



SOHO LEKOI

Restaurant & Cafe

SWOT Analysis of Industry Outlook,
Corporate Governance &
Sustainability

Industrial Training Report
1 March - 15 March 2023



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3.0 COMPANY PROFILE

Soho Lekoi is the second branch after the first successful branch Lekoi-Lekoi Restaurant & Cafe. It was founded on 9th January 2020 by Puan Camelia Ashikin with her husband at Bukit Chandan, Kuala Kangsar then relocated at Jalan Raja Idris, Kuala Kangsar during 16th January 2023.

Soho Lekoi Restaurant & Cafe can be found near PPD Kuala Kangsar and Sekolah Kebangsaan Sultan Idris II. For a better address direction can be found in Google Maps or Waze.

Meanwhile Lekoi-Lekoi is located near University Sultan Azlan Shah (USAS) and houses lot that make the shop always surrounded by different diverse customer backgrounds.

Both of the restaurants are open from Monday to Saturday from 11am to 11pm. These restaurants currently have an average 3 up to 5 kitchen crew as well 4 to 6 service crew including the part timers.

The founder of these restaurants sets a variety of menu covers from asian fusion and western food. They also get onto specific international food preparation classes to make the menu more accurate to the original food taste, for example, nasi lamb xinjiang that originates from Xinjiang, China. There are a variety of food selections from Indonesia, China, India and Western.

The signature menu at Soho Lekoi is their Nasi Lemak Pandan as it comes with variety type as the side dish such as telur mata, rendang kerang, rendang daging, crispy chicken chop, grill chicken chop, sambal grill sotong petai and many more. The signature menu at Lekoi-Lekoi is nasi ayam geprek where crispy fried chicken is eaten with the spicy Indonesian sambal alongside with crispy keropok and salad.

3.1 VISION

Our goal is to be the go-to place for Asian fusion in Kuala Kangsar and beyond. We want to be a household name and a well-known local institution recognized for our dedication to quality and authenticity. We foresee a future in which our restaurants are a vibrant and important part of the local community, providing a gathering place for people to enjoy good cuisine and great conversation.

3.2 MISSION

Soho Lekoi's objective is to serve outstanding, genuine Asian Fusion and Western in a friendly and inviting environment. To provide a really unforgettable dining experience, we are devoted to utilizing only the highest-quality ingredients and traditional cooking methods. We also endeavor to provide exceptional customer service and a warm welcoming environment for all of our customers.



full house during break fast in Ramadan 2023

3.3 PRODUCT/SERVICE OFFER

Soho Lekoi is a restaurant that serves a variety of popular Asian fusion and Western cuisine in cafe themed style. The cuisine covers popular meals from Malaysia, Indonesia, China, Indian, Japan and also from America. Thus, this means the meals can go to mild taste or to spicy taste according to customers' liking in dining. Aside from eating, this restaurant provides additional services such as takeaway or delivery using GrabFood and FoodPanda for its dishes.

