

English for Hospitality Business (1st Edition)

by Francisca Titing

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English for HOSPITALITY BUSINESS

(1st Edition)



Sanksi Pelanggaran Pasal 113
Undang-Undang Nomor 28 Tahun 2014
Tentang Hak Cipta

1. Setiap orang yang dengan tanpa hak melakukan pelanggaran hak ekonomi sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf I untuk penggunaan secara komersial dipidana dengan pidana penjara paling lama 1 (satu) tahun dan/atau pidana denda paling banyak Rp 100.000.000,00 (seratus juta rupiah).
2. Setiap orang yang dengan tanpa hak dan/atau tanpa izin pencipta atau pemegang hak cipta melakukan pelanggaran hak ekonomi pencipta sebagaimana dimaksud dalam pasal 9 ayat (1) huruf c, huruf d, huruf f dan/atau huruf h untuk penggunaan secara komersial dipidana dengan pidana penjara paling lama 3 (tiga) tahun dan/atau pidana denda paling banyak Rp 500.000.000,00 (lima ratus juta rupiah).
3. Setiap orang yang dengan tanpa hak dan/atau tanpa izin pencipta atau pemegang hak melakukan pelanggaran hak ekonomi pencipta sebagaimana dimaksud dalam pasal 9 ayat (1) huruf a, huruf b, huruf e, dan/atau huruf g untuk penggunaan secara komersial dipidana dengan pidana penjara paling lama 4 (empat) tahun dan/atau pidana denda paling banyak Rp 1.000.000.000,00 (satu miliar rupiah).
4. Setiap orang yang memenuhi unsur sebagaimana dimaksud pada ayat (3) yang dilakukan dalam bentuk pembajakan dipidana dengan pidana penjara paling lama 10 (sepuluh) tahun dan/atau pidana denda paling banyak Rp 4.000.000.000,00 (empat miliar rupiah).

English for HOSPITALITY BUSINESS

(1st Edition)

Dr. Francisca Titing Koerniawaty, S.Pd., M.Pd.



2020

English for Hospitality Business (1st Edition)

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Preface



This book is adopted, compiled and revised from various sources, prepared for the millennial generation or simply Gen Y and also Gen Z who live in a world of technology backed communication, in order to enrich references in improving English proficiency in the field of hospitality business. Students who use this book are those who have intermediate level English proficiency, since the material is designed to prepare the students to have English proficiency at the managerial level.

Overall this book focus on verbal and non-verbal business communication both internally and externally in the hospitality business that encourages the students to discuss both online and offline about the relationship between tourism and hospitality business, exploring the way of effective communication, conveying the message through the most modern and the fastest way, writing a memorandum and letters of business, a business plan and a company profile for presenting a business product and services, arranging and chairing a formal meeting and the last is handling recruitment. This book is also completed with the English phrases for each language target to build up speaking skill and language aspects including grammar and vocabulary, and also listening activities to practice the pronunciation.

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A wooden surface with travel items: sunglasses, a straw hat, a beaded necklace, and a toy airplane.

UNIT I

TOURISM AND HOSPITALITY BUSINESS

How Tourism and Hospitality Relates to Each Other

Both tourism and hospitality are two businesses that support one another, since tourism offers several activities to the activities to the tourists who engage in travelling to destinations to experience recreational and leisure activities and most of the time avails of accommodation, food and beverage. The hospitality business itself is the supplier of the services for tourism by providing a safe and an enjoyable environment for patrons.

The tourism business usually includes three main business-related components that one of them relates to hospitality business. These components are:



- a. **Accessibility:** Travel and transportation arrangements, such as cars, public transit options, cruise ships, trains, and airplanes.

- b. **Accommodations:** Hotels, motels, resorts, camping spaces, cabins, and other lodging.
 - c. **Attractions** (or some type of entertainment or activity): theme parks, historical sites, or natural resources.
- The relations between tourism and hospitality business can be figured on images 1.1 and 1.2.



Image 1.1 – Tourism Business



Image 1.2 — Hospitality Business

QUIZ ZONE

1. How is tourism and hospitality different from each other?

2. What is tourism in hospitality?

3. What are the components of hospitality and tourism?

4. What is the importance of tourism and hospitality industry?





UNIT 2

BUSINESS AND COMMUNICATION

The communication of business is an activity of exchanging information, ideas, opinions, and instructions delivered personally or impersonal through certain symbols or signals to obtain the same perception between the parties communicating. Further, American Hotel and Lodging Association (1999) argued that communication is a two ways process in which employees transfer ideas or feelings to each other.



sightfactory.com

Communication has been characterized as the most important and one of the most used of all skills in every industry and particularly in tourism and hospitality field which is one of the fastest growing sectors not only in Indonesia but throughout the globe. The effect I've

communication between managers and subordinates can build a good image of a hotel.



Source: edukasi.kompas.com

The performance of job in hospitality business depends on having the required information and the necessary skill set and both of these are heavily dependent on the quality of communication.

Patterns of Communication in Hospitality Business

The patterns of the communication are verbal through written and oral, and nonverbal including body language and expression. Communication in business can be effective depending on the skills of conveying (through writing and speaking) and receiving (hearing and reading) business messages. The pattern of communication can be figured on table 2.1.

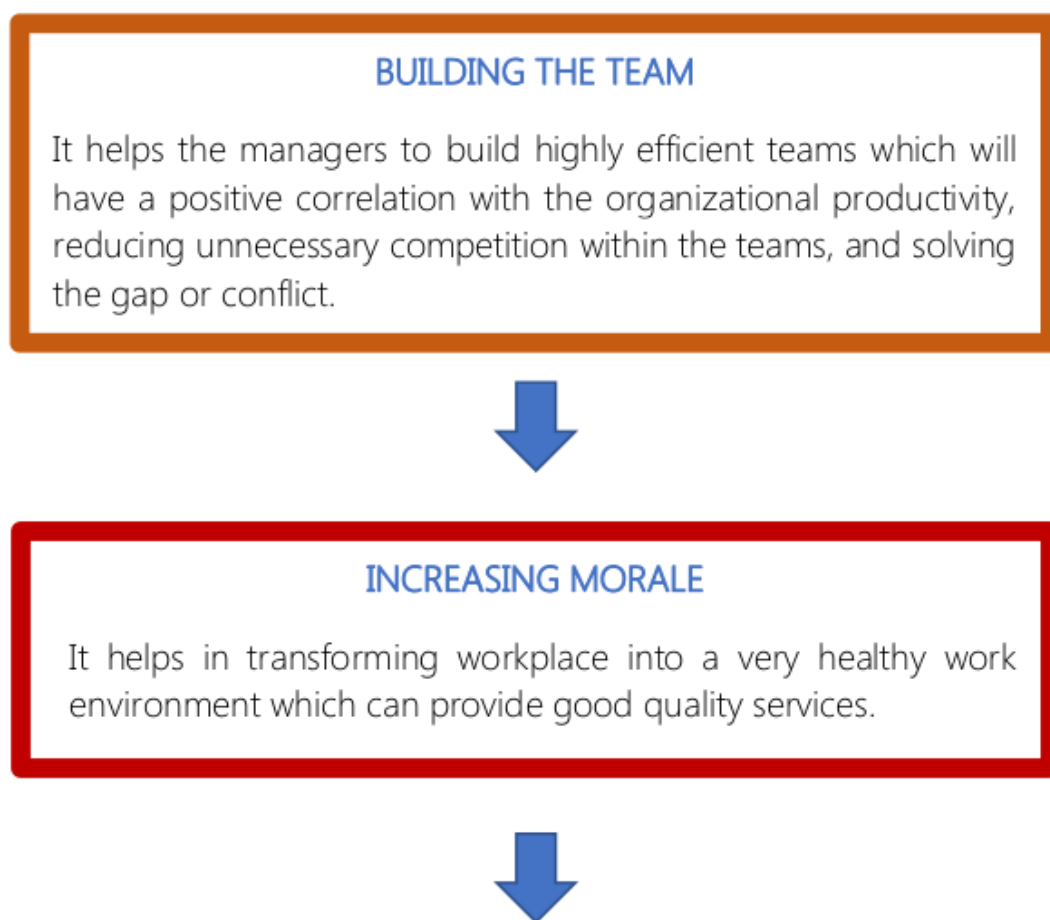
Table 2.1 – The Pattern of Communication

Verbal communication	Nonverbal Communication
Internal memorandum, notice, bulletin, newsletter, teamwork discussion, conducting staffs' briefing, conducting management training, creating company's profile, presenting the company development proposals to internal evaluator, conducting online and offline meeting, conducting conduct job interviews with job applicants in a company.	It helps the communicator to strengthen the message by conveying sign language, facial expressions, passwords, symbols, uniforms, colors and voice intonation. Thus, the message will be easier to be understood by the recipients.
External writing a business letter, giving information about company's product, attending exhibition, sales and promotion, press conference, press release.	

Benefits of Effective communication in Hospitality Business

The main area of hospitality communication is customer service, and it is supported by staffs and management interaction. The effective communication that occurs in hospitality business may lead to the benefits. It can be figured on table 2.2.

Image 2.1 – The Benefits of Effective Communication



GLOBAL BUSINESS

It helps the managers and employees to communicate with their international partnership, since the tourism and hospitality more global and borderless.



IMPROVED CUSTOMER SERVICE

It leads greater understanding among the employees in an organization which will result in a positive attitude thereby improving customer service, and also helps in better understanding of the latest technology used by the companies which will automatically improve productivity.



HOLDING DIVERSITY

It helps the management to hold all employee from difference cultures, religions, castes and languages. All these diversity and confusion is able to avoided by providing good quality training to employees before joining and also on a regular phases post joining.

