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NEW EXPLORATION OF TALENT INCENTIVES IN CATERING ENTERPRISES UNDER STRATEGIC MANAGEMENT PRACTICE: CASE OF GUANGZHOU RESTAURANT

This article deeply analyzes how catering enterprises, relying on strategic management practices, carefully carve out the talent incentive mechanism of catering enterprises, thereby revitalizing the enterprise. We not only explore the positive role of various theoretical frameworks and management strategies such as scientific management principles, economic incentive mechanisms, and team dynamics principles in talent incentives, but also through a meticulous analysis of Guangzhou Restaurant, reveal the core driving force of leadership in the incentive chain, the indispensability of teamwork in creating an atmosphere, the direct improvement of talent satisfaction by rational resource allocation, and the solid backing of risk management in ensuring the sense of security of talents. Faced with the various challenges of personnel incentives in catering enterprises, we analyze them individually and propose coping strategies. At the same time, this article emphasizes the critical role of personalized salary plans, diversified incentives, and continuous communication in stimulating talent potential and innovative vitality. Suggested recommendations are formed for the Guangzhou Restaurant. Guangzhou Restaurant cleverly integrates material incentives with non-material incentives, greatly enhancing talents' loyalty and work enthusiasm. This article focuses on the outstanding contribution of Guangzhou Restaurant's strategic management in optimizing talent incentives and improving team performance. It provides valuable references and inspiration for other catering companies in talent management and incentives, helping them to stand out in the fierce market competition and move forward steadily.

Keywords: Guangzhou Restaurant, strategic management, catering enterprise, personnel motivation, talent incentive, optimization and improvement.

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ДОСЛІДЖЕННЯ СТИМУЛІВ ТАЛАНТІВ НА ПІДПРИЄМСТВАХ ГРОМАДСЬКОГО ХАРЧУВАННЯ В РАМКАХ ПРАКТИКИ СТРАТЕГІЧНОГО УПРАВЛІННЯ: КЕЙС РЕСТОРАНУ ГУАНЧЖОУ

У цій статті міститься глибокий аналіз того, як підприємство громадського харчування використовує методи стратегічного управління, щоб ретельно розробити механізм заохочення талантів компаній громадського харчування, таким чином випромінюючи необмежену життєву силу для компанії. Досліджено позитивний вплив різних теоретичних основ і стратегій управління на мотивацію персоналу, таких як принципи наукового менеджменту, економічні механізми стимулювання та принципи командної динаміки, а також розкрито роль лідерства в ланцюжку мотивації через детальний аналіз ресторанів Гуанчжоу. Основна рушійна сила, незамінність командної роботи у створенні атмосфери, безпосереднє підвищення рівня задоволеності талантів завдяки розумному розподілу ресурсів і надійна підтримка управління ризиками для забезпечення відчуття безпеки талантів. Зіткнувшись із різними викликами мотивації персоналу підприємства для компаній громадського харчування, їх проаналізовано один за одним та запропоновано стратегії реагування. Водночас ця стаття підкреслює важливу роль персоналізованих планів винагороди, диверсифікованих методів заохочення та постійного спілкування в стимулюванні потенціалу талантів та інноваційної життєвої сили. Запропоновані рекомендації розглянуто на прикладі Ресторану Гуанчжоу. Ресторан Гуанчжоу вміло поєднує матеріальні стимули та нематеріальні стимули, що значно підвищує лояльність та робочий ентузіазм талантів. Ця стаття присвячена видатному внеску стратегічного менеджменту в оптимізацію заохочення талантів і підвищення продуктивності команди на прикладі діяльності ресторану Гуанчжоу, а також надає іншим компаніям громадського харчування цінну довідку та натхнення щодо управління талантами та стимулювання, допомагаючи їм виділитися в умовах жорсткої ринкової конкуренції та рухатися вперед стабільно.

Ключові слова: ресторан Гуанчжоу, стратегічний менеджмент, підприємства громадського харчування, мотивація персоналу, заохочення талантів, оптимізація та вдосконалення.