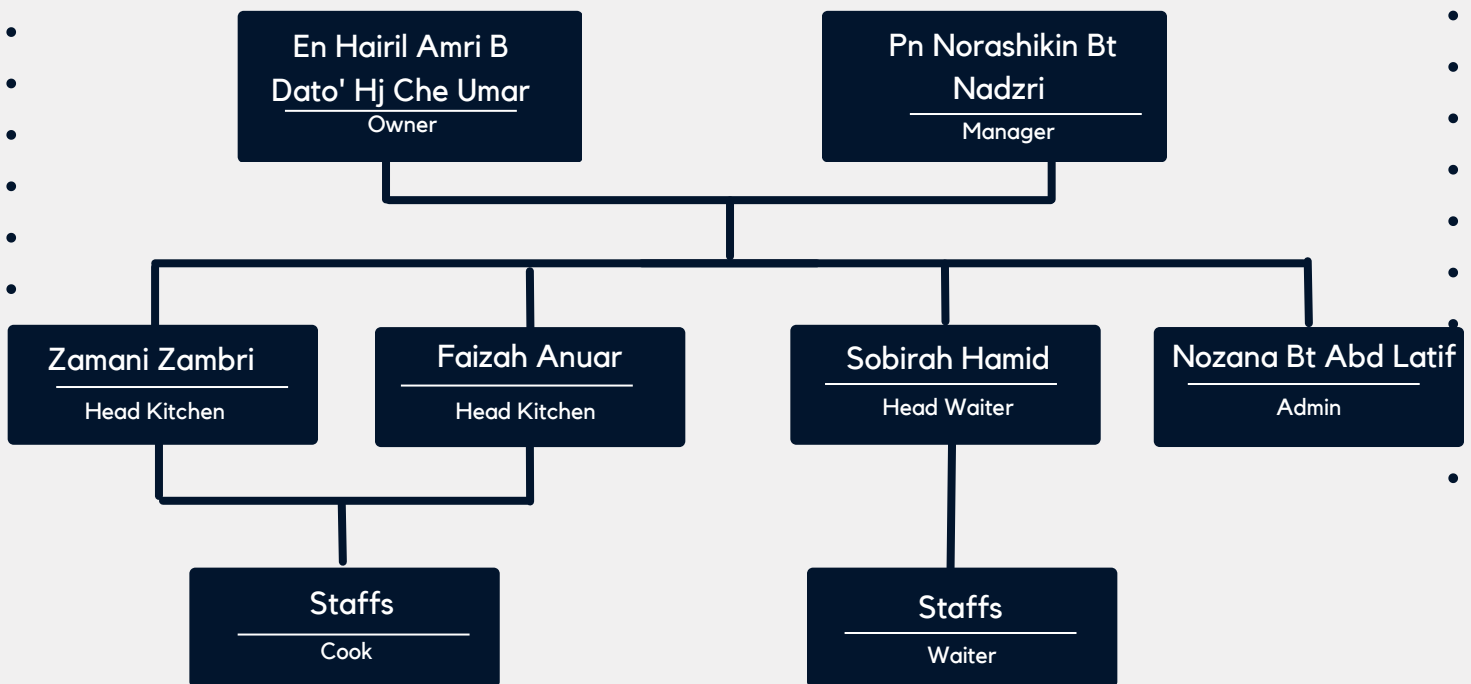
This restaurant serves a range of asian themed cuisine to customers. Nasi Lemak Pandan and Nasi Buttermilk Cheese are signature dishes at Soho Lekoi. This shop is inspired by many aesthetically minimal bungalow concepts and the customer service here is great. The rice at this business is aromatic and it pairs wonderfully with their handmade sambal. There are also other interesting side dishes and snacks selections such as Roti Bakar Kahwin, Penang Fried Kuetiau, Butter Prawn Egg Floss and many more. It is a fantastic location to dine in if you want to try a variety of foods.

Customers receive good service from Soho Lekoi regardless of whether or not this cafe don't charge for the service. The crew will welcome customers by opening doors for them and explaining to customers they need to scan the qr code to see available menu and place order. This is not common at most local restaurants. The workers were incredibly aware and swift at their jobs. Even when the restaurant is packed, the food is served fast.

3.4 ORGANIZATIONAL STRUCTURE



Lekoi and Soho Organizational Chart



4.0 TRAINING REFLECTION

4.1 EXPERIENCES

Being a part of the serving staff at a restaurant that serves Soho Lekoi dishes is both tough and rewarding. As a part of the service team, my primary duties include welcoming and seating guests, taking orders and delivering superior customer service in a variety of aspects. I also need to be familiar with the menu so I can provide people recommendations.

Preparing and serving plates of lots of mixed rice and other foods is one of a service staff member's most crucial responsibilities in a restaurant that specializes in Soho Lekoi Restaurant & Cafe. This necessitates not just a thorough study of the menu but also in-depth familiarity with the unique ingredients and self-made preparations process of Soho Lekoi spices and ready to eat pastes. I also manage payments, give clients a good reservation booking experience, handle COD and postage sambal and keep the cafe space tidy and orderly.

A service crew member must be able to multitask when under pressure and perform well in a team environment. This is necessary to offer clients timely and effective service. It is crucial for me to be able to interact effectively with clients in order to give outstanding customer service, thus prior experience in the food service sector and familiarity with Soho menu are assets but not necessary. As I am eager to learn, I must be able to comprehend their requirements and give them the knowledge and support they need.

