

## Hong Kong Business Hub Food & Beverage Entrepreneurship Course Outline

### 香港商匯「英國餐飲創業課程」大綱

日期 Date:	29 November 2022 – 22 February 2023
語言 Language:	Cantonese and English (with written Chinese materials) 香港話及英語 (配合中文教材)
時間 Time:	Please refer to the details below. Each class last 1.5 – 2 hours. 請參閱以下詳情。每堂為 1.5 至 2 小時。

Class 課堂	Details	詳情
<p>Lesson 1 第一節</p> <p>4 Hong Kong food entrepreneurs share their journeys of starting up with different business models 四位在英香港餐飲業老闆實戰經驗分享 – 認識不同開業模式</p>	<p>29 November 2022 (Tue) 3:00 p.m.</p> <p>We are excited to have 4 Hong Kong food entrepreneurs in the UK to provide us with an overview of different F&amp;B business models. From the smallest and easiest form, i.e. turning your home kitchen into an approved kitchen and sell food online; to taking over an existing restaurant, they will share their experience, challenges and learnings.</p> <ul style="list-style-type: none"> <li>• Food business from home and sell food online</li> <li>• Dark kitchen for takeaway or delivery</li> <li>• Join a restaurant franchise</li> <li>• Takeover an existing food business</li> </ul>	<p>2022 年 11 月 29 日(二) 下午 3 時</p> <p>我們邀請到 4 位在英國經營餐飲業的香港人老闆，為學員講解不同的開業模式。由規模最細和最簡單的方法，即申領牌照在家中的廚房製作食物，再經網上出售；以至頂讓現有的餐廳。他們將分享他們開業的經過、困難和學習。</p> <ul style="list-style-type: none"> <li>• 在家製作食物後，經網上銷售</li> <li>• 暗黑廚房(Dark kitchen)經營外賣服務</li> <li>• 加盟特許經營店</li> <li>• 頂讓營運中之店舖</li> </ul>
<p>Lesson 2 第二節</p> <p>The UK food industry: statistics, trends and opportunities</p>	<p>7 December 2022 (Wed) 10:00 a.m.</p> <p>This lesson will be conducted by The Foodworks SW, a local F&amp;B organisation that have a wealth of knowledge in the industry. They will discuss the latest market trends, give pointers on considerations when starting a food and beverage business in UK,</p>	<p>2022 年 12 月 7 日(三) 上午 10 時</p> <p>第二節課會由擁有豐富餐飲業知識的本地專業機構 The Foodworks 主講。</p> <p>他們會與學員探討及分析英國餐飲業市場的最新趨勢、開展餐飲業務前須考慮的因素，和</p>