The Process of Effective Communication in Tourism & Hospitality Field

An effective communication can be obtained through several processes to avoid losses so as not to get bigger for the company. Some of the processes that can be seen on the graphic 2.1.

Image 2.1 — The Process of Effective Communication



Measuring the Effectiveness of Communication in Tourism & Hospitality Field

The various method in measuring the effectiveness of communication can be figured on image 2.3.

Image 2.3
Effectiveness of Communication Measurement



- 1. Determining** goal helps the management teams evaluate whether the international communication programs are in accordance with the overall organizational vision and mission statements.
- 2. Understanding** the employee engagement level helps the management to observe and control the involvement, whether it gives the contribution or destructs the company.

- 3. Setting benchmarks** will help an organization to get better insights on the company intranet, and also helps to understand the performance gaps by analyzing the expected and the achieved results.
- 4. Survey** is a great tool to measure the effectiveness of the internal communication process, and also helps the management to make well informed decisions.
- 5. FGD / Interviews** helps to create meaningful changes to the overall communication program. Companies can also conduct one-on-one interviews with the top management and other managers at leadership roles to gain perspective and generate ideas.
- 6. Scorecard provides** a blueprint of how effective communication program is performing. Constantly reporting on the effectiveness of internal communication channels will help management to know the value of their efforts.

Quiz Zone

1. Why is the communication very important? In what reason?
2. Explain bravely for the following communication in hospitality business
Briefing
Newsletter
Press release
Press conference
3. What the benefit of effective communication? Why?
4. Do you think that effective communication has any constraint? In what ways?

The background of the slide is a dark grey gradient. It is populated with numerous glowing white outline icons of envelopes, some of which are slightly blurred to create a sense of depth. A horizontal band of light grey is positioned across the middle of the slide, containing the main title text. Above this band, a thin white line contains a series of small, semi-transparent icons, including a music note, a document, a person, and various geometric shapes, resembling a software toolbar.

UNIT 3

THE WAY TO DELIVER A MESSAGE

In the 4.0 revolution industry towards the 5.0 era, the advancement in technology has changed the way people communicate. The human being is borderless. This circumstance leads a lot of people choosing to interact with each other by means of text message and email rather than face to face.

What are the reasons of this trend?

1. Choosing email or text message mode over meeting personally to communicate is convenient.
2. It allows people to communicate instantly with anyone from anywhere via emails and SMS.
3. It can save money as well.

People can interact with their colleagues or family members just by messaging apps such as Whatsapp or email which is very cheap as it only requires an internet connection. For instance, whenever a manager needs to connect his employees, he can simply send emails to discuss important topics or can send text messages instantly without wasting time and money to meet them personally. In other words, because of the enormous time and cost savings, people prefer to interact via SMS or email rather than meeting face to face.



Telegram



Live Streaming



WhatsApp



infokomputer.grid.id

When face to face communication becomes inevitable

1. Face to Face communication and in person meetings can boost efficiency instead of spending an entire day in sending mail back and forth.
2. It enables people to effectively communicate using facial expression and body language.



3. People need to spend more time in person to create a genuine bond.
4. Direct contact creates a sense of understanding that makes people more comfortable with one another and develops strong relations/relationships between them. For instance, a manager can build a strong bond and communicate effectively with his employees only when he meets them personally to ensure that messages or instructions are conveyed properly. In short, meeting in person develops effective communication and strong relationships.

Quiz Zone

1. How do you text your relatives?
2. What do you think of the conventional way to deliver a message?
3. What do you think of the instant one?
4. Which one do you prefer, the conventional mode or the instant one?
5. What is the cheapest platform to communicate face to face without meeting with other?



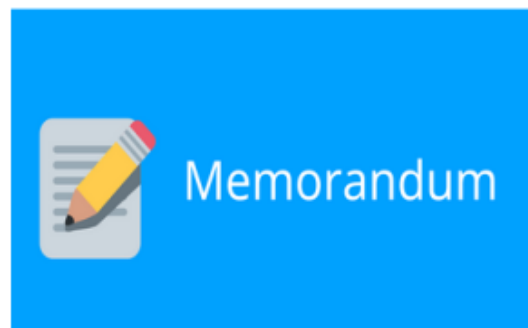
UNIT 4



MEMORANDUM FOR INTERNAL COMMUNICATION

In the previous unit, it was discussed that the effective verbal communication in hospitality and tourism business includes internal and external communication. The internal communication can be classified as follows: memorandum, notice, bulletin, newsletter, teamwork discussion, conducting staffs' briefing, conducting management training, creating company's profile, presenting the company development proposals to internal evaluator, conducting online and offline meeting, conducting conduct job interviews with job applicants in a company.

Meanwhile the external is able to be classified as follows: writing a business letter, giving information about company's product, attending exhibition, sales and promotion, press conference, press release.



What is a memorandum or memo?

Memorandum (or just 'memo') is a short message or record used for internal communication in a business. Once the primary form of internal written communication, memorandums have declined in use since the introduction of email and other forms of electronic messaging, however, being able to write clear memos certainly can serve you well in writing internal business emails, as they often serve the same purposes.

The types memorandum usually consists of complaint, promotion, information, request, confirmation, demotion, invitation, report, ideas and suggestion, and other types.

Find the following memorandum form and model usually used in hospitality business.

Memo of Complaint

To	:	Purchasing Manager
From	:	F & B Manager
Date	:	August 23, 2020
Subject	:	Lower standard of herb and spices

MEMORANDUM

We have just received herbs and spices this morning. I'm sorry to inform you that its quality is below our hotel standard.

Would you consider it by informing the D'ARTAGNAN food supplies to reimburse it ASAP, since there will be VVIP's wedding anniversary two weeks later.

I'm looking forward to hearing quick response.

Anindyasari
F & B Manager

Memo of invitation

source:

MEMORANDUM

To : All great team
From : F & B Manager
Date : August 23, 2020
Subject : Pest Control Training

What's up, guys!

To provide the guidance on procedures for controlling insects and pests at our work station, there will be an hour briefing to grasp the SOP of pest control on September 5, from 10 to 11am on training building.

See you in Phoenix, don't miss it!

Anindyasari
F & B Manager

romeltea.com

Memo of information

Memo

This memo demonstrates how I will use real life experiences to share my knowledge effectively to people of a certain business standpoint.

To: Jill Cropsey
From: Kelly Desotell
cc:
Date: December 14, 2015
Re: Professional Meeting

I attended a meeting at the Tundra Lodge Hotel Resort and Conference Center for the Tourico Holiday meeting. This is a company that is in the hospitality industry. I was able to meet Michael Breske and Jonathon Tilles. They were the hosts of the meeting and are both Product Directors for Tourico Holiday.

The meeting was about how Green Bay can improve and how to have more people stay in Green Bay and have the city have more business. At the meeting, I was given a sheet of vocabulary terms that may be incorporated in the presentation. The presentation included their company background and what they accomplish as a company, such as marketing and putting cities on the map for travel purposes. The hosts know of companies worldwide that are part of the Tourico Holiday business networks and how popular that area is. They determine the popularity of a destination by looking at how many searches that city has. The estimated number of searches for Green Bay with them was one search a second. The searches can be based on United States searches, as well as worldwide searches. The hosts stated that this year alone they were looking to hire 240 new career positions. This creates opportunity to network with worldwide clients.

Some suggestions that Michael and Jonathon shared were how they stated in the business and how far people have moved in the company. They shared insight into what their jobs were and how that affects the company. There are new opportunities for growth and this business can help build relationships and help network. This relates back to the administrative professional field because they have support for employees and customers who need assistance. Customer service skills are important for the administrative professional field and a position in the Tourico Holiday Company because connecting with others is what they do on a daily basis and how they provide their service.

stock.adobe.com

Memo of request

MEMORANDUM

To : Engineering Manager
From : Front Office Manager
Date : August 23, 2020
Subject : Fixing hot shower

As per our discussion three days ago by phone that the hot shower in room 201, 306, 307 seemed cold. The room 202 and 205 were hot, since the air conditioning didn't work properly.

Would send someone to fix it ASAP, due to an inspection from Larstya Tour and Travel next week.

I'm looking forward to hearing quick response.

Jashinta Larasari
F & O Manager

Study the following phrases in writing memorandum

Giving instructions

- a. This is to inform you that...
- b. I am / We are pleased / sorry to inform you that...
- c. I / We wish to inform you...

Requesting information:

- a. I / We would like to have...
- b. Could you give me / us...
- c. Would you send me...

Giving instructions

- a. Please follow the new procedures...
- b. Check...
- c. Be sure to...
- d. I / We want...

Reminding people to do something

- a. Do not forget to...
- b. Please remember to...

Making recommendations

- a. I / We feel it is best to buy new equipment.
- b. I / We recommend the XS model.

Sending a report

Please see the attached report.

Asking for action

- a. Would everybody please send their comments by Friday.
- b. Do... / Write... / Phone...

Quiz Zone

1. Why the hoteliers should write a memo?
2. How do you write a memo?
3. Is it possible the hotelier to express his ideas by using several informal or casual phrases? In what ways?
4. Let's start to compose and discuss it with classmates and lecturers.



UNIT 5

BUSINESS LETTER FOR EXTERNAL COMMUNICATION

Are you a millennial generation or simply Gen-Y or Gen-Z who live in a world of technology backed communication?

