Human resources management of catering Chain of computer information

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ABSTRACT

Catering computer information to expand the scale, standardization of chain operation, the need for high-quality management personnel. The shortage of talent, has become the constraints of important problem of Chinese style restaurant chain of computer information management progress. Chinese restaurant chain computer informationization should establish a people-oriented management concept of human resources, the establishment of the internal training system, strengthening the construction of internal incentive mechanism and computer information culture, effective training and development of catering management talent.

KEYWORDS

Chinese restaurant chain; Human resources; Development.
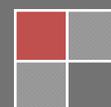
INTRODUCTION

Chain restaurant management refers to the direct or indirect control and have more than two restaurants, on the basis of equality and consultation and joint development with the same name, store, unified management, unified management, unified way mode of operation procedures and service standards, centralized procurement and decentralized sales, to obtain economic benefits of the joint catering management mode. Chain business has changed the traditional production mode of operation, reduce operating costs, expand market share, has brought the huge scale benefits to the computer information.

THE PRESENT SITUATION OF HUMAN RESOURCES OF CHINESE RESTAURANT CHAIN OF COMPUTER INFORMATION

The contradiction between the rapid development of chinese catering chain of computer information technology and the shortage of talents

In recent years, the restaurant industry has gradually changed over the years to use the single store operation mode, and actively develop chain, distribution, network management, in the country emerged a large number of restaurant chain of computer information. Chain operations, brand cultivation, technology innovation as the representative of modern catering industry fast replacing traditional catering industry manual random production, store type of business, human experience type management, towards industrialization, chain, the group of direction. According to the survey of 2002 top 100 catering computer information Cuisine Association, becoming the first choice of the rapid development of catering chain store business computer information management mode. With 87 home computer information chain operation 100 computer information, the turnover of 33792000000 yuan, accounting for the top 100 Computer Information turnover of 94% of the sum. In 2003 our country has 236 legal chain catering trade above Designated Size of computer information, store number 5451, employing 302000 people, operating income of 25290000000 yuan. The computer informationization, dinner 143, accounting for 60.1%, fast computer information 78, accounted for 33.1%, these two kinds of formats accounted for more than the limit above the chain restaurant computer information 90%. Demonstrates the continued strength of China's catering industry chain business development momentum, the chain of computer information continues to expand the scale, speed, market share continues to rise[1].

In the process of food chain of computer information fast growth, the obvious appearance of lack of professional problems. Because of the catering industry into the threshold low, the formation of the jobholders originates widely situation, catering computer information widespread practitioners lack of high-quality talent team of catering occupation manager, talent loss rate high.

Chinese rrestaurant Chain computer human resource demand information situation

Chain operation is a technology with relatively high circulation mode of operation, is a highly specialized, standardized operation system. Chinese restaurant chain of computer information need high-quality human resources.

Chinese restaurant chain brand management personnel. Chinese restaurant in computer information from a single shop business to the growth process of chain operation, have appeared in the development of brand strategy of fuzzy, lack of features and standardized management mode and so on. Need a group to understand both the catering industry characteristics, and have ability of strategy management, the implementation of strategic planning, strengthen the investment risk management, the implementation of standardized operation.

Information management personnel 2 Chinese restaurant computer. The implementation of security establishment and catering computer information normal management and internal management system, need a certain management experience, with modern management concepts and management capacity of managers and reserve team manager.

Chinese food and beverage products R & D personnel. Now most of the Chinese style fast food shops have a dedicated R & D department, product development will only snacks throughout and some finished products by simple combinations. But the contrast of KFC, more than one hundred professional and technical personnel of its own in the world, the 90's in China to establish a product development team and test kitchen, its sales are spent every year 8% - 10% of the cost to devoted to the research on products. Chinese restaurant chain of computer information in product development, need a can use the modern production technology R & D personnel, increase product production industrialization, standardization degree, improve the nutritional value of food.

