Operation Management at Hard Rock Café

The Hard Rock Cafe is a well-known restaurant firm spread all around the world. They are the number one team restaurant. The first Hard Rock Café was established in 1971, and nowadays there are 106 Hard Rock Cafes worldwide.

Their objective is to offer not only meals, nowadays they want to bring a great experience through the history of music. The first Hard Rock Café was opened in London as a tendency cafe, but meanwhile the strategy of the firm changed. As later on a visit at any Hard Rock Café consisted of entertaining, nowadays their main strategy is based on food with experience.

We will now have a close look at some of the ten most important operation management decisions.

- **Human Resources**
  Hard Rock Café chooses their staff very carefully. They are looking for people, who are passionate about music, love to serve and are able to convey the experience to the costumers. Also their staff is supported by the firm and gets extra training.

- **Inventory Management**
  The meaning of Inventory Management at Hard Rock Café is different to most of the other cafes. In Hard Rock Cafes the most important inventories are all kinds of rock and roll items, who can be found in each Hard Rock Café. Hard Rock Café has invested 40 million dollars in one of the largest collections of Rock and Roll memorabilia inventory. The in number about 60,000 items are cataloged, get refurbished and change their location by times.

- **Location**
  The selection of a new location is done very carefully. This decision is a long term based one, so it is very important to find the right market on the global basis. Hard Rock Café chooses the country first and then limits to a city and furthermore the street.

- **Layout**
  As one of the most important things in a Hard Rock café is the inventory, this point has to be taken in account while creating the layout. Not only the kitchen flow for food preparation and bar and restaurant layout has to be good, also there need to be screens, sounds, music. In every Hard Rock Café there is a retail shop integrated as well.

- **Scheduling**
  With 23 departments and over 600 people on pay role there are many factors that have to be considered during scheduling. All their schedules are based on sale forecasting.
• **Production Design & Quality**
  The quality of the food is one of the most important things for Hard Rock Café. Food research is done, and they constantly review the menus and do quality surveys. If the result of these isn’t seven – on a scale from one to seven – it’s a failure for the company. The key to obtain this high level is a good established quality control department in the company. Hard Rock Café also considers all kinds of events in the area and seasonal factors while making their forecasts.

Operation Management is an important element in restaurant management, but at Hard Rock Café, it’s the key to providing their unique experience at each and every café.