E-mails, texts, are most of our preferred modes of communication. However, letters still have a major use and importance in our society. Especially formal letters written to authorities or professional contacts, since they generally stay on record. Let's discuss the types of business letter that are commonly written in the hospitality field:

- Sales Letters.
- Inquiry Letters.
- Order Letters.
- Complaint Letters.
- Adjustment Letters.
- Follow-Up Letters.
- Letters of Recommendation.
- Acknowledgment Letters.
- Collecting letters

The following are several models of business letter in hospitality field and useful phrases for each letter

Cover letter of inquiry



D'Artagnan, LLC., 600 Green Lane, Union, NJ 07083
Call: 1-800-327-8246, Email: wholesale@dartagnan.com
www.dartagnan.com

August 23, 2020

Mr. Francois Trezbiel
Executive Chef of Merci Beaucoup Restaurant
Jl. Papias No. 666 Badung, Bali

Subject: Inquiry

Dear Mr. Trezbiel,

D'Artagnan is the leading purveyor of foie gras, game meat, organic poultry, pâtés, sausages and smoked delicacies in the nation. All of the four-star restaurants in New York City, for example, have our products. Our consistent quality and commitment to excellence has kept the D'Artagnan name in the best American restaurants and kitchens for more than 30 years.

We are pleased to enclose our competitive online catalogue of food supplies on www.dartagnan.com. Should any more information, please don't hesitate to contact us.

We are looking forward to giving a special price to our new client member during this year.

Sincerely yours,

Lucas Podolski
Sales Coordinator

Order Letter

Merci Beaucoup Restaurant
Jl. Popies No. 666 Badung, Bali

August 24, 2020

D'ARTAGNAN
D'artagnan, LLC., 600
Green Lane, Union, NJ 07083

Subject: Placing Order Product

Dear Sir,

Thank you for sending an online competitive catalogue of qualified food supplies on August 23. We are interested in the term and condition for placing order.

Kindly, find the list of item order as mentioned in the list below:

No	Item	Quantity	Price
1	Fresh Black Winter Truffle	10 oz	\$89.99/oz
2.	Farm-Raised Ossetra Caviar Malossol	5 large tins	\$247.49/tin

Please ensure that it must arrive before August 29, with the invoice and bank account number. In case of any queries please feel free to contact our office.

We are looking forward special price for this initial order.

Sincerely yours,

Francois Trezbien
Executive Chef

Useful phrases used in inquiry letter

Opening

- a. We recently read/heard about . . . and would like to know . . .
- b. We saw your advertisement in (name of newspaper/magazine) / on (website).
- c. We refer to a discussion with (name of contact) at the trade fair last week.
- d. We refer to your advertisement in the (name of newspaper/magazine) / on (website).
- e. Your company was recommended to us by...
- f. We are... (description of your company) and are interested in (purchasing....) / are looking for a supplier of...

Making a request

- a. We would appreciate it if you could send us your current price list/your latest catalogue/a sample of/as well as your terms of payment and delivery.
- b. Could you please send us...

- c. In addition, we would like to receive ...
- d. Furthermore, we are interested in further details of...
- e. Could you let us know what discounts you offer for large orders?
- f. If your offer meets our requirements, we would be prepared to order substantial quantities.
- g. I would like to know more details about ...
- h. I would like to ask for further information about / concerning ...
- i. I am still not sure about one thing / problem, namely ...
- j. I would be (very) grateful if you could ...
- k. I wonder if you could ...
- l. I would like to ask if /when / where / why...

Expressing interest

- a. I am interested in ...
- b. I have been looking for ...
- c. I am planning to ... and that's why I found this advertisement / offer / text interesting / important.

Expressing Doubts

- a. I have read the advert and I am not sure if...
- b. I have read about your services but I am not sure if ...
- c. I cannot understand if ...
- d. It is not clear to me if ...

Enclosing documents

Please find enclosed... (e.g. our company brochure / an information leaflet about our company)

Study the following phrases used in placing an order

Placing an order

- a. We are considering the purchase of...
- b. We are pleased to place an order with your company for ...
- c. We would like to place an order.
- d. Enclosed is our firm order for...
- e. Enclosed you will find our order.
- f. We have a steady demand for..., and so would like to order...
- g. We herewith place our order for...
- h. We intend to buy...from you.
- i. Would you be able to accept an order for...at a price of...per...?
- j. We look forward to your confirmation.
- k. Please confirm in writing.

Confirming the order

- a. Could you please confirm the dispatch date and price by fax?
- b. Your order will be processed as quickly as possible.
- c. Your order is being processed, and we expect to have the order ready for shipment before...
- d. In accordance with our verbal agreements, we are sending you the contract for your signature.
- e. Enclosed you will find two copies of the contract.
- f. Please return a signed copy of the contract no later than 10 days of the receipt date.
- g. We hereby confirm your order.
- h. This is to confirm our verbal order dated...

- i. We accept your terms of payment and confirm that the payment will be made by irrevocable letter of credit / international money order (IMO) / bank transfer.
- j. We have just received your fax and can confirm the order as stated.
- k. We are placing this trial order on the condition that the delivery is made before...
- l. Your goods will be dispatched within ... days/weeks/months.

Changing order details

- a. Would it be possible to reduce our order from ... to...
- b. Would it be possible to increase our order from...to...
- c. Would it be possible to delay the order until...
- d. Unfortunately, we must inform you that we are not able to deliver the goods until...
- e. We regret to inform you that this order will not be ready for dispatch tomorrow.

Cancelling the order

- a. We are sorry to inform you that we have to place our order elsewhere.
- b. We are sorry to inform you that we have already placed the order elsewhere.
- c. Unfortunately, these articles are no longer available/are out of stock, so we will have to cancel your order.
- d. Unfortunately, your conditions are not competitive enough for the order to be viable.
- e. Unfortunately, we cannot accept your offer because...

- f. We would like to cancel our order. The order number is...
- g. We are forced to cancel our order due to...
- h. Since you are not willing to offer us a lower rate, we regret to inform you that we are unable to place an order with you.
- i. We see no other alternative but to cancel our order for...

Letter of complaint

Merci Beaucoup Restaurant
Jl. Popies No. 666 Badung, Bali

August 26, 2020

D'ARTAGNAN
D'artagnan, LLC., 600
Green Lane, Union, NJ 07083

Subject: Complaint

Dear Sir,

On August 24, we ordered five (5) large tins of Farm-Raised Ossetra Caviar Malossol at the price of 247.49/tin. Unfortunately, we have received spoiled, since the two of tins were dented that caused it dropped into the cartoon.

I was disappointed, since we couldn't serve it to our consumer. To resolve the problem, I would appreciate your money refunded and alter for the dented of two tins. I enclosed are copies of the invoice and bank transfer of my records.

I look forward to your reply and a resolution to this problem before August 28. In case of any queries please feel free to contact our office.

Francois Trezbien
Executive Chef

Study the following phrases used in letter of complaint

Opening of Complaint

- a. I am writing in connection with...
- b. I am writing to complain about...
- c. I am writing to express my concern about the fact that...
- d. I must complain in writing about...
- e. I feel I must complain to you about...
- f. I wish to complain in the strongest terms about...
- g. I must insist that you...
- h. I must urge you to...
- i. I am writing to inform you of an apparent error in your records...
- j. I am very disappointed because....
- k. Unfortunately, your product (service) was...
- l. I hope that we can overcome this difficulty...

- m. I would be grateful if you could...
- n. I am sorry to have to inform you that...
- o. On using this product, I discovered...faults...
- p. I wish to complain about...according to..., but...
- q. Despite my request for...is not what I expected.
- r. I am particularly unhappy about...what would suit me best is...
- s. I am enclosing the broken(product) in this package; please send me a replacement...
- t. I am returning ... to you for correction of the fault/for
- u. inspection/repair/servicing.
- v. I am asking for/I wish to get a replacement.
- w. You said that ... I feel sure there must be some mistake as I am sure that...

Others phrases

- a. Poor standard of service/slow service
- b. No accommodation/Travel delays/Rather rude staff
- c. Badly scratched/dented wrapping/packaging
- d. To claim/demand for a refund
- e. Defective/faulty goods/defective item/machine
- f. The... may need replacing
- g. To restore an item to full working order...

Closing of complaint

- a. I do not usually complain, but, as an old customer, I am sure you will be interested in my comments.
- b. We look forward to dealing with this matter without delay.
- c. I feel that your company should consider an appropriate refund.

- d. I would be grateful if you would send me a complete refund as soon as possible.
- e. We feel there must be some explanation for (this delay) and expect your prompt reply.
- f. Will you please look into this matter and let us know the reason for...
- g. Thank you for your assistance.
- h. I look forward to hearing from you at your earliest convenience.
- i. I am returning the damaged goods/items... and shall be glad if you will replace them.
- j. Please look into this matter at once and let me know the delay.
- k. Please check your records again.
- l. Thank you for your cooperation in correcting this detail...

Letters of sale

Hotel Acier

567 Lane, 56786 HU.
hotelacier@mailinator.com
Phone: 876-678-6789

August 23, 2020

Mark Fetcher,
UIY Corporation,
4982 Nive Avenue,
Sweden.

Subject: Sales

Dear Mr. Fetcher,

This letter is to inform you about the best services and hospitality available in our hotel. We know it is very difficult to catch such a busy scheduled person like you. However, you will be happy to know that our hotel, Hotel Acier, is one of the popular hotels in the city.

We provide services like spa, laundry, fitness club, pub, valet parking, wi-fi access, swimming pool, private dining, conference hall, excellent concierge services, and other excellent services.

Therefore, here are the special offers to bring delight to you and your clients:

Silver Member: Annual membership, 15% discount on every visit.

Gold Member: Five-year membership, 25% discount on every visit and 1-week free package every year.

Platinum Member: Lifetime Membership 35% discount on every visit and two weeks free package every year.