4.2 ROLES AND RESPONSIBILITIES

Knowing the menu and Soho signature menu itself is one of the main duties of a service staff member in a restaurant that specializes in Soho Lekoi menus. Understanding the dish's ingredients, cooking techniques and nutritional facts falls under this category. Customers should be able to get advice from service staff members on how to enjoy a meal and other menu items that go well with it.

As a marketing major student, I focus on creating content based on Soho Lekoi event reservations and attraction of foods here. I posted the same content I created on Instagram, Facebook and Tiktok but found out that the community that engages and gives much support comes from the Facebook community. Thus, I can conclude the demographic customers that Soho Lekoi has which is heavier on the age and geographic centered customers. Most of the local customers that dine in the cafe are elderly and prefer the traditional way of ordering the menu.

The provision of first-rate customer service is another important duty. Members of the service team must be able to serve clients with friendliness and attentiveness while promptly and professionally responding to any issues or complaints. This is essential for fostering client loyalty and enhancing the restaurant's reputation.

It is also crucial to be aware about cleanliness and food safety. To guarantee that food is handled, stored and prepared in a safe and hygienic way, service crew personnel should get training in food safety and sanitation. They should have been able to adhere to safety guidelines and procedures to reduce the danger of contracting food-borne diseases.

4.3 BENEFITS

4.3.1 SKILLS

To make sure every patrons enjoy their meals, employees in restaurants that specialize in Soho menu need a certain set of talents. Understanding the meal itself is one of the most crucial talents. Soho Lekoi's origin, history and preparation should be known to the service staff. Customers should be able to ask them questions about the food and they should be able to give recommendations based on their tastes. Members of the serving team should be knowledgeable with the dish's ingredients, such as the unique mixture of herbs and spices used to marinate the chicken or meat, plus the type of rice that was utilized.

Members of the service crew must also be able to multitask and perform effectively under pressure. Service crew must be able to maintain composure and attention in a stressful, bustling restaurant atmosphere in order to give effective service. To guarantee that orders are taken and supplied promptly, it is also essential to have excellent organizational and time management abilities.

A good outlook and a welcoming approach are essential as it may bring individual benefits such as creating connections with influential customers. Service staff personnel should be attentive, approachable, confident and friendly in order to give outstanding customer service. Maintaining a professional image also requires proper grooming and personal hygiene to make customers have a liking and comfortable to deal with service crew.

4.3.2 ALLOWANCE

Starting my allowance at minimum RM400 and start to increase about RM200 for the good performance bonus. Overtime payment is calculate based on shift hours over than 195 hours a month.



Soho Lekoi's famous nasi buttermilk cheese chicken



Soho Lekoi's famous nasi udang kamheong

SWOT ANALYSIS

<p>Strength</p> <ul style="list-style-type: none">• have a nice interior design that will attract people.• better customer service.• pricing power as the food portion and the price is worthwhile.	<p>Weakness</p> <ul style="list-style-type: none">• the restaurant location is hidden from public view.• always short on staff .• cash flow as the restaurant operators struggled to cover operating costs.
<p>Opportunity</p> <ul style="list-style-type: none">• can include lots of interesting menu• be the people's choice of restaurant in Kuala Kangsar.	<p>Threat</p> <ul style="list-style-type: none">• inconsistent dine in customer in a day• got competition with KTM food court

SWOT analysis is a strategy for analyzing the internal and external factors that affect a company. SWOT analysis is an important part of a company's strategic planning. Unlike other tools that tend to focus on one or the other component, a SWOT analysis assists users in focusing on both internal and external factors of an organization. Companies can reduce their failure risks by determining which departments are missing and eliminating any potential problems in the future by conducting a SWOT analysis.

6.0 DISCUSSION & RECOMMENDATION

6.1 STRENGTH

Soho Lekoi invested a lot to have a magnificent interior design that attract most of people who dine in. The minimalism and white aesthetic will set a peaceful and charming vibe to customer while they enjoying their food there. A restaurants' fixtures and decoration can make a huge impact. Decoration selection can send the message that a concept they are using is fine dining or casual. It's critical when making the final selection on color schemes, furniture materials, lighting fixtures and art that it will be appealing to the primary customer they are interested in attracting.

