HS162-3D:
Catering Management
Training Description:

This intensive training course is designed to provide participants with a detailed and up-to-date overview of catering management. It covers the catering business; the legal, financial and operational concerns; the cooking equipment, serving equipment, business equipment and distributors; the food knowledge, cooking skills, business savvy, interpersonal skills and marketing skills; the pricing of food, calculating profit margins, labour and other expenses and staying competitive; and the marketing techniques and methods by identifying the brand/message, networking, social media and viral marketing.

During this interactive course, participants will learn to employ food safety by prepping food, cooking methods and temperatures, storing food and food service; lead and manage team by applying motivational techniques, setting expectations, praising successes and dealing with failures; manage business through hiring and managing employees, keeping a book, taxes, inventory and profit analysis; employ customer service by being open to criticism, learning from mistakes, dealing with customers, distinguishing between real problems and small mistakes; and make the company memorable by applying memorable service, wowing clients, developing a trademark, impressive food and diversifying business.

Training Objectives:

By the end of the training, participants will be able to:

✓ Apply and gain an in-depth knowledge on catering management
✓ Start catering business and discuss legal concerns, financial concerns and operational concerns
✓ Identify cooking equipment, serving equipment, business equipment and find distributors
✓ Interpret food knowledge, cooking skills, business savvy, interpersonal skills and marketing skills
✓ Employ pricing of food, calculate profit margins, labour and other expenses and stay competitive
✓ Carryout marketing techniques and methods by identifying the brand/message, networking, social media and viral marketing
✓ Employ food safety by prepping food, cooking methods and temperatures, storing food and food service
✓ Lead and manage team by applying motivational techniques, setting expectations, praising successes and dealing with failures
✓ Manage business through hiring and managing employees, keeping a book, taxes, inventory and profit analysis
✓ Employ customer service by being open to criticism, learning from mistakes, dealing with customers, distinguishing between real problems and small mistakes
✓ Make the company memorable by applying memorable service, wowing clients, developing a trademark, impressive food and diversifying business

Training Designed for:

This course is intended for all food handlers, food & beverage managers, supervisors & employees, sites/locations’ doctors and nurses, all employees in catering companies, hotels & restaurants duty managers, cooks & kitchen managers, health & safety managers, supervisors, advisers, food safety & kitchen inspectors, public health & occupational health doctors and nurses.
Training Program:

**DAY ONE:**
- **PRE-TEST**
- **Introduction**
- **Starting Your Catering Business**
  - Legal Concerns, Financial Concerns, Operational Concerns, What it Takes
- **Equipment & Set Up**
  - Cooking Equipment, Serving Equipment, Business Equipment, Finding Distributors
- **Expertise**
  - Food Knowledge, Cooking Skills, Business Savvy, Interpersonal Skills, Marketing Skills
- **Pricing**
  - Pricing Your Food, Profit Margins, Calculating Labour & Other Expenses, Staying Competitive
- **Recap**

**DAY TWO:**
- **Marketing**
  - Marketing Techniques & Methods, Knowing Your Brand/Message, Networking, Social Media, Viral Marketing
- **Food Safety**
  - Prepping Food, Cooking Methods & Temperatures, Storing Food (Before & After Cooking), Food Service
- **Leadership**
  - Managing Your Team, Motivational Technique, Leading by Example
  - Setting Expectations, Praising Successes, Dealing with Failures
- **Recap**
- **Practical Sessions**

**DAY THREE:**
- **Managing a Business**
  - Hiring & Managing Employees, Keeping a Book, Taxes, Inventory & Profit Analysis
- **Customer Service**
  - Being Open to Criticism, Learning from Mistakes, Dealing with Customers, Distinguishing Between Real Problems & Small Mistakes
- **Making Your Company Memorable**
  - Memorable Service, Wowing Your Clients, Developing a Trademark, Impressive Food, Diversifying Your Business
- **Course Conclusion**
- **POST-TEST and EVALUATION**

**Training Requirement:**

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request”.

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Please note that the above topics can be amended as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

**Training Methodology:**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Software & General Discussions
- Pre and Post Test

**Training Certificate(s):**

Internationally recognized certificate(s) will be issued to each participant who completed the course.

**Training Fees:**

As per the course location - This rate includes participant’s manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

**Training Timings:**

**Daily Timings:**

07:45 - 08:00 Morning Coffee / Tea
08:00 - 10:00 First Session
10:00 - 10:20 Recess (Coffee/Tea/Snacks)
10:20 - 12:20 Second Session
12:20 - 13:30 Recess (Prayer Break & Lunch)
13:30 - 15:00 Last Session

**For training registrations or in-house enquiries, please contact:**

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Training & Career Development Department