Therefore, what you need to do is to contact us at the address or contact number enclosed with this letter to avail these offers.

Yours Sincerely,

Kate Mary
Sales and Marketing Manager

Quiz Zone

1. What is the difference between formal and informal letter?
2. What should you determine in composing a business letter?
3. How do you state the following criteria of business letter format?
Sender's address.
Date.
Inside address.
Salutation.
Body.
Complimentary close
Enclosures.
4. What should you determine in writing letter of complain?



UNIT 6



PREPARING BUSINESS PLAN



Are you going to run your own business?

If you are challenged to create a business, then it is your adventure. Don't climb a mountain without a map, compass or GPS support, you'll eventually get lost and starve. Therefore, start to plan your business well. Making a business plan is definitely different. There are always changes that occur. While the people think that it provides a guarantee, the business will run smoothly according to plan.



What's a business plan?

A business plan is a written description of the future of a business. This document consists of the story of what the plan is and how to make it run smoothly. Each business has its own story,

however there are some generally accepted conventions about what a full-blown business plan should include and how it should be presented.

5 steps to write a business plan

Step 1:

Prepare an **executive summary** that includes the types of business, location, achievement and the goals in three to five years.

Step 2:

Add your **company overview** that consists of the mission statement, goals, and objectives of the business.

Step 3:

Describe your **business environment** relates as it relates to industry, market, and the competition.

Step 4

Describe your **company product** or services, consumer resources, staffing, and distribution.

Step 5

Describe an **action plan** reflects the goals and objectives that you've outlined in your company overview.

Business Plan Template

The following is a set of preparation when you plan to start a business. This is just a list of internal planning. For the external planning, you must also have sufficient understanding about taxation, financial security and law. Therefore, you must be aware of legal, financial and everything related to the administrative support of your business. This is called financial literacy, tax literacy and legal literacy.

Summary

- | | |
|-------------------------|------------------------|
| a. Management Team | d. Marketing and sales |
| b. Product and services | e. Financial forecast |
| c. Customers | f. Required funds |

Company and Financing	
<ul style="list-style-type: none"> a. Company overview b. Management team c. Requires fund d. Exit strategy 	<ul style="list-style-type: none"> e. Mission statement f. Company history g. Location and facilities
Product and Services	
<ul style="list-style-type: none"> a. Competitors b. Sourcing and fulfillment technology 	<ul style="list-style-type: none"> c. Intellectual property d. Future and product property
Customers	
<ul style="list-style-type: none"> a. Market overview b. Market needs c. Market trends 	<ul style="list-style-type: none"> d. Market growth e. Industry analysis f. Customers key
Marketing and Sales	
<ul style="list-style-type: none"> a. Overview b. Positioning c. Pricing 	<ul style="list-style-type: none"> d. Promotion e. Distribution
Strategy and Implementation	
<ul style="list-style-type: none"> a. Milestone b. SWOT analysis 	<ul style="list-style-type: none"> c. Competitive edge d. Strategic alliances

Financial Plan	
<ul style="list-style-type: none"> a. Sales forecast b. Personnel plan c. Budget d. Cash flow assumption 	<ul style="list-style-type: none"> a. Loans and investment b. Starting balances c. Historical financials d. Key metrics for success
Financial Statement	
<ul style="list-style-type: none"> a. Profit and loss statement table b. Balance sheet table 	<ul style="list-style-type: none"> c. Cash flow table d. Financial ratio table

Quiz zone

1. Why is the business plan important?
2. How will you define an executive summary?
3. What does company overview consist?
4. How will define a business environment?
5. What does company description consist?



UNIT 7



WRITING A COMPANY PROFILE



Do you have a social media profile?

It's not surprising to us that everyone opens their profile on Facebook, LinkedIn, Instagram, and others social media. Sharing own your profile is the way to attract someone else, in order to gain positive image. Once you start to run your own business, then you should publish it attractively.

Who will be the target audience of your own business?

Currently, five generations such as baby boomers, gen X, gen Y or millennials, and gen Z. They make up our society. Each of those five generations has an active role in the marketplace. Place your profile properly in order so that it's not wasteful. Therefore, prepare your company profile according to target audiences.

What is a company profile?

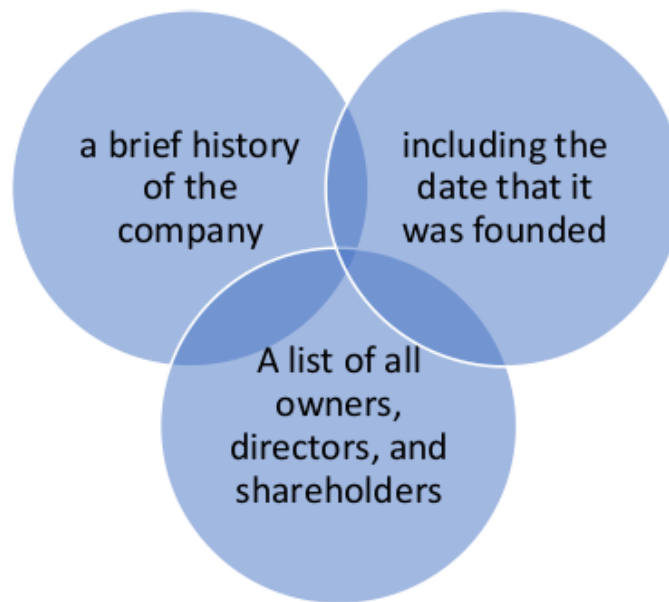
COMPANY PROFILE
Haninda Communication



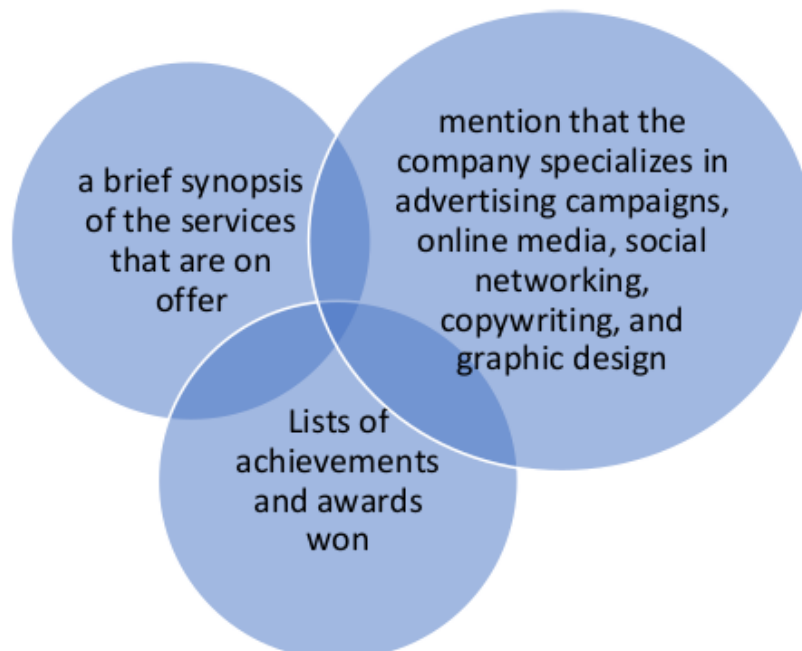
It is just what the name implies. It is a document explaining what your company is and what you do. Remember, not to expose any confidential information, such as private financial

details, since it is a public-facing document. A good company profile should include a brief history of the company, the date that it was founded, a list of all owners, and directors. The most important part of a company profile should mention what the company specializes in, such as advertising campaigns, online media, social networking, copywriting, graphic design, lists of achievements and awards, a brief explanation of the services that are offered.

A good company profile should include:



The most important part of a company profile should:

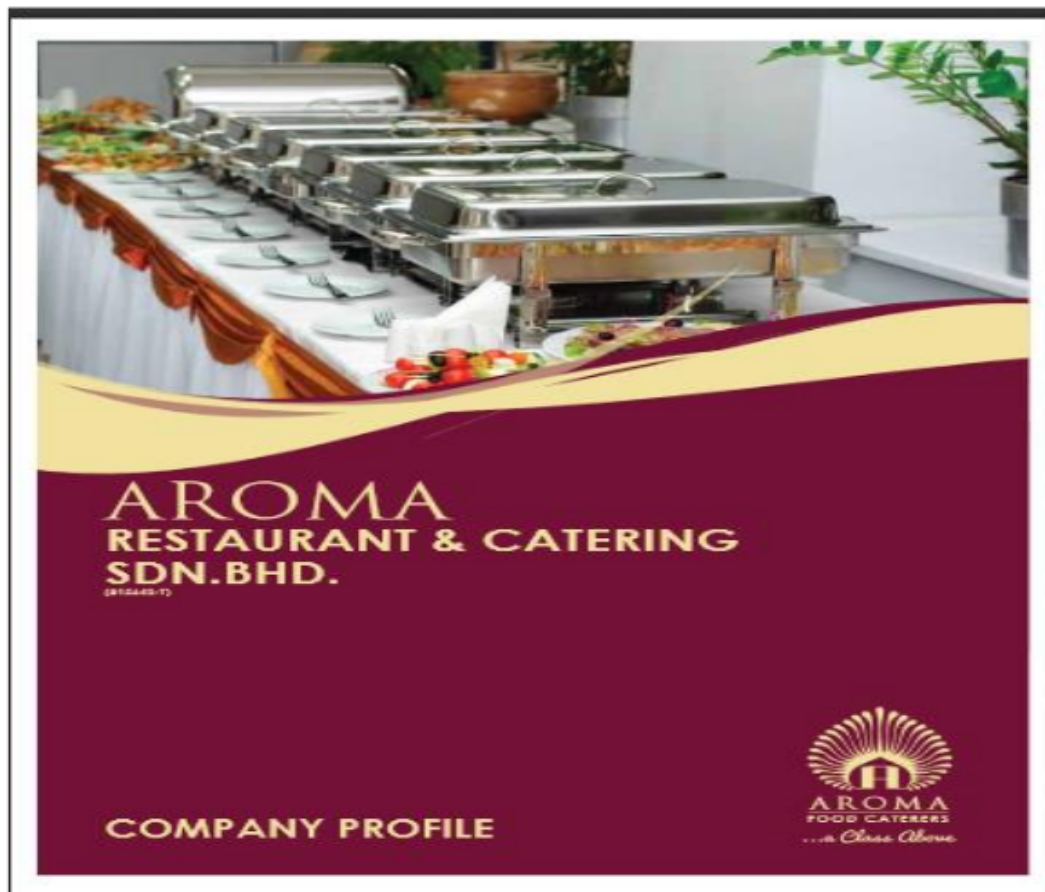


How would you publish it?

