

Proposal for Outback Steakhouse Server Training Manual

**Prepared for
Outback Steakhouse**

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March 31, 2014

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Executive Summary

Restaurants provide service to thousands of people every week. Due to surveys, the guests of restaurants take, we know that the service can always be improved. To improve our business, a new server training manual is a suitable solution in fixing this matter. The manual will prepare servers in every aspect: how to dress, what to say, inform them of our products and procedures, and the correct way to handle different situations (etc.). By May 2nd, I can provide a server training manual that will increase guest satisfaction, as well as improve sales. The total cost would be \$ 645.52. As a trainer at Outback Steakhouse I will use the knowledge garnered through my experience working for Outback Steakhouse.

Introduction to Proposal on Server Training Manual

In order to be a successful business the staff needs to be properly trained. In the server training manual I will provide every bit of information a server needs to know by the end of training. It is my goal to have guest satisfaction above 80%. By providing the answers in a simple and easily accessible pamphlet, servers will have all answers to be a successful server and provide the best service for our guests. In this training manual I will include information such as: dress code, menu information, pace of meal, and all the legal information the server needs to know about our company prior to serving (i.e. safety regulations, food handling, alcohol safety, and company policies). I will have a rough draft done by April 18th and the final draft done by May 2nd. The total cost of this proposal is \$645.52.

Problems for Outback Steakhouse

Outback Steakhouse has the following problems:

- Shortage of professionalism
- Poor pace of service
- Absence of repeating orders, causing inaccuracy of orders

A company is represented by its staff. How they dress and uphold themselves at work reflect on the company greatly. At Outback Steakhouse we have a dress code and set standards. When servers follow the standards a shift can run smoothly. However, if a server lacks to be within proper guidelines, for example, their apron may have butter on it, their facial hair needs grooming, their clothes need ironing, and/or they have a body odor, this creates a different impression than we would like to portray. Thus, guests are enjoying less of their experience at Outback Steakhouse.

There is a general perception of how food is to be served (i.e. Appetizers → Salads → Entrée → Dessert). At Outback Steakhouse we have standards as to when things are achieved, such as guests should be greeted within 45 seconds, and drinks should be served within 3 minutes of their order, etc. When the pace of service is off, strange things happen. A couple examples: Guests wait 5 minutes before they are acknowledged, salads come out before the appetizer, or they come out at the same time as the entrée, or even after the entrée. This causes dissatisfaction to our guests and does not promise their return for business.

When a server takes an order it should be repeated back to the guest to make sure everything is correct. Once entered into the computer system it must be checked again for accuracy. If food is ordered incorrectly, either verbally or electronically, and presented to the table, it causes dissatisfaction to the guest. Also, the food will be put to waste since it was incorrect and is no longer saleable.

Solutions to Service Problems

My manual on Server Training will help solve the following problems:

- Shortage of professionalism
- Poor pace of service
- Absence of repeating orders, causing inaccuracy of orders

My Outback Steakhouse Server Manual will benefit the company in many aspects. For example, it will put all the information a new employee needs to have for training in one place. This will help the trainer when he/she needs to remember what to go over with the trainee. This manual will increase sales. At Outback Steakhouse, we have a tasty menu. By having a friendly face to serve them guests will leave, knowing they are going to come back! This manual should also reduce unnecessary costs. By having the proper training there will be less mistakes and less waste.

Outline for Manual

- Introduction
- Prerequisites
 - Safety Regulations
 - Food Safety
 - Alcohol Safety
 - Company Policies
- Required Tests
 - Menu Test
 - Alcohol Beverage Test
- Roles and Responsibilities
- Training Schedule
 - Day 1
 - Day 2
 - Day 3
 - Day 4

Work Plan for Outback Server Training Manual

I plan to start work on April 1st. I'll have a rough draft ready by April 18th and a final draft on May 2nd. I plan to use printing paper of 8.5 x 11in in size. I plan to use plastic spirals for binding. A different color section page will aid the reader in finding their desirable section. I will use photos taken myself of Outback Steakhouse as graphics, as well as the widely known logo of Outback.

Qualifications for Samantha Offutt

I have worked in a number of different family restaurants and have had the opportunity to see how different systems work or don't work. I have worked for Outback Steakhouse for two years and have been a certified trainer for the past year. I have trained over 25 new Outback employees. I have been recognized for my training skills and I know the Outback standards like the back of my hand. I am proficient with computers and graphic design.

Budget for Outback Server Training Manual

Paper	\$5.95/ package of paper (500 sheets)	4 packs per 100 Manuals = \$23.80
Binding	\$6.64/Plastic Spiral Binding (100 pcs)	1 pack per 100 Manuals = \$6.64
Printing	\$19.95/10 C multicolor ink cartridge	2 Cartridges per 100 Manuals = \$39.90
Printing	\$12.99/ 10 C black ink cartridge	2 Cartridges per 100 Manuals = \$25.98
Labor	\$500 for Labor	One time fee = \$500
Taxes	$\Sigma^*.0825$	\$49.20
Total		\$\$\$\$ 645.52

The 5 items the budget will cover are explained in the table above. The budget covers the paper, binding, printing, labor, and taxes. For example I will be using Epson Premium Photographic Paper which has 500 sheets. Estimating each manual to be 20 pages, I will need 4 packs of this paper to create 100 manuals. The middle section of the table shows how much each item costs individually, and the third column shows how much to make 100 of them. I also included the taxes on the items bought as well as taxes taken out for income. For the first shipment there will be a \$500 labor fee, resulting in the budget being \$645.52.

Conclusion to Proposal on Outback Server Training Manual

I look forward to working with Outback Steakhouse. It will be my pleasure to create a Server Training Manual that will present the necessary information to aid in effectively training new employees. With this new manual Outback Steakhouse will provide better service, increase their sales, and save a ton of money!