

**Impact Assessment**

**Today**



**MEDIUM**  
degree of change in tasks

The job will potentially **require MODERATE REDESIGN**

A fair proportion of the job tasks will be substituted by technology, with human intervention required for high value-adding tasks as against routine, repetitive tasks













The **Outlet Manager / Assistant Outlet Manager** bears the overall responsibility for the profitability of the chain restaurant outlet. The job holder performs outlet-level support functions and is in charge of the recruitment, training and motivation of staff, maintains quality control, hygiene, and health and safety standards in the dining area.









**Responsibilities of the role in the future**







Trends and technology will increasingly impact day-to-day work. While the job holder still needs to manage the outlet's overall profitability, technology may be increasingly utilised to **augment job tasks such as decision-making** through **analysing operational and customer data**. Moreover, the job holder will be required to keep abreast of emerging technologies and drive the evaluation, implementation, maintenance, and scaling of emerging technologies across the establishment. Additionally, the job holder should keep abreast of sustainability trends and support the implementation of sustainability initiatives. Overall, due to the **strategic nature of this role, human judgement, expertise and business acumen** are still required.




Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
Manage customer experience	Analyse current customers' profiles and preferences to provide targeted recommendations	<ul style="list-style-type: none"> <li><b>Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems</b> may be used to analyse customers' buying habits and food preferences, allowing the job holder to propose personalised recommendations to customers.</li> </ul>	Consolidation of customer insights	Increasing demand for personalised services  Enterprise systems
	Recommend initiatives to minimise customer service performance gaps	<ul style="list-style-type: none"> <li><b>Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems</b> may be used to analyse customer satisfaction levels and areas of service improvement, allowing the job holder to better address customers' feedback and propose suitable solutions to address service challenges.</li> </ul>	Consolidation of customer insights  Identification of service gaps  Evaluation of service innovation ideas	High service standards  Enterprise systems

**Note:**  
<sup>1</sup> This column lists skills that the job holder is expected to utilise to a greater degree to excel at the job. They can be mapped to the in-demand SFw Technical Skills and Competencies for the role.



Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
Manage customer experience	M Implement customer loyalty strategies	<ul style="list-style-type: none"> <li>• <b>Point-of-Sale (POS) and Customer Relationship Management (CRM) Systems</b> may be used to analyse past / current customer loyalty strategies, allowing the job holder develop targeted recommendations for future strategies.</li> </ul>	 Management of customer loyalty programmes	 Increasing demand for personalised services   Enterprise systems
Manage food and beverage operations	M Translate team members' skill requirements into learning and development plans	<ul style="list-style-type: none"> <li>• <b>HR Management Systems (HRMS)</b> may be used to track workforce capabilities, staff performance and learning needs, enabling the job holder to areas of improvement in workforce. Using HRMS, the job holder can enhance staff work performance through data-based learning and development plans.</li> </ul>	 Analysis of workplace learning techniques   Team coaching and guidance	 Enterprise systems   Manpower optimisation
	M Analyse inventory levels to propose purchases for the outlet	<ul style="list-style-type: none"> <li>• <b>Smart Inventory Management Systems and e-Procurement Systems</b> may be used to analyse inventory levels and to propose purchases for the outlet. However, the job holder may still be required to prioritise or adjust purchases according to operational needs.</li> </ul>	 Procurement optimisation	 Enterprise systems
	Plan operational budgets for the outlet	<ul style="list-style-type: none"> <li>• <b>Integrated Point-of-Sale (POS) Systems</b> may be used to provide visibility on historical and real-time business performance data, enabling the job holder to better strategise and plan operational budgets for the team.</li> </ul>	 Suggest potential areas of opportunities   Review cost management outcomes	 Enterprise systems