<p>英國餐飲業市場： 數據、趨勢和機遇</p>	<p>and ways to stand out from your competitors. You will also learn how to conduct a market research:</p> <ul style="list-style-type: none"> <li>• The industry</li> <li>• Target market</li> <li>• SWOT analysis</li> </ul>	<p>教你如何在云云競爭對手中突圍而出。你亦會學到如何進行市場調查：</p> <ul style="list-style-type: none"> <li>• 餐飲市場</li> <li>• 目標市場</li> <li>• 強弱危機分析法</li> </ul>
<p>Lesson 3 第三節</p> <p>Writing a business plan for your food &amp; beverage business</p> <p>為你的餐飲業務制訂商業計劃</p>	<p>14 December 2022 (Wed) 10:00 a.m.</p> <p>Starting a F&amp;B business is not easy as there are a lot to consider. Formulating a business plan will help you think through all important components, clarify your strategies, identify potential roadblocks, decide financial or other resources needed, evaluate the viability of your idea or your growth plan:</p> <ul style="list-style-type: none"> <li>• Mission and business objectives</li> <li>• Products/ services (business model, location, food, price positioning)</li> <li>• Value and unique selling point (USP)</li> <li>• Financial planning</li> <li>• Budget – startup and operation cost</li> </ul>	<p>2022 年 12 月 14 日(三) 上午 10 時</p> <p>開展一門餐飲業務絕非易事，當中需考慮很多不同事項。制訂商業計劃書能助你更透徹地思考各項重點和細節、釐清你的商業策略、潛在挑戰、財務及其他資源需要，並分析計劃的可行性：</p> <ul style="list-style-type: none"> <li>• 使命與目標</li> <li>• 產品及服務 (商業模式、選址、食物和價格定位)</li> <li>• 業務給予顧客的價值及其獨特的賣點</li> <li>• 財務預算：創業及營運開支</li> </ul>
<p>Lesson 4 – 5 第四 – 五節</p> <p>Workshop – present your business plan</p> <p>工作坊 – 分享你的商業計劃</p>	<p>4 January 2023 (Wed) 10:00 a.m. &amp; 2:00 p.m.</p> <p>Do you wish to find out if your idea works? This is not a one-way lecture course but an interactive training that consists of workshops and peer-to-peer learning!</p> <p>You will be required to develop a business plan and have 8 minutes to present it to the class, followed by a 7-minute Q&amp;A and feedback session by our tutors and fellow classmates. This workshop aims to</p>	<p>2023 年 1 月 4 日(三) 上午 10 時 &amp; 下午 2 時</p> <p>想知道你的商業計劃是否可行？這個課程不止是單向學習，我們更安排了互動工作坊，促進學員間的交流和學習。</p> <p>你將要制訂你的商業計劃書，並在課堂上用 8 分鐘講解你的計劃；導師和同學會用 7 分鐘提問及分享他們的意見，助你透過不同角度審視計劃的細節及可行性。</p>

	help you review the details and feasibility of your plan.	
<b>Lesson 6</b> 第六節  <b>Branding &amp; marketing</b>  品牌及市場推廣	11 January 2023 (Wed) 10:00 a.m.  Your brand is the first thing that impress customers! How to do it right in a country that has such diverse customer segments? How do you determine your target market, reach out and attract them? Together, we will learn more about...  <ul style="list-style-type: none"> <li>• Branding design</li> <li>• Identify your target market</li> <li>• Digital marketing</li> <li>• Adaptation strategy</li> </ul>	2023 年 1 月 11 日(三) 上午 10 時  你的品牌將會是顧客對你的第一印象！如何在英國這個擁有多元文化的國家設計一個好的品牌？如何決定你的目標市場、繼而接觸和吸引你的目標顧客？以上種種都是你推廣業務的成敗關鍵！這一節，我們將一起探討：  <ul style="list-style-type: none"> <li>• 品牌設計</li> <li>• 鎖定目標市場和客戶群</li> <li>• 數碼營銷</li> <li>• 適應本地市場的策略</li> </ul>
<b>Lesson 7</b> 第七節  <b>Products &amp; services</b>  產品及服務	18 January 2023 (Wed) 10:00 a.m.  To provide the best customer service possible, you have to put yourselves in your guests' shoes! In this lesson, we will guide you to map out your customer journey, from the minute your customer contacts you, to the minute they finish their meals. All are important!  <ul style="list-style-type: none"> <li>• Designing your menu (and think about local adaptation!)</li> <li>• Pricing</li> <li>• Customer journey from the first touchpoint to customer retention</li> </ul>	2023 年 1 月 18 日(三) 上午 10 時  要為顧客提供最佳的服務，就需要從客戶的角度出發。這一節課堂將指導你整理出你的「顧客旅程」，由顧客接觸你的業務開始，直至他們完成用餐，每一個細節都非常重要！  <ul style="list-style-type: none"> <li>• 設計餐牌（和考慮因應本地顧客需求而進行本土化）</li> <li>• 定價</li> <li>• 顧客體驗旅程：從第一刻接觸，到建立顧客忠誠度</li> </ul>
<b>Lesson 8</b> 第八節  <b>Business related laws and regulations</b>  商業相關之法例法規	1 February 2023 (Wed) 10:00 a.m.  Regulatory compliance is complicated in the UK. We will provide you with an overview of the laws and registrations that you need to be aware, including:	2023 年 2 月 1 日(三) 上午 10 時  英國的法例和監管都相當複雜。本節將介紹一些在英國營商時需要了解的法規，包括：  <ul style="list-style-type: none"> <li>• 租舖時要注意的事項及相關牌照</li> </ul>