Thus I recommend the management need to preserve the minimalism aesthetic and increase ordering facility for customer. Atmosphere is extremely important for any restaurant. When guests feel comfortable and relaxed in the environment they are more likely to stay longer and order more food and drink. Likewise, if guests feel crowded and distracted, they are more likely to eat and run. Besides, customer may need aid while ordering food as this shop uses QR code scanner for menu. Management can set a better line telco coverage at their area or use alarm beep to notify customer their food is ready. Other than that, service crew can assist customer to place order by using their own phone.

For patrons to have a satisfying dinning experience, restaurants must keep improve their customer service. Restaurants may enhance their performance by concentrating on greater cooperation, better communication and a better knowledge of consumer demands. It takes more than flavorful food and creative dishes to keep the restaurant in business. Prioritizing customer experience is one the most important factors to grow this restaurant and keep the customers happy and turn their patrons into repeat visitors. Making an investment in employee development and creating a positive work environment will help guarantee the customers receive the best possible service.

In my opinion, creating a great customer experience starts with investing in team's happiness. Satisfied employees are more likely to have positive customer interactions and higher tip amounts. They are more likely to stay with the business in the long-term. When the crew team is happy, they will show it off to the guests as it is human nature since happiness is infectious. Happiness is important because 89% of customers will not return to a restaurant if they receive bad customer service.

Soho Lekoi particularly purchases the ingredients in bulk and essentially receives higher discounts, which is actually very substantial. They thought they could pass these savings forward to their customers in form of essentially reduced prices. It is quite significant as the cost of preparing a similar definitely meal at home would generally be expensive than buying food outside nowadays. Keeping overhead down from buying bulk items means the restaurant can offer competitive prices to its customers.

Thus, I recommend a one time set-up is needed to establish an account. After the account is set-up, the food items are delivered on a regular schedule. This includes meats, fresh produce, seafood and anything else needed to keep the business running. The scheduling is determined by the account holder and the broad liner's account manager. To open an account proof of ownership and income needs to be provided.



Polis Diraja Malaysia (PDRM) enjoying breakfast snacks

6.2 WEAKNESS

Soho Lekoi hidden location is one of big threat to its operation as this cafe is just over half a year operates. Restaurant owners, consultants, critics and even bloggers spend a lot of time talking about selecting the right location for a restaurant to operate. Location plays a crucial role in its success or failure. Great establishments have been known to shut down because of poor restaurant location. While it is true that it takes considerable efforts to find the right mix of a triad for the success of a restaurant, it is essential to realize that location is just one of the crucial factors.

Thus, the crew need to always market to outsiders about this cafe authentic menu be it by mouth-to-mouth strategy or posting lots of promotion content in social media. As a marketing student, I poured out my skills in creating content and posting them on Facebook, Instagram and TikTok. Gladly, it resulted in hundreds of news followers and gained new customer. In the end, the restaurant location is not everything. Spending on the marketing of this cafe can turn out to be a better investment, since once the word out and customers start pouring in, they can cut down on the marketing cost.

Next, to cover operating costs due to the stringent restrictions on indoor eating, Soho must generally look for additional ways to generate revenue that are not dependent on traditional indoor dining to survive. According to the basics of profit margins, if managers reduce the restaurant operating expenses, they can increase profit margins without the risk of scaring customers away with increased prices. With higher profit margins, theoretically they will have more money to invest in the cafe. That means the owners can support their employees, grow the restaurant empire and even launch a new product line.

For an example, Soho's manager come out with the idea to sell ready-to-eat (RTE) sambal during Ramadan to survive the lack of walk in customer for the whole month. Fortunately, lots of people bought the sambals either by walk in or by postage. Besides that, by using inventory management software can help manager to reduce restaurant operating expenses and costs in a number of ways. It helps the cafe to keep track of dwindling supplies and reminds the crew when food is about to expire so they can use it up in time.

Food and Beverage (FnB) industries in Malaysia has the most short span of working period as the staff always work on short notice. It is because most of the staff are high school and university graduates that are passing by their time by working part time job. Thus, the government and FnB industries need to keep increasing the minimum wage and crew benefit to the workers as to attract job hunters. Almost every employer and employee has gone through the process of resignation at some point of their careers and it requires a certain amount of tact and understanding.

