

Shaftesbury Sixth Form

Summer Preparation Task

Subject name: Hospitality Level 3 BTEC

Exam Board: Pearson/Edexcel

Purpose of task:

To visit a wide range of Catering establishments

To evaluate the size and scale of each business

Recommended resources:

Two Brewers

Mitre

Grosvenor Hotel

Half Moon

Amore

Aroma

Chutneys

Travel Lodge

Hilton, Marriott, Mandarin Hotels

Task 1:

The industry is vast, and constantly changing to meet customer expectations. It is also a very diverse industry, ranging from stays in a five-star hotel to meals in a **fast**-food outlet.

The establishments can be :

Local : This is where there are many hospitality businesses that are unique to a particular town or area. They are often independent businesses that are owned by individuals or partners, and are not part of a national chain. The experience for the customer is less predictable than with a national chain, but local hospitality outlets can offer specialised and interesting menus and prices.

National : This is where there are many hospitality companies that have chains of outlets around the UK. Some well-known examples are: • Burger King • Pizza Hut • Yates's • Starbucks • Nando's • Premier Inn. One of the advantages of visiting a chain outlet is that you know what you will be getting for a set price wherever you are in the country. The location of the businesses is very important.

Size

You can also look at the industry in terms of size . Many hospitality businesses are very small. A small local independent cafe may only employ two or three people and have a relatively small turnover. It will only generate enough profit to provide its owner with a modest income. National chains are multi-million pound operations and employ thousands of people and make large profits that they use for expansion.

Try and visit a range of establishments over the summer and have a look at how they operate. Do they have a range of specialist departments or is one person in charge of everything.

Task 2:

Choose 3 establishments: one small, one medium and one large.

State their name and location. Explain how they are managed plus the way that the establishments divide into different departments.

Deadline for task:

First lesson back after the summer.

Be prepared to discuss your findings and hand in the written work.