Printed company is not the only ideal form to be presented, since several companies claimed as green hospitality business with less paper efficiency. It is recommended to publish it in digital form, whether it's a web page such as the websites like the Karinov page, social media like Instagram business profiles, or online form like catalogs, books, or flyers.

Examples of company profile

Study the following examples of company profile. You can get more online and compare them. Then, try imagining one of yours!





COMPANY HISTORY

Aroma's roots go as far back as 20 years, with amazing clientele to today. We are still in this ever competitive food business and have upgraded our services for the best of our clients who have supported us all these years. Our business has grown despite having many competitors in the market. We are proud to say that we have created a strong bond with our clients.



A company profile always starts with a company history. When you tell your potential customers about how you have grown from the beginning, you are presenting your improvements. History reflects the way you develop and how you will be. Therefore, many big companies create a special book or a page about their milestones.



WHAT WE DO

Our business services both corporate and private entities. We perfected ourselves in creating an artistic, elegant, memorable yet practical spread of dishes to be relished by both the eye and the palate. A gastronomical experience, Aroma Food Caterers specializes in ethnic Indian and Malaysian cuisine. We settle only for the best. With great values, all our menus are of our pride.



It is important to make clear of what kind of company you are and what services or products you are selling. State it in brief but do choose powerful keywords to catch your potential customers' attention. In the digital civilization today, having powerful but simple keywords for your company is one of your digital assets.



OUR VALUES

- Excellent customer service skills
- Excellent service delivery
- Excellent F&B knowledge
- Excellent, Balanced food
- Excellent motivated Personnel teams
- Excellent long term Clients partnership and trust
- Excellent atmosphere and professionalism



There are a lot of companies as yours. If your company is a food caterer company, you will meet thousands of similar companies in the digital market, social media and the search engines.

This is where value plays its role. You must be able to describe why your company is different and why customers should choose you rather than the others.

SERVICES

II) CORPORATE SERVICES.

Planning closely with an eye for details, we will formulate food selection and innovative concepts to suit the corporate objectives and event requirements to make sure the event is an excellent one. Our corporate services include: -

- FACTORY CAFETERIAS / CANTEENS
- CORPORATE CAFETERIAS / CANTEENS
- EVENT LAUNCHES
- SEMINAR & CONFERENCES
- ROAD SHOWS
- CONVENTIONS
- SCHOOL ORIENTED FUNCTIONS



Equally important is presenting your services and products. Remember to put promos and giveaways.



Why an organization chart is important? By knowing the personnel within the company, people know how your team works and they can see that your company is not a one-man show business.

CONTACT DETAILS

AROMA RESTAURANT & CATERING SDN. BHD.
(815642-T)

No 10A, Lorong Sanggul 1E,
41200 Bandar Puteri, Klang.

Hotline. +6016 998 1187
Ph. +603-51662613
Fx. +603-51662613
www.aromafc.com
info@aromafc.com

To keep in mind, make sure you have contact and address. A simple but representative website is very essential as a landing page of all your social media promotions and postings. A company without an official website is an old horse in an ever-changing world.



CLIENTELE



Kementerian Sumber Manusia
 Special Implementation Task Force On Indian Community (PM Dept)
 Kementerian Sumber Manusia, Deputy Minister's Office
 DBKL
 MIC HQ
 Pejabat Penyelaras Mic, Bahagian Kapar
 Mic Bahagian Shah Alam
 Tenaga Nasional Berhad, Selangor
 Tenaga Nasional Berhad, Daerah Petaling Jaya
 Dato' Ambli, Telekom Malaysia Berhad
 Dr. Vijay, Puchong.
 Universiti Malaysia
 GOPIO Malaysia
 Unit Universiti Tenaga Nasional
 MMU
 MSU
 PERKESO
 National Spiritual Assembly Of Baha'is Malaysia
 Gamuda Berhad
 CIAT Pusat Latihan Pengajar Dan Kemahiran Lanjutan
 PEMANDU - Performance Management & Delivery Unit
 Monster Technologies Malaysia
 ASTRO
 SRJK T Highland, Klang
 SRJK (T) Methodist, Kapar
 SRJK (T) Vallambrosa
 Universiti Putra Malaysia
 Amriteswari Society/Foundation Of Malaysia
 Sunway Medical Center
 Universiti Hospital (Dentistry Dept)



Last but not least, you can show list of partners and stakeholders with whom you cooperate. The more companies you cooperate with, the stronger your position.

Quiz Zone

1. Why should someone compose the company profile?
2. What is the most important thing included on the company profile?
3. In what form is the company profile presented?
4. Why should someone determine the target audience before compose it?



UNIT 8

PRESENTING A BUSINESS PLAN

Presenting essential information to an audience such as an investor, a government, a bank and a legal officer is challenging, moreover you are not a native speaker. You will always think both the content of the presentation and structure. Don't leave it makes your audience lose concentration. Keep them stay with you all the way to the end. Understand well your audience will assist to determine whether you will use more formal or informal language.



English presentations normally consist of an introduction, main body, different parts of the main body, and the ending or conclusion. Be aware of your body language, voice tone and changes of intonation. Study and discuss the following phrases in presenting the business plan.

Welcoming your audience

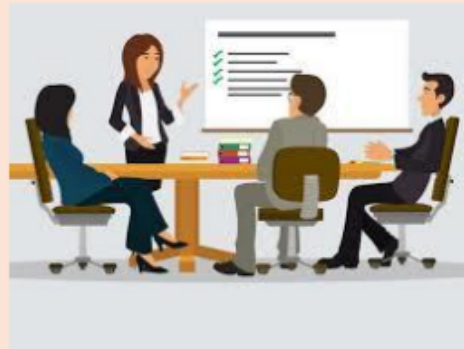
- a. Good morning/afternoon/evening everyone. Thanks for coming. On behalf of... (company's name), I'd like to welcome you all to our offices.
- b. Hello everyone. I'd like to welcome you to... (company's name), I trust that you all found us okay.

c. Hello everyone, I'm delighted to be speaking with you today.

d. Hi everyone, I think we might still be missing a few people but I'm going to kick things off now so we have time to get through everything.

e. Hello and thank you all for coming. I appreciate you being here *on such a rainy Monday morning / last thing on a Friday afternoon*.

f. Good morning/afternoon everyone and welcome to my presentation. First of all, let me thank you all for coming here today.



Give the topic of the presentation

- a. As you all know, I am going to be talking to you about our company profile (topic).
- b. In this presentation, I am going to walk you through our company profile (topic).
- c. For the next *forty-five minutes*, I am going to be speaking to you about our company profile (topic).
- d. By the end of this session, you will all know a little more about our company profile (topic). As you can see on the screen, our topic today is...
- e. My talk is particularly relevant to those of you who....
- f. This talk is designed to act as a springboard for discussion
- g. This morning/ afternoon I'm going to take a look at the recent developments in...
- h. My first point concerns...
- i. First of all, I'd like to give you an overview of...
- j. Next, I'll focus on ... and then we'll consider...
- k. Then I'll go on to highlight what I see as the main points of...
- l. Finally, I'd like to address the problem of...
- m. Finally, I'd like to raise briefly the issue of...

Introducing yourself

- a. My name is, and I am the manager of marketing here.
- b. First of all, a little bit about my background. I am the manager of marketing here at... (company's name), and I have been with the company for seven years. Before that, I used to work for... (company's name) where I...

- c. To introduce myself, my name is... and I am the manager of marketing at...
- a. By way of an introduction, my name is... and I head up the marketing department at (company's name).
- b. Let me start by saying a few words about my own background.

Presentation structure

- a. In my presentation I'll focus on three major issues.
- b. This presentation is structured as follows...
- c. The subject can be looked at under the following headings...
- d. We can break this area down into the following fields...
- e. My presentation will take about 45 minutes and is divided into four sections. Section 1 is going to discuss...
- f. Since we only have 45 minutes to discuss this huge topic, I'm going to keep things brief. This talk will be divided into four sections. To start off...
- g. I thought it would be helpful to share a road map of what I'm planning to cover. This talk will be divided into four sections.
- h. I'm going to look at four section of our company profile in today's presentation.
- i. Number one... My first point concerns...





Source: secondnature.com

- j. First of all, I'd like to give you an overview of...
- k. Next, I'll focus on ... and then we'll consider...
- l. Then I'll go on to highlight what I see as the main points of...
- m. Finally, I'd like to address the problem of...
- n. Finally, I'd like to raise briefly the issue of...

Beginning the main body of your presentation

- a. So, what is... (company's name)?
- b. Let's start at the very beginning. Many people ask...
- c. Without further ado.
- d. Let's get started.
- e. I'd like to start by talking about...
- f. Let's kick things off.