I recommend the cafe supervisor to let the staff know when a customer provides a positive feedback about their service. Commend the staff if they have performed well. Besides, by setting key performance indicator (KPI) for them to work, the owner can offer a commission or bonus if they are able to increase the sales. The managers also can make the staff efforts feel appreciated by offering allowances, health incentives or even something as simple as giving them a day off on their birthday.



An image of me serving food to customer

6.3 OPPORTUNITY

Soho Lekoi has lots of interesting and variety menu to customers but not on desserts. They can include more of local desserts on the menu such as ice shave and cendol in the menu. Customers always tend to ask me if Soho serves ice cream or laksa here as it would make a perfect evening dessert for them to enjoy at the restaurant. This restaurant is accessible to a much larger audience, which is undeniably significant as evidenced by the fact that restaurants have taken advantage of this opportunity serve several times as many customers as they could have in the past.

The recommendation I would like to give is Soho Lekoi can embrace new food trends if they are in line with the customer demands. For example, one of the owners came up with the idea to add on the snacks menu with a new toast menu which is Dirty French Toast. It is one of the opportunity where we can see the real potential in the restaurant business and drive more profits. Besides, restaurant promotion messages work well in every medium, including the written one. The impact to customer for an attractive press release where it focuses about new menu must be included with a couple of high-quality snapshots of the new dish.

Soho Lekoi's event hall that could be reserved for any event theme should always be promote to customers who want to book for any kind of event. The bungalow-concept cafe themed set a comfy vibe as it is one the Soho Lekoi attraction there. The minimum pax is twenty person while the maximum pax is fifty person. There will be microphone and speaker for guests to use either to host an event or to karaoke their hearts out.

In my opinion, they should charge rent for customer to book the event hall in order to generate another income to support the restaurant operations. There is no shortage of event marketing ideas that the management can use to attract new clientele and boost sales. We could offer live entertainment like a local busker and invite customers to be the entertainment by organizing a karaoke night. This way more guests are interest to come to Soho Lekoi to enjoy whatever service we may have to offer.

6.4 THREAT

The inconsistent amount of customers who dine in the cafe could make the sales income is unpredictable because there would be no bench mark of min net sales for the day. Nowadays consumers are dining out in all sorts of ways. According to The NPD Group, customers ate at restaurants 37 percent of the time between January to June 2019, while takeout represented a slightly larger piece at 39 percent, followed by drive-thru visits at 21 percent.

Thus, Soho Lekoi crew need to keep on promoting about their fascinating Asian dish and local menu to outsider to attract them to have a bite at the restaurant. Restaurant events can be used to build up hype around certain dishes and create a loyal community that will predominantly to choose this cafe as their number one choice. Attaining this situation will be quite difficult under the current circumstances, illustrating how long-standing and established restaurant businesses run their operations.

The competition got tense at local tends to keep buying their food at Keretapi Tanah Melayu (KTM) food court arena rather than buy their more mouth-watering meals at Soho Lekoi. Locals tend to have a mindset that the more stylish a restaurant is, the more pricey the food is while the truth of price is actually very generous. Thus, we need to break through this way of assumption to prevent guests from try the menu and offers that they could have gain.

I suggest that this cafe can set an afternoon discount to lower their pricing to drive away the competitor as competitors won't be able to keep their deceptively low prices indefinitely. Besides, Soho Lekoi can run multiple promos simultaneously and enables client segmentation and targeting for the best results. For an example, buy one, get one free promo to have more people to try out new items or discounted on selected items as clients will be more likely to order if it is cheaper.

7.0 PESTEL ANALYSIS

7.1 POLITICAL

Restaurant's operations may be impacted by governmental rules and policies relating to cleanliness, food safety and labor legislation. For instance, if the government tightened its rules on food safety, the restaurant would need to make sure it complied, which may raise prices. Additionally, the restaurant must adhere to rules that provide a safe and hygienic atmosphere for both customers and staff as it is essential for the restaurant's reputation. In order to draw in consumers who are health-conscious, the restaurant should also abide by the rules surrounding food labelling, ingredients and nutritional information.

Based on Thomas Bush (2019), governments across the world have expansive regulatory frameworks for every aspect of the food industry. This includes the cleanliness of commercial kitchens, the standards for storing and transporting produce, and even the requirements for laborers in the food business. Without a doubt, this makes the food industry one of the most tightly-regulated industries of all. On the plus side, this ensures that consumers aren't exposed to poor quality nutrition, but the complexities of regulation certainly take away from the margins of the food business.