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
Manage food and beverage operations	Develop strategies to achieve sales targets according to customers' profiles	<ul style="list-style-type: none"> <li>• <b>Point-of-Sale (POS) Systems and Customer Relationship Management (CRM) Systems</b> may be used to provide job holders with insights on customer profiles. Job holders are now better equipped to develop targeted strategies to achieve sales goals (e.g. venturing into the e-commerce space).</li> <li>• However, the job holder is still required to stay updated on trends in customer preferences and apply professional judgement and technical expertise when developing these targeted sales strategies.</li> </ul>	<ul style="list-style-type: none"> <li> Consolidation of customer insights</li> <li> Insights generation for new target segments</li> <li> Monitoring effectiveness of e-commerce activities</li> </ul>	<ul style="list-style-type: none"> <li> Increasing demand for seamless service delivery</li> <li> Enterprise systems</li> </ul>
	Review staff roster to ensure adequate manpower for each outlet	<ul style="list-style-type: none"> <li>• <b>Integrated Point-of-Sale (POS) Systems</b> may be used to streamline staff scheduling, allowing the job holder to focus on other tasks (e.g. reviewing the roster, managing possible manpower shortages). However, the job holder may still need to adjust resourcing plans and suggest sustainable and creative solutions during emergency scenarios (e.g. manpower shortages).</li> </ul>	<ul style="list-style-type: none"> <li> Team resource management</li> </ul>	<ul style="list-style-type: none"> <li> Enterprise systems</li> <li> Lean workforce</li> </ul>

Critical Work Function	Job Tasks Today	Impact At Task-level / Future View Of Job Tasks	Future View of Skills <sup>1</sup>	Impact Of Trends / Technology
<p>Guide continuous improvement activities</p>	<p><b>M</b></p> <p>Analyse workplace performance and processes to identify opportunities for innovation, improved work practices and utilisation of emerging technology</p>	<ul style="list-style-type: none"> <li>• <b>Data analytics and visualisation tools</b> may be used to analyse and assess workplace processes and procedures. The job holder is still required to use their professional and technical judgement to identify opportunities for innovation, better work practices and the utilisation of emerging technology.</li> </ul>	<p> Consolidation of customer insights</p> <p> Development of technology optimisation plans</p>	<p> Data analytical tools</p>
	<p>Plan continuous improvement activities within the outlet</p>	<ul style="list-style-type: none"> <li>• The job holder may be required to contribute to process improvements by driving the evaluation, implementation, maintenance, and scaling of <b>emerging technologies</b> across the establishment</li> </ul>	<p> Assessment of emerging technologies</p> <p> Communication of work improvement processes</p>	<p> Emerging technologies</p>
<p>Monitor hygiene, safety and standards</p>	<p><b>L</b></p> <p>Monitor team's adherence with the organisation's Workplace Safety and Health (WSH) policies and procedures</p>	<ul style="list-style-type: none"> <li>• The job holder should monitor the team's compliance with the organisation's Workplace Safety and Health (WSH) policies and procedures, food waste management Standard Operating Procedures (SOPs), food and beverage hygiene standards and compliance with legislative rules relating to the handling and consumption of alcoholic beverages.</li> </ul>	<p>Current skills remain as impact at task-level is low</p>	<p>N/A</p>

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Manage Sustainability <b>(NEW)</b>	Contribute to organisation's sustainability-related initiatives by executing sustainable practices that are aligned to organisation guidelines in day-to-day operational activities	<ul style="list-style-type: none"> <li>The job holder is required to contribute to the organisation's sustainability-related initiatives by carrying out sustainable practices in daily operational activities.</li> </ul>	 Production optimisation to reduce food wastage   Collation and measurement of green data	 Rising sustainability awareness

**In-demand Technical Skills and Competencies (TSCs) Required**

Business Opportunities Development		Cost Control and Management		Customer Acquisition and Relationship Management	
Customer Data Analysis		Customer Loyalty and Retention Strategy Design		Customer Service Excellence	
E-Commerce Management		Emerging Technology Scanning		Food Waste Disposal and Reduction	
Learning and Development		People Management		Service Innovation Management	
Sustainable Food Production Design		System and Work Process Improvement		Technology Application and Implementation	

**In-demand Critical Core Skills (CCSs) Required**

Learning Agility	Problem Solving	
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• Skills that are not marked are available in SFw for Food Services and tagged to this job role.