Beginning a new section of the main body

Once you've made your first point, try to sum it up in one sentence. Then you are ready to start a new phrase. Here are some options for that:

- a. Alright, so that's our mission. But what about our vision? Well...
- b. Now let's turn to our goals.
- c. There's a lot more to learn about that but since we're pushed for time, let's move on to our goals.
- d. Next up: our goals.
- e. Part two: our goals.

Listing the point to hold the audience



- a. There are five main advantages to this approach... firstly, ... secondly, ... thirdly, ...
- b. There are three main reasons why we chose the location. It's primarily because...but another key factor is...we chose it because...
- c. There are five stages of the process. You start by... then, you should...after that,

Introduce your visual aids

It's brilliant to give your audience something to look at to reinforce your points.

- a. If you look at this graph, you will see...
- b. From this chart, we can understand how...
- c. As you can see from this infographic, our research indicates that...
- d. This chart shows our findings of a recent experiment we undertook. The y-axis represents... while the x-axis stands for...

Timing

It will take about... (5mins, 10mins, 15mins...) minutes to cover these issues.

Handouts

- a. Does everybody have a **handout** / copy of my report?
- b. I'll be handing out copies of the slides at the end of my talk.
- c. I can email the PowerPoint presentation to anyone who would like it.
- d. Don't worry about taking notes, I've put all the relevant statistics on a **handout** for you.

Highlighting Information

- a. I'd like to put the situation into some kind of perspective.
- b. I'd like to discuss in more depth the implications of...

- c. I'd like to make more detailed recommendations regarding...
- d. I'd like you to think about the significance of this figure here.
- e. Whichever way you look at it, the underlying trend is clear.

Involving the audience in the discussion

- a. Thank you for listening. We have five minutes left over. Are there any questions?
- b. Thank you for your attention, I hope you've found this session useful. I'd be happy to answer any questions.
- c. Thank you for listening. I'd now like to open up the floor to questions, so just raise your hand if there's anything else you want to know.

When you receive questions, don't feel you have to leap into the answer straight away. You can buy yourself an extra few second with one of the following phrases.

- a. Thank you for your question, Jay.
- b. That's an interesting question.
- c. I'm glad you asked me that.

Admitting professionally when you don't know something

- a. Could you clarify what exactly you mean by that, please?
- b. Are you asking about my experience or data from the industry in general?
- c. I'm afraid I don't have those figures off the top of my head, but if you give me your email address at the end, I can follow up with you later.
- d. Unfortunately, that's slightly outside of my area of expertise. However, I think you could almost certainly find more information on that by...
- e. That's a great question and I have to say, I don't know for sure, but my best guess would be that...

Convincing the answer

- a. I hope that makes sense. Is that the kind of answer you were looking for?
- b. Does that answer your question?
- c. Feel free to come and grab me afterward if you want to discuss this further.

Thank your audience

- a. Thank you very much for your attention.
- b. Thank you all for coming, I really enjoyed speaking to you today and hope this session has been useful.
- c. Thanks for listening, do feel free to contact me via my website or email if you think of any further questions.

How many slides should be on the power point?

Slides 1-3

- a. Introduce yourself, your company and its products.
- b. Describe your market and how you solve your customers' problems.
- c. Explain how your product is different than anything else on the market.

Slides 4-6

- a. Discuss the size of the market for your product.
- b. Explain who your customers are
- c. Demonstrate growth in your market in the next 3-5 years.

Slides 7-8

- a. Discuss the competitive advantages your venture has that will lead to outstanding revenue growth and profitability.
- b. Demonstrate your projected revenues and pretax profits for the next 3-5 years.

Slides 9-10

Discuss your marketing strategies, including distribution channels and sales strategies.

Slides 10 and beyond

Introduce your management team and advisory board members. Include one or two points about each person's background and experience. and explain how each person on the team brings a critical element necessary for your company's success.

Final slides

Reveal the total amount of capital you need and a short list of major expenditures.

Provide 10-12 slides to attract the audiences remember the most important pieces of information.

Study and discuss important phrases used in presenting the business plan below:

Giving the history of your company

- a. We were founded / set up / established in...(year).
- b. We merged with... (company's name) in... (year).
- c. We set up a subsidiary in...(place/location).
- d. The subsidiary was sold off two years after and the remaining company was split into five different divisions.
- e. We floated on the stock exchange last year, and we are now listed on the (name of stock exchange).

Talking about your products and services

- a. We make / produce packaging material.
- b. We serve European food.
- c. We supply food product.
- d. We launched a new villa. It has a beautiful white sandy beaches view. We have pioneered in creating green villa concept.
- e. We are a theme restaurant in countryside of Indonesia. Our restaurant is serving closely with our international consumers.

Company performance

- a. We are the market leaders in three countries.
- b. We have expanded our operations.
- c. Our company has grown by one-third.

- d. We make annual profits of \$1 million.
- e. Our turnover is in excess of \$2 million.

Company structure

- a. At the head is the president, or CEO.
- b. Below the president is the managing director, who has overall responsibility for the day-to-day running of the company.
- c. The company is divided into different departments, each with its own director. The marketing and sales department consists of the sales team, and customer services. The administration department also includes human resources.
- d. We employ more than 200 people.

Responsibilities

- a. I report to the Marketing Manager.
- b. I deal with customer enquiries.
- c. We work closely with the sales team, who are in charge of customer accounts.
- d. We co-operate with our offices worldwide.
- e. We have more than one branch in some countries.
- f. We are responsible for our own markets.

Quiz Time

1. What should you consider in composing a business plan presentation?
2. How do you explain presentation format below?
 - a. PowerPoint Presentation or Keynote

- b. Flash or Interactive or Multimedia Presentation.
 - c. Video /AV/ Film
 - d. Whiteboard Presentation.
 - e. Hybrid Presentation.
3. Prepare and practice your presentation by using video or zoom.



UNIT 9



ARRANGING AND CHAIRING A BUSINESS MEETING

Hospitality and tourism business seem to spin on an axis of meetings, however not all meetings are productive. Think smartly by planning a productive session to make sure that the meeting will help to get the job done. Give careful thought to what you need to accomplish and who should participate.

Here are some examples to assist in arranging an effective formal meeting.



Firstly, determine the objective and audience

Set an objective for the meeting, make it brief and clearly stated. For example, create a short list of bullet points describing specific goals. The goal of your meeting might be to communicate important information, make decisions, resolve problems or assign actions. A concise and to-the-point objective helps the meeting organizer determine who should participate in the meeting. Build a list of invitees by aligning each goal with team members whose presence will make it possible to actually achieve the goal.



Secondly, set the agenda

The meeting's agenda should be based on each goal in the objective. If the goal is to communicate the start of a project, set an agenda item that identifies who will present that information and how the information will be shared, such as by PowerPoint presentation. If the goal is to assign actions, set an agenda item that describes how assignments will be made. Every goal should have one or more agenda items aligned directly with it.



Thirdly, select the date and time.

Select a meeting date and time based on the availability of the meeting leader and the most critical invitees. The larger list of invitees, the harder it is to find a day and time when everyone is available. Accept a time that fits as many schedules as possible. Before setting the time, give thought to time zones. If some people will participate by phone or the internet, consider their working hours as well as your own.

Fourth, choose the location for the meeting

Find a conference room that will make it possible to achieve all agenda items. Choose a room large or small enough to comfortably fit the number of people expected to attend.

Fifth, arrange for materials and incidentals

If presentations are expected, make sure that the room is equipped with a projector. If not, make arrangements to bring a projector with you-also make sure you have something to project onto, such as a screen or a white wall. Don't forget to consider the availability of other items, such as white boards with dry erase markers, flip charts and speaker phones for off-site participants. For multi-hour meetings, arrange food and beverages so participants stay focused on the topic rather than their stomachs.



Sixth, notify the invitees

Notify the invitees of the meeting objectives, date, time and location well enough in advance so they can prepare properly. In most cases, at least a week's notice is preferable. Use the workplace's calendar software to send a meeting appointment to all invitees. Many programs will alert people a few minutes or a few days before the meeting, or customize the alerts to your needs.



Meetings can be arranged face-to-face directly and can also include virtual events as a cost-effective method for achieving various objectives, including webinars, training, and conferences.

The advantage of virtual meetings is the ability to hold participants almost anywhere, the disadvantage of virtual meetings is also the ability to hold them almost anywhere. Online meeting attendees can call or log in from the local

coffeehouse, airport lounges, home offices, etc. To minimize background or road noise (you don't want your child, pet, or ringing phones to become the focus) you can opt to mute all attendees and only take questions via the chat box.

Study and discuss the following etiquette of virtual meeting.

The 8 Do's of Video Conferencing Etiquette

- a. Do be courteous to other participants.
 - b. Do speak clearly.
 - c. Do keep body movements minimal.
 - d. Do move and gesture slowly and naturally.
 - e. Do maintain eye contact by looking into the camera
 - f. Do dress appropriately.
 - g. Do make the session animated.
 - h. Do be yourself and have fun.
-

The 7 Don'ts of Video Conferencing Etiquette

- a. Don't make distracting sounds.
 - b. Don't shout.
 - c. Don't make distracting movements.
 - d. Don't interrupt other speakers.
 - e. Don't carry on side conversations.
 - f. Don't wear "noisy" jewelry.
 - g. Don't cover the microphone.
-

Source: St. Leo University Office of Information Technology

How to engage the participant on virtual meeting

- a. Breaking the ice by going around the "virtual" room and asking everyone to introduce themselves and share

something about their weekend, or talk about something they're looking forward to, to add a social element to the proceedings. Everything you can simulate from face to face encounters is good."

