

GETTING AHEAD



Start to develop skills that are relevant to your course before you join HSDC this September!

Business - A Level

What's the most important thing you need to know about starting at HSDC Alton? The lunch options of course. The good news is that as well as an on-site, low-priced canteen and Starbucks, a five minute stroll into town offers Dominos, Greggs, Subway, Costa Coffee, Café Nero, Co-op, Tesco Express and a Wetherspoons with its fantastic meal deals (burger & soft drink for around a fiver).

Activity

There isn't a burger chain yet, though. Your challenge is to explore some franchise options to see if it would be a good idea to set one up in Alton...

1. Check out what a franchise is and what the benefits are [here](#)
2. Research some franchises. McDonalds need an up-front fee of over £1m normally, but there are cheaper options. Some links are below but see what else you can find.
 - a. [McDonalds](#) (watch the video to see benefits of franchises)
 - b. [Rockets](#) (very good FAQs based on the Ireland opportunities); British prices and details [here](#).
 - c. The Burger Priest (low cost option) - [click](#)

| Reasons for taking a burger franchise | Reasons against taking a franchise |
|---------------------------------------|------------------------------------|
| | |

We look forward to seeing you in September!

For further information about your College and being a student at HSDC, please visit hfdc.ac.uk/Alton

3. You've decided against a franchise to launch your own burger chain, starting in Alton. Have a look at this [short video](#) which explains about the seven Ps of Marketing and sketch a brief plan using the seven Ps. Think about your target market, i.e. who are your key customers?

| Marketing Ps | Your Plan |
|--|-----------|
| What products will you sell? No need for detail, but are you looking at Premium, Mid-range or budget. Veg/ Vegan. Wide range or narrow? What is your key proposition? | |
| Who are you pricing against, Greggs or Subway? Maybe research some of their prices and some pricing methods. | |
| How are you going to promote your launch? Think about how to target via a specific SM platform (Instagram is different from Facebook), what offers? | |
| What will you expect your people to be like – happy, good to young children , independent-minded (will you have a uniform?) | |
| What will your physical outlet be like – themed, music, fast or laid back? | |
| What processes will you have, order-by-app, made fresh to order? | |

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Extension Task

4. One of the hardest parts of running a fast food business is staff; it takes time to recruit, then train, and then keep them motivated. And they leave, or let you down, or give free stuff to their mates...

Have a think about how you would recruit and select your staff. Check out a couple of examples ([Subway](#) & [example of documents](#)) then write a job description and person specification for your staff. Think about what interview questions you'd ask them to make sure you only offered jobs to those staff you want and who meet the needs of the job description and person specification you've drawn up. [Examples of questions](#).

| | |
|---|--|
| Job Description (Tasks) | |
| Person Specification (Skills, Experience, Abilities) | |
| Interview questions | |

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