INTRODUCTION

Optimizing the vitality of catering enterprises through talent incentives is crucial for enhancing service quality, promoting food innovation, and ensuring steady business development. With fierce competition in the catering industry and increasing diversification of consumer demand, the effective use of talent incentive strategies can

significantly enhance the potential of talent and foster teamwork, ultimately improving the overall success rate of enterprises. Solving this problem will enable catering enterprises to remain competitive in the fiercely competitive market and accurately meet the diverse needs of consumers.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Many scholars and experts have made significant contributions to the research field of optimizing talent performance in the catering industry, particularly in key areas such as talent management, organizational behavior, and motivation theory. For example, Maslow's hierarchy of needs theory, Herzberg's two-factor theory, and modern diversified motivation strategies have all provided profound insights and valuable guidance for optimizing team efficiency. These theories serve as beacons, illuminating modern catering enterprises' path to developing effective talent incentive programs.

FORMULATION OF THE ARTICLE'S OBJECTIVES

This article aims to thoroughly explore and examine the theoretical basis and practical implications of talent incentives in enhancing the vitality of catering enterprises, focusing on developing and optimizing talent incentive mechanisms within these enterprises. Through detailed analysis, this article aims to elucidate how incentive mechanisms complement corporate culture and collaborate to achieve project results and how these practices can effectively enhance talent satisfaction, foster teamwork, and promote business development. Scientific talent incentives and effective management will undoubtedly provide a strong impetus for catering enterprises' sustainable and healthy growth.

PRESENTATION OF THE PRIMARY RESEARCH MATERIAL

In today's fast-changing and highly competitive catering market, the vitality of catering enterprise talents plays a decisive role in driving business growth, ensuring food innovation and customer satisfaction. Guangzhou Restaurant, a shining pearl in China's catering industry, faces the dual challenge of integrating innovative elements while preserving traditional flavors and maintaining efficient management and consistent service quality across multiple locations. To this end, Guangzhou Restaurant actively adopts strategic management practices, carefully optimizes its talent incentive mechanism, and comprehensively enhances corporate vitality, ensuring it remains at the forefront of turbulent market competition.

This article analyzes the theoretical framework for how Guangzhou Restaurant optimizes its talent incentive mechanism through strategic management practice, thereby enhancing corporate vitality. It also carefully describes its practical path, offering valuable insights for other catering companies to learn from.

Talent motivation is an essential ability for enterprises to fully stimulate the potential of talents through carefully designed incentive mechanisms, so that they can complete the given tasks in a limited time frame with high efficiency and innovative methods, while maintaining a high degree of teamwork and smooth communication, thereby driving the continuous progress of the enterprise. This efficiency is reflected in the speed at which talents complete tasks and their ability to optimize resource allocation, improve service quality, and enhance innovation capabilities while maintaining high work enthusiasm. Guangzhou Restaurant knows that an efficient, dynamic, and innovative talent team is the solid foundation and inexhaustible source of the enterprise's sustainable development [4].

To gain a deeper understanding and enhance the effectiveness of talent incentives, Guangzhou Restaurant extensively drew on various management theories. It skillfully integrated various management theories, carefully constructing a unique incentive mechanism (Table 1), which has provided a strong impetus for the enterprise's sustainable development.

Table 1

Theoretical framework for improving talent motivation in Guangzhou Restaurant

Method	Nature
Goal Setting Theory	Emphasizing the importance of specific, measurable goals in motivating talent and improving performance, Guangzhou Restaurant encourages talent to pursue excellence continuously by setting precise individual and team goals and providing regular performance evaluation and feedback [3].
Maslow's Hierarchy of Needs	We design diversified incentive programs tailored to the needs of different talents, encompassing physiological, safety, social, respect, and self-realization. Guangzhou Restaurant meets the diverse needs of its employees by providing competitive salaries and benefits, a good working environment, career development opportunities, and social recognition [1].
Herzberg's two-factor theory	The paper distinguishes between hygiene factors (such as work environment and company policies) and motivation factors (such as sense of achievement, recognition, and promotion) at work. Guangzhou Restaurant focuses on improving hygiene factors to reduce talent dissatisfaction while strengthening motivation factors to stimulate the intrinsic motivation of talents [9].
High Performance Work Systems	Emphasizing the synergy of human resource management practices (such as recruitment, training, performance evaluation, and rewards) to improve the organization's overall performance. Guangzhou Restaurant ensures a high degree of alignment between talent capabilities and organizational goals by establishing a comprehensive high-performance work system, which promotes mutual learning and growth among its talents [2].
Group Dynamics Theory	Focus on trust, responsibility, communication, and decision-making processes within the group. Guangzhou Restaurant enhances team cohesion and collaboration efficiency through regular team-building activities, open communication channels, and clear role division [5].