Logistics management talent. Now supporting system of internal many catering computer information is not perfect, lack of logistics distribution outlets, the supply of raw materials without a specification, in urgent need of a batch of understand modern network information technology, have logistics knowledge talents to strengthen the construction of computer information distribution center and the central kitchen.

Chinese food cooking technology talents. Cooking food production personnel directly determines the quality of food products[2], and food and beverage industry generally lack of cooking technology personnel with high skills, high quality.

Skilled food service personnel. Catering computer information technology not only provide food, also provide the service and the quality of the environment. The restaurant chain of computer information to improve the quality of service, we must cultivate a group of skilled technical skills, certain services to art and good professional ethics of food service personnel.

The internal human resources management system of chinese style restaurant chain of computer cnformation backward

Human resources management in many of our Chinese restaurant chain of computer information is still in the traditional personnel management stage, not to enhance human resources management to the development strategy of computer information level, think employees only by a simple "to work for money" relationship with computer information together, the only concern of the management, the personnel manager the recruitment, training and payroll. In the backward personnel management system, decrease employee job satisfaction, the loss rate of rise, affect the sustainable development of computer information technology. At present, the national chain restaurants in computer information, private computer information accounted for more than 40%, and the industry has China private catering computer information the average life of only 2.9 years, the five - year survival rate is only 10% of the argument. The restaurant chain of computer information is currently still mainly take the family management pattern, when dining computer information expansion reaches a certain size, abuse of family management model will become increasingly sharp, the lack of talent and foreign talent rejection, is the result of computer information development remain stagnant or even is one of the main reasons facing landslide.

COUNTERMEASURE OF CHINESE CHINESE RESTAURANT CHAIN OF COMPUTER INFORMATION MANAGEMENT AND DEVELOPMENT OF HUMAN RESOURCES

The implementation of strategic human resource management to people-oriented

Human resource is the motive force of the sustainable development of catering chain of computer information. Must establish the human resources are the first resources concept of computer information, care and training employees, to create a good working environment and fair competition for staff talent environment. The development and management of human resources mentioned the strategic height, which is matched with the overall strategy and the computer informationization development. On the one hand, strategic human resource management, computer information, request according to the strategic goals, determine the total target, within a certain period of time the computer informationization of human resources management general policy, implementation steps and budget; on the other hand, the requirements of computer information to formulate a set of perfect human resource management system, through the implementation of human resources planning, personnel recruitment and training, employee occupation career planning, performance appraisal, employee motivation, cross training, employee participation and other human resources management effective method, to attract talents, retain talents and cultivating talents[3].

The establishment of restaurant chain of computer information and training system

Training Chinese restaurant chain of computer information is not only the support of a powerful human resources chain stores the quantity expansion, more important is the quality of human resources to meet the reconstruction and control food chain of computer information management standard.

(1)Standard management, formulate detailed training manual. The standardized management of catering products production and service concept and computer information recognition system, standardization, operation and management of the unified is the foundation of computer information management of chain restaurant. The restaurant chain of computer information must establish management standards, in ensuring product and management operation is the premise to be copied, setting up training base of no difference, the elimination of service and management differences caused by human factors, copy a number of standardized production, service and management talent, catering to the computer information to each branch chain no difference in the image appear in public before, provide product and service quality assurance. At the same time, through the production, service, management process and refine the specification, to simplify the complex operation, can improve the ability of computer information self training personnel and reduce the cost of human resources.

(2)To establish the classification training system, the implementation of targeted and professional training. Chinese restaurant chain of computer information classification training system should be established, with purpose and plan to carry out professional training. The training system should be level employee to the manager, have different contents, each laid particular stress on training, and timing, fixed, posts, institutionalized, standardized and standardized training. As primary focus on the method of operation, in the high-level focus on communication, management and training. Training levels, not only can according to the demand of the post of targeted training, also can stimulate employee self-motivated, initiative, so that they are confident in computer information, enhance the cohesion of computer information.

