$74,515.10
- To have sixty (60) customer events by the end of 12 months.

To meet the goals above, upper management approved these strategies:

- Find a new Marketing Manager
- Effectively induct the new Marketing Manager, to ensure they are made familiar with **Quality Hospitality's** standards
- Facilitate the professional development of **Quality Hospitality** staff
- Acquire all necessary materials/vendors (for **Quality Hospitality** events and operations) at the best possible prices

The Operational Plan has so far been overseen by, Chantelle Post the 2IC and Supervisor of the Restaurant's Morning Team. She is being supported by Dane Brookes, Team Leader of the Evening Team, who ensures the Operational Plan is also followed by the Evening Team.