- b. Encouraging participants to submit their questions on the topic before the program begins. She also recommends other methods for keeping the audience engaged during the webinar, such as taking a poll or asking a question and asking for answers via chat.
- c. Asking questions frequently both to engage remote participants and to keep a personal connection going. Remember, be explicit in your questions. Ask a specific



person a specific question. Asking open-ended questions to a large remote audience will often result in dead air and then multiple people talking at once. Before starting your own meeting whether it is

offline or online one, let's study and discuss the phrases in chairing a business meeting.

Starting the meeting

Follow the agenda

An agenda is an important list of items that will be addressed (discussed) and decided upon at the meeting. Circulate (send out) the agenda before the meeting to give people a chance to come prepared. During

the meeting, make sure the discussion stays on the agenda items.

Set time limits

Having an agenda is great. But if timelines are not set, attendees can sometimes spend too long discussing certain items. This would leave insufficient (not enough) time to discuss the rest. So be sure to watch the time so that the meeting does not run too long.

Notice language barriers

When there is a mix of native and non-native English speakers, you have to be aware of the language barriers (challenges). Not everyone will have the same level of understanding of business English. Speak clearly and make sure everyone feels comfortable asking questions. You should also know (and use) phrases and expressions which are commonly used at meeting-so let's take a look together.

- a. Welcome, everyone. The purpose of today's meeting is to discuss...
- b. Good morning and welcome, everyone. The purpose of today's meeting is to discuss ways to improve customer service in our hotel.



If a meeting has been called at short notice (with little time to prepare), you should thank everyone for taking the time out of their busy work day to attend.

- d. Thank you all for coming at such short notice. Let's start with item number one.
- e. Thank you all for coming at such short notice. We have a number of important matters on the agenda today, so let's start with item number one.'

In a less formal meeting, you might begin in a more casual manner.

- f. Now that everyone's here, let's get started...
- g. Now that everyone's here, let's get started with today's agenda.'

Bringing Up Topics for Discussion

At high level meeting, you might begin in a more formal manner.

- a. The first item on the agenda that we need to discuss today is...

b. The first item on need to discuss today is increasing our cooperation on a global level and how w the agenda that we e can achieve that in the short-term.

c. You can use the word “discuss” interchangeably with the phrase “talk about” in this, and other instances.

In a meeting with peers, it is all right to be less formal.

d. Let’s look at the first item on the agenda.

e. ‘Let’s look at the first item on the agenda and figure out why our new sportswear line isn’t performing as well as expected.’

In an even less formal meeting or discussion, you might even omit (skip) mentioning the item number and jump straight into the first topic on the agenda.

g. First, let’s talk about...

h. First, let’s talk about how we can use social media to promote our new product.



Asking for Clarification

If you have questions or don't understand what someone has said, you could ask them to clarify (explain). Naturally, it's polite to begin your request with "I'm sorry" or "Excuse me."

- a. Could you please clarify...?
- b. Excuse me, could you please clarify what you said about the new travel policy?



You could use the word "explain" instead of "clarify." If you'd like more detailed information about the topic, you could use the word "elaborate."

- a. I'm not sure I understand what you mean by...
- b. I'm not sure I understand what you mean by letting the new staff handle these reports.'

Saying that you're "not sure you understand" rather than saying you "don't understand" makes your tone softer and friendlier.

- a. I'm sorry, I don't quite follow...
- b. 'I'm sorry, I don't quite follow the calculation you just showed us.'

Stalling the Discussion

There are times when someone may need to stall the meeting to bring up a point that has been missed or that needs further discussion. To stall a discussion simply means to interrupt the meeting and bring it to a temporary stop before the chairperson introduces the next item on the agenda. This can happen at any time during the meeting when someone wants to raise a point or ask for a more in-depth (detailed) discussion.

- a. Before we move on, I think we need to look at...
- b. Before we move on, I think we need to look at how we can ensure this sort of production delay does not happen again.'

In a very formal setting, you might say:

- a. Before we move on, we need to look at..." But adding the phrase "I think" is a good way to soften the tone.
- b. I'm sorry, but I don't believe we've talked about...
- c. I'm sorry, but I don't believe we've talked about how we're going to resolve the issue of manpower shortage.'

To sound more formal, you might say

- a. I'm sorry, but we haven't talked about..."

Adding the phrase "I don't believe" will help you achieve a softer tone, though.

- b. One minute please, it seems we haven't discussed.
- c. One minute please, it seems we haven't discussed the individual project deadlines.'

Moving on

If you are ever the chairperson, you must also watch the time and keep the agenda rolling (moving). When you're done discussing each item on the agenda, lead into the next item with these phrases.

- a. Let's move on to [item], which is the next item on the agenda.
- b. Let's move on to the status of our contract negotiation with (company's name), which is the next item on the agenda.
- c. Moving on, let's take a look at item (number) on the agenda...
- d. Moving on, let's take a look at item three on the agenda, the problem we had with suppliers who haven't been on time with their deliveries.'

You can also suggest to look at "the second/third/fourth/etc. item" on the agenda.

- e. Now we've come to the final item on the agenda...
- f. Now we've come to the final item on the agenda: the redesign of our retail website.'

You could also use the word "last" instead of "final."

Summarizing the Discussion

At the end of a discussion, the chairperson may summarize the main action points that have been decided. This is a

great way to ensure everyone knows what action is expected of them.

- a. In summary, we're going to...
- b. In summary, we're going to check those shipping dates again and ... (someone's name) will contact the suppliers to ensure we have everything ready for the launch.'
- c. This is what we've agreed on:
- d. This is what we've agreed on: The sales team will take charge of this project. The other departments will update the sales team with their weekly progress.
- e. So, we've decided to...
- f. So, we've decided to let (someone's name) take care of designing and printing the promotional flyers.

Note that "we've decided to" is always followed by a verb. The similar phrase "we've decided on" is followed by someone or something, and is used when you've chosen between two or more options. For example, "We've decided on cinema as the theme for next month's magazine.'

Closing the meeting

A commonly used phrase for closing a formal meeting is:

- a. The meeting is adjourned. Thank you all for attending.

Oftentimes, in less formal meetings, you could simply close by saying:

- b. I guess that will be all for today. Thanks for coming.

Listening Practice

1. Fill the blanks on the dialogue by listening to the audio.

Manager : Good morning everyone. First of all, I would like to _____ a warm welcome to Jennifer, she is the sales and marketing supervisor.

Supervisor : Thanks for having me.

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Manager : Let's talk about today's _____. If it's ok with everyone, I'd like to start with the second point. Jennifer, can you please talk about the _____?

Supervisor : Sure, Unfortunately I have to _____ that our sales have _____ sharply over the last of three months.

Manager : Thank you very much Jennifer. Now I want to get some ideas from everybody. Think, we can all do as a team to _____ sales?

Staff 1 : I feel that we have been focusing too much on younger customers. In my opinion we need to focus our advertising on an _____, around 35-40 age group.

Staff 2 : I'm sorry, I didn't catch that. Could you repeat that, please?

Staff 1 : I said that we need to focus our advertising on the 35-40 age group.

Staff 2 : Unfortunately, I see it differently. I think that we are not focused enough on younger customers. Our advertising is

- not _____ the 25-34 age group, and we need to update our advertising channels.
- Manager : What do you think about this point, Jennifer?
- Supervisor : That's a great point about the wrong channels, however, I think we need to focus more on our older customers.
- Manager : Is there anything else anyone would like to _____?
- Staff 1 : I understand, are you willing to _____? We can try the same marketing campaign we have been using for the younger group, but instead target it at the 35-40 age group. We can test that and see what _____ we get.
- Staff 2 : That sounds like a great idea.
- Manager : Great. Well I'm afraid we have run out of time for today. Before we go, let me _____ what we have decided on. We should update our advertising channels by _____ the 25-34 age group to increase sales up. Let's focus our attention on completing the _____ in two weeks. Jennifer, would you mind taking care of setting up the new marketing _____ by Monday? Thank you all for coming.

2. Answer the following questions based on the audio.
- What is the meeting about?
 - Is it a face-to-face or virtual meeting?
 - Why do they need to update their advertising channels?

- d. Have the sales decreased or increased over last of three months? Why?
- e. What a great idea would they test?

Quiz zone

1. What did you know about virtual meeting?
2. How will distinguish between virtual meeting and the offline one?
3. Which one is more effective? Why?
4. Why should you be aware of language barriers during the meeting?
5. Let's start to arrange and chairing your own business meeting!

UNIT 10

HANDLING RECRUITMENT



What are recruitment strategies?

Recruiting the right people from the right place can be a challenging task. However, if you use modern recruiting methods and strategies, you can recruit the candidates much easier and faster. A recruiting strategy is a plan of action to successfully identify, recruit and hire high-quality candidates. These are basic starting points that can assist you to attract the job seekers that you are looking for.

They range from basic methods, like posting on job boards to using a traditional recruiting agency, or creating a referral program. You may implement recruiting strategies at every step in the recruitment process. Here are some examples:



Treat candidates like customers

Whether it's a phone screening or an in-person interview, a candidate's first impression of your company is critical. It's important you make them feel you're as excited about getting to know them as they are about being considered for the role. One of the best recruiting techniques is to treat interviewees the same way you treat your customers.

