1. a) Elaborate on functions of management.
   **Ans:** There are five functions of management and leadership: planning, organizing, staffing, coordinating and controlling. These functions separate the management process from other business functions such as marketing, accounting and finance.

   **Planning**
   The planning function of management controls all the planning that allows the organization to run smoothly. Planning involves defining a goal and determining the most effective course of action needed to reach that goal. Typically, planning involves flexibility, as the planner must coordinate with all levels of management and leadership in the organization. Planning also involves knowledge of the company’s resources and the future objectives of the business.

   **Organizing**
   The organizing function of leadership controls the overall structure of the company. The organizational structure is the foundation of a company; without this structure, the day-to-day operation of the business becomes difficult and unsuccessful. Organizing involves designating tasks and responsibilities to employees with the specific skill sets needed to complete the tasks. Organizing also involves developing the organizational structure and chain of command within the company.

   **Staffing**
   The staffing function of management controls all recruitment and personnel needs of the organization. The main purpose of staffing is to hire the right people for the right jobs to achieve the objectives of the organization. Staffing involves more than just recruitment; staffing also encompasses training and development, performance appraisals, promotions and transfers. Without the staffing function, the business would fail because the business would not be properly staffed to meet its goals.

   **Coordinating**
   The coordinating function of leadership controls all the organizing, planning and staffing activities of the company and ensures all activities function together for the good of the organization. Coordinating typically takes place in meetings and other planning sessions with the department heads of the company to ensure all departments are on the same page in terms of objectives and goals. Coordinating involves communication, supervision and direction by management.

   **Controlling**
   The controlling function of management is useful for ensuring all other functions of the organization are in place and are operating successfully. Controlling involves establishing performance standards and monitoring the output of employees to ensure each employee’s performance meets those standards. The controlling process often leads to the identification of situations and problems that need to be addressed by creating new performance standards. The level of performance affects the success of all aspects of the organization.

2) List the steps you would keep in mind before planning a food service unit.
   **Ans:** Steps be would keep in mind before planning a food service unit are:
   
   **Step 1: Research the marketplace.**
   The first step in launching a catering company is to check out who else is offering catering in your area. Check out your competitors’ menus, their list of services, prices and customers. Visit their websites and see if you can quickly find their unique selling benefits. You might think that successful caterers sell food, but you’d be wrong. Sure, you start with the food, but why should customers buy that food from you instead of somewhere else?

   **Step 2: Identify potential customers.**
   Contact your peers in the business community to find out what their companies look for in caterers to help you determine what your potential customers want. If you don’t have personal contacts who can help you, cold-call a few potential customers. Let them know you are not selling anything and simply want to ask a few questions about what they would like caterers to offer. But be sure to take time to find the appropriate person at each company to contact, otherwise you’re likely to get the brush-off.

   **Step 3: Choose your niche.**
   You might think you should start with your catering concept and research how to start your business from there—but you’re assuming people will like your idea and want to pay for it. Starting with marketplace and customer research will better help you decide what type of catering you should offer. Once that you know who your potential customers are, what they want and what your price range will probably be, you can decide what you think you should offer to attract enough customers to make a profit.

   **Step 4: Brush up on small business basics.**
   No matter what type of small business someone starts, entrepreneurs have a number of common startup tasks to perform. These include getting a business permit from your town or city, getting a post office box, setting up a website and email address, looking into setting up a corporation and buying liability insurance.

   **Step 5: Run some numbers.**
   To determine what it will cost to start a catering business and what it will cost to run it once you are open for business, create a budget.

   **Step 6: Write a business plan.**