Political stability ensures how much a business will flourish. Government policies may change over time, owing to the changing scenarios of the area where this industry operates. Companies must be flexible to adapt to these changes and plan business strategies accordingly. The health and safety-related policies affect the restaurant industry the most. Businesses must take care of cleanliness and hygiene while carrying out cooking, packing, and delivering operations to abide by the guidelines related to health and safety. Taxation that affects the purchase and quality also influences the industry as it differs from country to country. Companies must plan their finances well, keeping this factor in mind.

7.2 ECONOMIC

The two biggest things that might impact the restaurant's income are consumer spending and inflation. People could eat out more frequently if the economy is doing well, which might enhance the restaurant's income. However, consumers could be more inclined to cut back on eating out during economic downturns, which might result in lower restaurant sales. In addition, greater food prices may result from high inflation rates, which may have an impact on the restaurant's bottom line. The restaurant might concentrate on cost-cutting strategies, lowering food waste, locating more affordable suppliers and decreasing wasteful spending in order to lessen the effects of inflation.

Thomas stated that as a general trend, the world's population is only getting richer. That means that individuals in the lower, middle, and upper classes all have more money to spend on luxuries including restaurant food. As a result, the overall revenue of the food industry is growing, as individuals cook less and eat out more often. This has a positive effect on all corners of the space, including restaurateurs, food distributors, and the individual workers who play a role in these businesses.

Other than that, labor costs are increasing as the disposable incomes are increasing. Disposable incomes are growing for a reason: laborers are earning more money these days. On the whole, the cost of hiring workers is increasing across all industries. This is caused by not only a growing demand for employees, but also higher and higher government expectations for minimum wages. As in many other industries, the effect of increasing labor costs is simple: less margin for the owner of the business, and thus less profit.

In general, the growing tendency of people to eat out has ensured better revenue for the restaurant industry. The increasing disposable income of people has given it a boost. Growing labor costs can be a matter of concern for the restaurant industry. It will lead to less profit for the owners. Similarly, fluctuating taxes on raw materials and ingredients can result in high prices of products. Thus, affecting the prices on the menu. A slow-growing or unstable economic growth is also a threat to the industry.

7.3 SOCIAL/ DEMOGRAPHIC

Sociocultural aspects like shifting consumer preferences and shifting demographics can also have a big influence on the restaurant. For instance, the restaurant could put more of an emphasis on providing healthier selections or employing organic foods if more customers are becoming health-conscious. This may draw in a new clientele of buyers who are interested in healthier alternatives and are prepared to spend more for them. Similar to this, if an area's population is ageing, the restaurant may concentrate on serving comfort food to appeal to this group. The restaurant may have a fantastic chance to draw in elderly consumers who are searching for homey dishes and classic tastes.

Aside from having a better grasp of what kinds of food are and aren't healthy, consumers are also more knowledgeable about their individual dietary restrictions. For example, many individuals now understand the negative impact of gluten in those with Celiac disease. This has led to consumers expecting greater understanding on behalf of those who work in the food industry. Once again, this isn't necessarily a bad thing, but it means that the food industry will have to make changes to keep clients happy.

Thomas suggested that growing awareness about organic food is a social factor. It might affect the growth of the restaurant industry in the coming years. The busy lifestyle of people has increased people's dependence on ready-made food instead of home-cooked food. It has proven to be a boost for the economy of the food industry. The growing population and its increasing demand, sensitivity towards transgender employees are some other social factors directly or indirectly influencing the restaurant industry.



7.4 TECHNOLOGY

The restaurant sector may also be significantly impacted by technological improvements. Technology elements that might impact a restaurant's operations include social media marketing, online ordering platforms and meal delivery services. For instance, having a good web presence for the restaurant may enhance sales by making it simpler for clients to place meal orders and find out more about it. The restaurant's social media presence may also raise awareness of the establishment and its offers. This may improve the number of repeat purchases made by current consumers and draw in new ones.

We're seeing various types of automation more and more in the food industry. Perhaps the best example is the use of self-checkout screens at fast food venues such as McDonalds, but it's not the only one! Just recently, social media platforms went crazy as viral footage of a hotel's robot cooking up omelettes began to spread. As we find more ways to use technology including robots in the food industry, there will be less need for laborers. Overall, this is a good thing for the industry, as it will allow businesses to improve profitability and reduce the likelihood of human error.