- a. Be respectful of their time. Whether it's a phone, video conference or in-person meeting, always be sure to show up on time. If you're running late, let the candidate know as far in advance as possible.
- b. Be hospitable. When a candidate arrives for an in-person interview, ask if they'd like something to drink and show them where to find the restrooms. Make them feel as welcome and comfortable as possible.
- c. Make yourself available. Provide candidates with your contact information so they're able to reach out with questions and concerns throughout the process.

duniakerja.org

Use social media

Social media is a fantastic recruiting tool. Social recruiting allows you to share job postings with your entire network and encourages a two-way conversation. Even if the people you reach aren't interested in the role for which you're hiring, it's likely they may know someone who is a good fit. Also, by sharing photos and videos from company events or day-to-day office life, you give potential applicants a glimpse into your company culture.

magazine.job-like.com



Implement an employee referral program

Great people usually make a habit of surrounding themselves with other highly capable professionals. While many employees are probably already sharing open roles with qualified contacts in their networks, a well-developed employee referral program can boost this behavior even more. By providing incentives for referrals with bonuses and contests, you can create excitement and further motivate your workforce to bring the best talent they know into your organization.

Create compelling job descriptions

Writing an attention-grabbing and thorough job description is crucial to engaging with qualified candidates.

- a. Make titles as specific as possible. The more accurate your title, the more effective you will be in piquing the interest of the most qualified and interested job seekers.
 - b. Open with a captivating summary. Provide an overview that gets job seekers excited about the role and the company.
 - c. Include the essentials. Include core responsibilities, hard and soft skills, day-to-day activities and explain how the position fits into the organization.
 - d. Keep descriptions concise. Job descriptions between 700 and 2,000 characters receive up to 30% more applications according to Indeed Data.
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Make use of sponsored jobs to stand out

Because there are thousands of jobs posted to Indeed every day, job listing visibility can diminish over time. The best way to make sure a job posting continues to stand out is through a sponsored job. These paid listings are prominently displayed at the top and bottom of any relevant search results pages, and their placement won't fall with time like free job listings-which results in more high-quality applicants.

Check resumes posted online

It is true that resume hosts millions of resumes from job seekers across nearly any industry and location. Employers can quickly find candidates by entering a job title or skill and geographical area. You can narrow down results by criteria like years of experience, education level and more. Also, by setting up a resume alert, you can receive daily emails with links to new resumes that match the criteria for the positions you're looking to fill. To set up a Resume Alert:

1. Sign into Indeed Resume.
2. Conduct a relevant search.
3. Click "Get new resumes for this search by email" at the top of the search result.

Consider past candidates

Often when you hire for a position, there are a few talented candidates that end up not making the cut due to timing or other external factors. When you're recruiting for a similar position, consider re-visiting the resumes of past applicants. These candidates are already familiar with your company and may have picked up new skills and experience since you last spoke.

Claim your company page

Before applying to a company, job seekers often take time to research employee reviews, salary data, benefits and more. All of this information can be found on an Indeed company page. By claiming your company page, you can respond to reviews, customize your page and add your branding. Here's how to do it:

- a. Visit indeed.com/hire/company-pages and search for your Company Page.
- b. On the right side of your page, click 'Claim this Company Page.'
- c. Click "Claim" on the following page.

Attend industry-related meetups

While job fairs can be helpful for finding qualified candidates, non-recruiting-specific events are also an excellent opportunity to meet motivated industry professionals who are eager to network and advance in

their field. For example, if you're seeking a software engineer, find a local group, meetup or association focused on software development and attend a local meeting. The most passionate professionals will quickly stand out.

Include peers in the interview process

Sometimes the best person to interview a candidate is someone already working in the same or similar role. This employee already knows what it takes to excel in the position and can verify whether candidates have the skills and experience needed to do the job well. Also, current employees can give an accurate description of day-to-day experiences and help candidates better understand what they can expect if hired.

What is walk-in job interview and why do companies use them?

It is also known as an open job interview, is an interview for employment where companies accept job applications during a range of times when all applicants who are interested in applying can attend. The company conducts on-the-spot interviews rather than scheduling individual interview appointments with candidates.

The first moments during an employee interview can be awkward, unproductive or both. Starting an interview on an engaging note can lead to an enjoyable and fruitful meeting

that satisfies the goal of both the recruiter and the potential employee, it is to determine if the job is a good fit.

The interview could be started by asking the applicant to tell or introduce about himself. As an interviewer you may describe your role in the company and briefly tell the prospective employee why you enjoy working for the organization. Once you've started the interview on a personal note, the candidate may feel more comfortable opening up about his background and career aspirations.

Create a positive atmosphere during the interview will encourage the applicants feel comfortably to present their qualifications and the reasons they want the job. It's nothing wrong as an interviewer to admitting that you are new to the recruiting field and that you might ask questions that seem formulaic. It becomes more human for willing to reveal your own flaws. You become more human and approachable that will lead the prospective employee feels less intimidated.

The interviewer may lead the interview with a tour of office or facility is an ideal way to break the ice. Explain departmental functions and show the prospective employee how your operation runs. Aside from being informative, a tour personalizes the interview and gives the candidate a chance to picture himself in the work environment. When you return to your office to ask formal interview questions, you and the candidate both have a point of reference.

The interview can be started by is by describing the selection process. It will assist to answer the number of the interviewees beforehand. Explain how many resumes you reviewed to select candidates for interviews, how many stages the selection process consists of and when you

anticipate a hiring decision. During your explanation of the process, hand the candidate your business card.

Starting more interesting an interview by showing that you've reviewed the prospective employee's resume thoroughly than the standard one by asking 'tell me about yourself. Next, a specific question can be asked, such as 'tell me what you've discovered about the direction you want for your career.' This question asks for virtually the same information, but it engages the candidate, and it's a slight departure from the usual starters for employee interviews.

Study the following phrases to start the interview as a manager.

Describing personality

- a. I'm easy-going, or
- b. I'm a/an easy-going person/employee/worker.
- c. If you'd like to add punch, use an intensifier
- d. like very, extremely, really.
- e. I'm very trustworthy'.
- f. I'm an extremely focused employee.'

Describing strengths

As an interviewer, you may know what applicants good at, since they are applying for requires certain skills. They may explain what they can do well!

Some positive traits and skills managers look for include: organization, the ability to multitask, perform to a deadline, solve problems, communicate well work in an

international environment and with people from all over the world, speak foreign languages, enthusiasm

They can use phrases like:

- a. I'm good at...
- b. I'm skilled at multitasking / working under pressure/working to a deadline.
- c. My strength is/are....
- d. My ability to solve problem / be enthusiastic.

Describing experience

If the applicants have had a job before they have valuable experience to bring to this new position. Depending on the sort of job applying for, the education might also be important to highlight. Here are some phrases to use:

- a. I have five years' experience as a waitress/a chef/as a manager
- b. I worked in Al Burj Arab Jumeirah, Dubai for seven years and was promoted to manager in my second year.
- c. I studied at the University of Queensland majored in hotel business management
- d. I worked for Al Burj Arab Jumeirah, Dubai as a front office manager.

Check to run through and explain the main points in CV. Make sure they have an opportunity to elaborate on what's on CV and they should give more details.

Describing future goals and why they want this job

It is a moment that the applicants will tell why they want the advertised position. Maybe they want to gain experience in their field, learn a particular skill, believe they are a great fit for the company or particularly respect to company. These phrases can help:

- a. I'm looking to further my skills as a barista/in hospitality.
- b. I want to further my career in front desk as a front office manager, in the kitchen as a chef, in /as a restaurant as a restaurant supervisor.
- c. I believe your company is an important player in its industry.
- d. I feel my skills set is a perfect fit for your team and I can contribute by...

It's very important to emphasize the last point to convince that the applicants really want the role.

Listening Practice

Fill the blanks on the dialogue by listening to the audio.

Ben : Hello, may I speak to Jennifer Oberlyn?

Jen : This is Jennifer, may I know who's calling?

Ben : This is Benjamin at Burj Khalifa, in Dubai. You _____ for a sales and marketing manager with me last week.

Jen : Oh, I see. How is your day, Sir?

Ben : I'm doing well. The reason I'm calling is that I was very impressed with you, and I'd like to _____ you challenging position.

Jen : Oh... It seems great. Thank you very much. I really _____ it.

Ben : It is time to talk about the salary. What are your _____?

Jen : Well, for this type of position, I would be looking for a salary range between \$_____and \$_____ a year.

Ben : Hmm, that's a bit higher than I was thinking, given our budget _____. Perhaps we can give you an attractive _____ package if the salary isn't quite what you're looking for.

Jen: I'm certainly open to negotiations, though I think that the salary range I named is _____ to that of similar positions in the field.

Ben : All right. Why don't you consider this: I can give you a salary of \$_____ and I'll _____ your annual vacation time from two weeks to three weeks.

Jen : Hmm, I'll need to think about that...

Ben : In this economy, it's a salary that many people would jump at.

Jen : I understand that, but I also know that I have a lot to _____ your company.

Ben : That's certainly true, and I don't want you to walk away from this job if there's any way we can close the _____ in salary.

Jen : If you're willing to up the offer to \$_____, then I think it may be doable.

Ben : Well, \$_____ is really the ceiling for that position. I'll have to give it some thought and call you back.

Jen : Please do, and again, thank you very much for the offer. It would be an _____ to work with you and to work at Burj Khalifa.

- a. What position did Jennifer apply?
- b. How much a salary range would be Jennifer looking for a month?
- c. Did Benjamin agree with it?
- d. What did Benjamin offer to Jennifer?
- e. Is Jennifer open to negotiations?
- f. How much final rate did Jennifer ask?

Quiz Zone

1. Why should you treat the applicant like a customer?
2. What are the most modern and faster methods and strategy in recruiting candidates?
3. Does the interview always start by asking for the applicant's identity? if yes/no, why?
4. Let's start creating a conversation about job interview.



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English for Hospitality Business (1st Edition)

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FINAL GRADE

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