(3) Strengthen cooperation with universities, research institutions, strengthen the ability of training and development of computer information. In order to realize the Chinese catering industry chain, to enhance scientific and technological content of the catering industry. The restaurant chain of computer information should enhance the study of Chinese food variety, quality, the traditional cooking techniques and modern food industrialization operation means to combine, to accomplish the transformation from traditional experience to scientific, data standardization, improve the production ability and level, and gradually get rid of the manual operation of arbitrariness. However, Chinese food varieties, production complex, both to keep the Chinese in the ingredients, cooking techniques and the product color, fragrance, taste, shape of the basic characteristics, and combined with modern technology, will undoubtedly increase the difficulty of industrialization and standardization. At the same time, generally low food practitioners of the scientific and cultural qualities, which restrict the development of Culinary Science in china. The restaurant chain of computer information with institutions, professional R & D

institutions of cooperation, the establishment of "R & D center" and "training school", can solve the problem of the lack of high-quality personnel, the traditional cuisine of the summary and the refinement of science.

To improve the incentive mechanism of internal computer information

Employee's motivation is an important content of human resource management, the implementation of effective incentive policy, can improve the enthusiasm of the staff and the identity of the computer information, so as to realize the computer information management objectives.

(1)Material incentive. Material incentive includes salary bonus and various public welfare. It is one of the most basic means of incentive, it determines the basic needs of the personnel of the meet. Chinese restaurant chain of computer information should establish an effective performance appraisal system, make an objective and fair evaluation of staff performance, and the results of performance appraisal and compensation of organic linking, implementing external competitive inside out, the fairness of the salary system. At the same time, improve the security system, improve employee job security and loyalty to the computer information, fully mobilize the enthusiasm of the staff.

(2)Occupation development incentive. Any employee work behavior is not only to the pursuit of money, but also the pursuit of individual growth and development, to meet the needs of self realization. The restaurant chain of computer information should stand in the angle of each employee, occupation development plan to help employees set up a personalized, not only helps employees aware of their place in the organization and the future direction of development[4], help employee overcome occupation in realizing the target of difficulties and setbacks, but also can be targeted to the further development of staff potential. The computer informationization development opportunities for staff to provide a variety of alternative and platform, not only from the management level promotion, also from the technical level increases, job rotation, job re design and other aspects of targeted for staff to provide training and guidance for the development of occupation.

(3)Work motivation. The restaurant chain of computer information should establish decentralization and authorization mechanism of employee participation in management, it is easier to motivate employees, to improve the work of the initiative. The computer informationization should fully trust and respect for the staff, on the one hand, establish two-way communication channels open, substantive work allows the employees to participate in the computer information management and development; on the other hand, let the staff have a certain degree of autonomy in the work, finish the task according to their own way, employees feel trust in computer information participation in, can stimulate staff's work enthusiasm and the sense of belonging to the computer information.

To strengthen the informatization construction of computer culture

A modern restaurant computer information, do support the needs of computer information rich culture, development level of computer information culture is the important sign of computer informatization maturity degree of strength and vitality. The computer informationization culture is a kind of adhesive, it is the intrinsic identity of computer information of all employees, is the common behavior criterion of computer information workers in the production of long-term business practice. In the computer information in daily work, informatization construction of computer culture greatly improving interpersonal relationship, between managers and staff, staff and staff, caring, close cooperation, respect each other, forming a strong recognition of the computer information and a sense of belonging, sense of honor and feelings of attachment, the formation of computer the information of the cohesion and centripetal force. The computer informationization culture can continue to nurture employee, make the computer informationization and employees to grow together and develop.

CONCLUSION

Chinese restaurant chain operation development, is twenty-first Century the catering industry bigger, efficient way that makes strong, is the inevitable trend of China but also the world of modern food development. Chinese restaurant chain of computer information development sustainable, healthy and need management personnel, technical personnel guarantee, the industry should increase the talent development efforts, the establishment of Chinese restaurant chain echelon of talent.

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