Technological advancement such as accepting payments via smartphones, ordering food online, and operating CCTV cameras from mobile phones has opened up, new revenues for the restaurant industry. Automation is the future of the restaurant industry. The introduction of the latest software to manage the accounts of companies can lead to fewer errors and more profit. Technology has also given companies the scope to experiment with their promotion strategies to reach more people quickly and leave a long-lasting impression.



7.5 ENVIRONMENT

The restaurant may be affected by environmental elements including the climate, natural catastrophes, and sustainability measures. For instance, if the restaurant is situated in a region that is vulnerable to natural catastrophes like floods, it may be damaged during a flood and suffer financial losses as a result. In a similar vein, if the restaurant is not sustainable, it may have a detrimental effect on the environment and lose consumers who favor sustainable enterprises. The restaurant might concentrate on sustainable measures including decreasing food waste, employing renewable energy, and getting foods from nearby farms to lessen the effects of environmental concerns.

Not only is there growing awareness for the health repercussions of the food we eat, but also for the environmental repercussions of the food we eat. One particularly problematic food group from an environmental point of view is meat. The production of meat especially red meats as it uses huge amounts of water and creates a significant carbon footprint. No less, the meat industry is tearing down large amounts of forest to create new space for farms. The result of this is that more and more individuals are switching to plant-based diets, and governments are slowly taking interest. Once again, this isn't necessarily a negative for food businesses, but they will have to recognize the impact of this shift in the long term.

The primary criterion in the restaurant industry is cleanliness. Apart from that, businesses must also develop strategies for recycling and waste management. The restaurant industry must work in collaboration with the government. It will help to lower the risks of environmental damage, which can occur because of them. The food industry must recognize and appreciate the tendency of their consumers to shift to a plant-based diet owing to the damage the meat industry might contribute to the environment. They must focus on materializing the long-term benefits of this shift.

7.6 LEGAL

The restaurant may also be impacted by legal considerations including labor laws, health and safety rules and intellectual property laws. For instance, the restaurant can be subjected to sanctions and fines if it violates labor rules. Similar to this, the restaurant might incur fines and penalties as well as possible reputational harm if it does not adhere to health and safety rules.

The food industry has high standards for safety matters. In particular, there are scores of rules in every country on how food should be transported, stored, and prepared including directions on what temperatures various food types can reach, how they should be cleaned, and so on. While this is indeed largely a Political issue, it becomes a Legal matter if any of these regulations are ever breached. As such, those in the food business need to be extremely careful to ensure that they stay within the bounds of these rules to prevent costly lawsuits.

Legal factors play an essential role for restaurant industries, especially the ones operating globally. With the changing legislation, businesses must also change their strategies to grow and expand. Food quality and hygiene criterion are two crucial factors that come under the product safety of the legal factors. Besides the safety standards, maintaining minimum daily wages and the welfare of the employees are also some vital aspects that the restaurant industry must consider if they want to grow steadily in any given environment.



CONCLUSION

Last but not least, an internship as a service crew member at a restaurant named Soho Lekoi Restaurant & Cafe in Kuala Kangsar, Perak is a once-in-a-lifetime opportunity to learn vital skills and experience in the food service sector. Through this internship, one will gain knowledge of customer service, the ability to work well under pressure, good organizational and time management skills, knowledge of food handling and safety procedures, basic math skills, a positive attitude and friendly demeanor, good grooming and personal hygiene and the ability to work as part of a team. This internship also allows you to work with a supportive team and receive hands-on experience in the restaurant sector, which may be beneficial for future job opportunities.

Career-wise, the internship experience helped to expand my understanding of how to create value across in food and beverage industries. There are several dimensions to consider from, which differ from what I have learnt in university. These include how to operate in the company setting, technical and soft skills required and worldview of how markets and industries work. As I progress, I learn plateaus and build a base of skills during the infancy of my career growth.

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APPENDICES



A happy couple celebrating the wife's birthday



Me with service and kitchen crew at the counter



Photo booth for Raya Eid Fest 2023



Soho Lekoi location on google map