



DEBBIE PERN
CCM

Introduction



Agenda

- ▶ Club Demands & Operations
 - ▶ Club Committees
 - ▶ Trends in F&B
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Club Demands

- **Member Expectation (Sections)**
 - Ladies
 - Seniors
 - Juniors
- **Key Drivers**
 - Food Quality
 - Food Consistency
 - Value for money
 - Menu Variety
 - Speed of Service

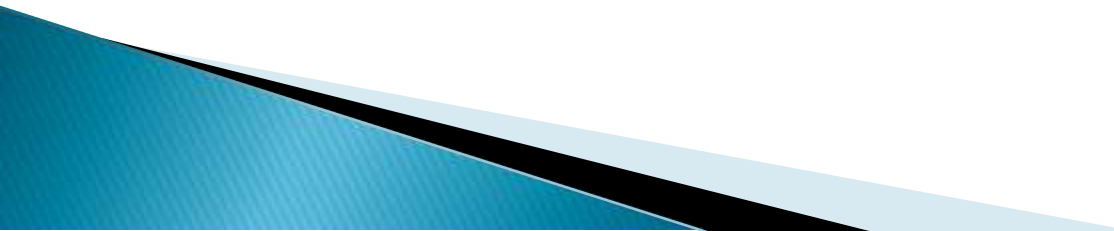
Operations

- ▶ Communication with employees
 - Know your staff
 - Staff meetings
 - Motivate your staff
 - Training....Constant Training

Operations and Club Demands

- ▶ Communication with members
 - Member Expectations
 - Be Visible
 - Recognition
 - Pastoral Care
 - Friendly relaxing environment

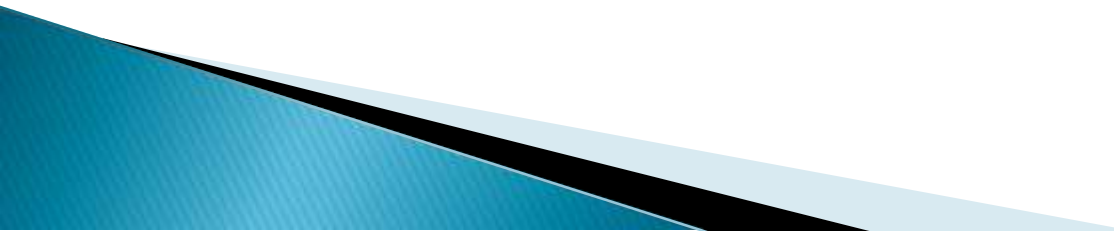
Club Committees

- ▶ Why?
 - ▶ What?
 - ▶ When?
 - ▶ How many?
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Trends

- ▶ Health Awareness
- ▶ Food Quality over the years
- ▶ The Future

Key Success Factors

- ▶ Manage the quality – Relentless pursuit of excellence.
 - ▶ Train and Re-Train – Club staff often fail to measure up to the standards of professionalism found in successful restaurants – why?
 - ▶ The Big Five: Food Quality, Food consistency, Value for money, menu variety, Speed of service.
 - ▶ Promote –let the members know you care and ask for their business
 - ▶ Keep Score – know how the members truly feel about the operation.
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Key ingredients

- A Good Chef
- A Good Kitchen Porter
- A Good Front of House Manager
- Good Food, Good Wine and Good Coffee
- Happy Employees create Happy Members