

Business Modelling Notes for Task 1 CW2

Introduction:

In CW2 for CO457 Business Modelling the first Task states:

1. Mission Statement and Vision Statement for the Restaurant

Create a mission statement for the restaurant before the start of the project, then create a vision statement for the restaurant, as it will hopefully be after the project has concluded.

This first task is asking you to write out a Mission Statement and a Vision Statement for your restaurant project.

A Mission Statement is what you are going to do to transform your restaurant, from where it currently is. The Mission Statement is underpinned by strategies and tactics, which work towards transforming the restaurant as a business and moving it towards the eventual vision (to be set out in the Vision Statement).

A Vision Statement is what your restaurant is going to become, once the project has been completed. The Vision Statement is underpinned by the goals and objectives that need to be achieved. The Vision Statement needs to have a strong relationship to the Mission Statement, as the vision should be derived from the mission (to be set out in the Mission Statement).

What to consider when developing your Mission Statement

In your Mission Statement you need to be clear on what your restaurant is doing now and what it is going to do to move itself towards the eventual vision. In the opening paragraphs of your mission statement you should outline what the restaurant is currently doing e.g. at the moment the restaurant is a small bistro producing a range of European cuisine for the casual dining experience

You should then state what you want the restaurant to move towards e.g. it may be your intention to transform the restaurant into an authentic Italian restaurant for a formal dining experience

As the Mission Statement is underpinned by Strategy and Tactics you should first outline the key strategies you are going to use e.g. you might talk about hiring a specialist Italian chef, in order to provide an authentic Italian menu. Strategies are there to drive the business towards its vision, whilst the mission itself keeps it focused.

Once you have developed some key strategies you should then think about the tactics you might employ to make them work e.g. you might engage a recruitment agency in Italy to find you an Italian chef who would be willing to come to England to work in the restaurant. Tactics are used to make your strategies work on the ground.

In terms of providing a structure to your mission statement it would be a good idea to breakdown your statement, so that you are outlining each of the restaurant departments in turn e.g. bar, dining area and kitchen etc. This way it make it easier for you to imagine what each area is like now and how it could then be transformed through the project, towards the overall vision.

As always you should refer to the case study and use whatever information it contains to support the development of your coursework. However, you also need to use your own imagination and creativity to adapt the case study and make it individual to you, so that it is different to that of your peers i.e. your coursework should be unique.

What to consider when developing your Vision Statement

In your Vision Statement you need to imagine what the final transformation of your restaurant will be like, department by department. In the opening paragraphs of your vision statement you should outline what the restaurant will be like if the project is successful e.g. the restaurant will be serving an authentic Italian menu, as part of a formal dining experience steeped in Italian heritage. Then you should take each department in turn and describe what it has become after a successful transformation project.

The vision is underpinned by goals, which are the outcomes of the strategies from the mission statement e.g. you now have an Italian chef who has created an authentic Italian menu and is now training the other chefs in Italian cooking techniques and recipes. These goals must come from the strategies described within your mission statement, so that there is consistency to your work and a logical progression of thinking from one statement to the other.

The goals are further supported by the objectives, which should have been developed out of the successful completion of tactics from the mission statement e.g. the Italian recruitment agency was able to secure a top Italian chef, willing to come and work in the restaurant and also offering to train other chefs in Italian techniques for an authentic experience.

In the vision statement you can let your imagination and creativity run a bit, as long as it has logical progression from the mission statement. Vision statements are meant to inspire projects and give the team something very tangible to aim towards.