	<ul style="list-style-type: none"> <li>• Renting a shop and licenses required</li> <li>• Human resources issues</li> <li>• Accounting and taxation</li> </ul> <p>*Further professional advices or services may needed for your business.</p>	<ul style="list-style-type: none"> <li>• 僱傭相關條例</li> <li>• 會計及稅務</li> </ul> <p>*你或需為你的業務尋求進一步的專業意見或服務。</p>
<p>Lesson 9-10 第九 – 十節</p> <p>Workshop – present your marketing plan</p> <p>工作坊 – 市場推廣策略</p>	<p>8 February 2023 (Wed) 10:00 a.m. &amp; 2:00 p.m.</p> <p>You will be required to develop your own marketing plan, covering:</p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• SWOT analysis</li> <li>• Target market</li> <li>• Products (including your menu) and services</li> <li>• Price</li> <li>• Channels</li> <li>• Promotions (strategies and tactics)</li> </ul> <p>You will have 8 minutes to present in class, followed by a 7-minute Q&amp;A and feedback session by our tutors and fellow classmates. You can always learn more when you share!</p>	<p>2023 年 2 月 8 日(三) 上午 10 時 &amp; 下午 2 時</p> <p>你將要為你的業務制訂一份「市場推廣計劃書」包括：</p> <ul style="list-style-type: none"> <li>• 目標</li> <li>• 強弱危機分析</li> <li>• 目標市場</li> <li>• 產品（包括你的餐牌）及服務</li> <li>• 定價</li> <li>• 宣傳渠道</li> <li>• 宣傳策略及方法</li> </ul> <p>每位學員均會有 8 分鐘時間分享你的計劃，然後導師和其他學員會有 7 分鐘時間進行提問及分享他們的意見，務求互相啟發和汲取靈感。</p>
<p>Lesson 11 第十一節</p> <p>Sourcing</p> <p>採購</p>	<p>15 February 2023 (Wed) 10:00 a.m.</p> <p>This is the last stage of your "startup journey", you are about to open your "door"! Let's check our buying list and learn more about sourcing in the UK, such as finding and contacting suppliers for wholesale price:</p> <ul style="list-style-type: none"> <li>• Sourcing of food &amp; drinks ingredients</li> <li>• Sourcing of equipment</li> <li>• Sourcing of packaging materials</li> </ul>	<p>2023 年 2 月 15 日(三) 上午 10 時</p> <p>這是你創業旅程的最後階段，你即將要「打開門做生意」呢！一起看看有什麼要準備，和了解一下如何在英國採購，包括尋找和聯絡供應商以取得批發價：</p> <ul style="list-style-type: none"> <li>• 採購食物和飲品材料</li> <li>• 採購設備和工具</li> <li>• 採購包裝物料</li> </ul>

<p><b>Lesson 12</b> 第十二節</p> <p><b>Visit a commercial kitchen</b></p> <p>實地考察 – 商業廚房</p>	<p><b>22 February 2023 (Wed)</b> 10:00 a.m.</p> <p><b>Food safety is crucial to a food business. In our last lesson, we will visit a well-equipped commercial kitchen and learn about:</b></p> <ul style="list-style-type: none"> <li>• Operation procedure</li> <li>• Kitchen equipment</li> <li>• Environment &amp; hygiene</li> <li>• Food safety</li> <li>• Natasha's law (food allergy regulation)</li> </ul> <p><b>You will also enjoy the opportunity to chat with the experts and get inspired!</b></p>	<p><b>2023 年 2 月 22 日(三)</b> 上午 10 時</p> <p><b>食物安全對餐飲業務至為重要！課程的最後一課，我們將實地考察一個商業廚房，並學習：</b></p> <ul style="list-style-type: none"> <li>• 食物生產流程</li> <li>• 不同廚房設備</li> <li>• 食物環境及衛生</li> <li>• 食物安全</li> <li>• 食物致敏條例</li> </ul> <p><b>屆時學員更可以即場與專家面對面討論交流，汲取多一些靈感和心得呢！</b></p>
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