



crews

Where you belong

TRAINING

F&B Management

COURSE GOALS

- Understand the fundamentals of management in restaurant and hospitality environments
- Optimise the operational management of a food & beverage outlet
- Manage the economic and financial performance of an establishment
- Improve customer experience and service quality

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Restaurant, hospitality and management professionals

PREREQUISITES

None

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,690 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



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DETAILED PROGRAM

- Introduction to F&B Management
 - Definition and challenges of Food & Beverage Management
 - Organisation of a restaurant service
 - Roles and responsibilities of the manager
- Operational management
 - Team organisation and scheduling
 - Managing customer flows and service
 - Coordination between kitchen and front of house
- Financial management
 - Calculating costs, margins and profitability
 - Stock and supply management
 - Optimising purchases and reducing waste
- Customer experience
 - Customer journey in restaurant environments
 - Service quality and standards
 - Managing reviews and customer loyalty
- Team management
 - Recruitment, training and motivation
 - Leadership and conflict management
 - Internal communication
- Marketing and development
 - Positioning of the establishment
 - Acquisition and loyalty strategies
 - Offers, menus and innovation
- Practical workshop
 - Analysis of an F&B establishment
 - Building an improvement plan
 - Operational and strategic recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to efficiently manage a food & beverage outlet, oversee its economic performance, lead teams and improve customer experience.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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