The theoretical framework proposed in Table 1 provides a solid theoretical support and action guide for Guangzhou Restaurant to optimize its talent incentive mechanism. The goal setting theory points out the direction of struggle for talents and gives them the motivation to move forward; Maslow's hierarchy of needs theory and Herzberg's two-factor theory help Guangzhou Restaurant design a more humane and diversified incentive plan to meet the diverse needs of talents accurately; the high-performance work system emphasizes the synergy of human resource management practices and builds an efficient, harmonious and vibrant working environment for Guangzhou Restaurant; and the team dynamics theory promotes deep trust and efficient collaboration within the team, further improving overall work efficiency and innovation capabilities.

These theoretical frameworks constitute a comprehensive toolbox and methodology for Guangzhou Restaurant to optimize its talent incentive mechanism. Through the in-depth implementation of these strategies, Guangzhou Restaurant has significantly improved the satisfaction and loyalty of its talents and inspired the team's unlimited potential and collaborative spirit. This has injected continuous vitality and creativity into the enterprise, ensuring its survival in a fiercely competitive world. It consistently holds a leading position in the catering industry, setting the trend and shaping the future [4].

Guangzhou Restaurant has implemented a series of forward-looking strategic management measures. It remains steadfastly committed to enhancing the catering industry's talent incentive effect, differentiating itself in a fiercely competitive market (Figure 1).

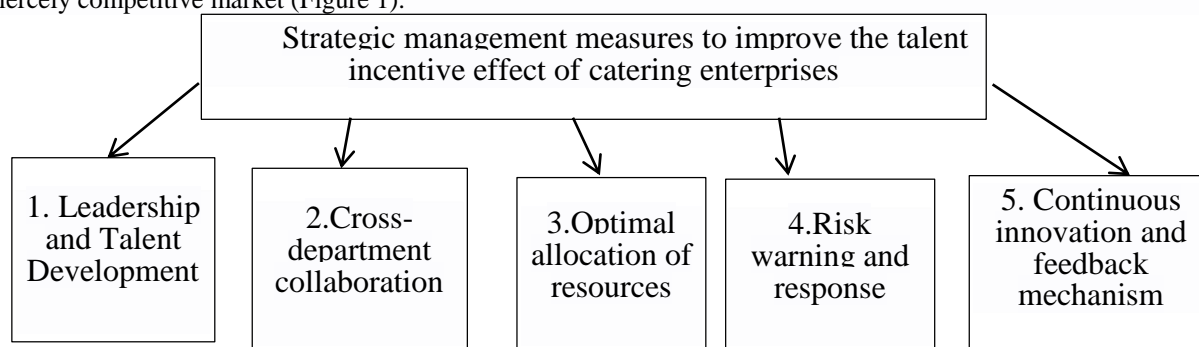


Fig. 1. Overview of Guangzhou Restaurant's strategic management measures to improve talent incentives in catering enterprises

Excellent leadership is like a beacon that illuminates the way forward for the catering team. It is vital in stimulating the team's potential and leading industry change. Guangzhou Restaurant is well aware of its importance. Therefore, it focuses on cultivating leaders' empowerment skills, creating an inclusive and open communication atmosphere, and encouraging them to make innovative and prudent decisions that will lead the company forward steadily [10].

As a complex industry that integrates culinary arts, supply chain management, marketing, and other fields, the success of the catering industry is closely tied to the practical cooperation between departments. By strengthening cross-departmental communication and collaboration, Guangzhou Restaurant has effectively enhanced the overall operational efficiency of the team, ensuring that every link, from dish development to customer service, can be seamlessly connected, thereby providing customers with an excellent dining experience.

The scientific allocation of resources is crucial in driving team motivation and supporting rapid business growth. Guangzhou Restaurant utilizes advanced human resource management systems and financial management tools to comprehensively plan talent team building, capital operations, and technology applications, achieving precise resource allocation and injecting strong momentum into the company's sustainable development.

Guangzhou Restaurant has established a comprehensive early risk warning system in the increasingly fierce market competition, frequent food safety issues, and ever-changing customer preferences. This system serves as the company's guardian, helping the team identify potential risks in advance and formulate effective response strategies to ensure the company can move forward steadily in a complex and changing market environment.

Guangzhou Restaurant adheres to continuous innovation and embeds feedback mechanisms into daily management. This mechanism is akin to a pair of sharp eyes that can promptly identify and address deficiencies in talent incentives. It drives the company to optimize its strategies continually and ensures that the team can learn from past experiences and generate new vitality and creativity. Under the guidance of such a strategy, Guangzhou Restaurant is moving towards higher and farther goals [6].

Although Guangzhou Restaurant has made remarkable achievements in optimizing the talent incentive mechanism of catering enterprises and enhancing the overall vitality of the enterprise through a series of strategic management practices, the road ahead is still full of thorns, and a series of challenges are quietly affecting its continued steady pace of development (Fig. 2).

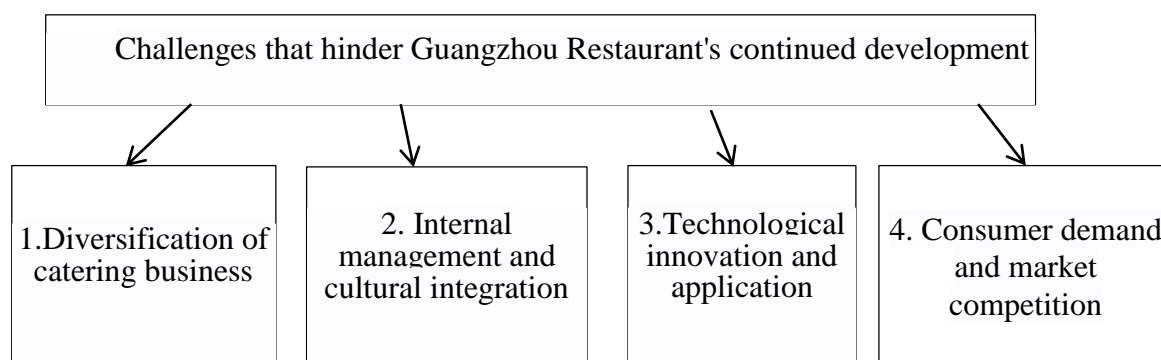


Fig. 2. Schematic diagram of the challenges facing Guangzhou Restaurant's sustainable development

Diversification of the catering business: With Guangzhou Restaurant's continuous expansion, its operations have extended to different cuisines and various catering formats, which undoubtedly increases the complexity and difficulty of management. Efficiently coordinating multiple business segments and ensuring consistency in brand concept and service quality have become crucial for improving operational efficiency and maintaining brand competitiveness.

Internal management and cultural integration: As the company grows, communication and collaboration between different departments and levels become increasingly important. Building a harmonious and inclusive corporate culture that bridges the gap between new and experienced employees and talents from diverse cultural backgrounds has become a significant challenge for Guangzhou Restaurant. This challenge involves reducing misunderstandings and conflicts while fostering team cohesion.

Technological innovation and application: Although Guangzhou Restaurant has actively adopted new technologies and is committed to enhancing service quality and customer experience, there is still considerable room for exploration and practical challenges in integrating cutting-edge technology deeply into the catering business and achieving intelligent and efficient management.

Consumer demand and market competition: In response to increasingly diverse consumer demands and intensifying market competition, Guangzhou Restaurant must continually innovate its products and services to stay ahead of market trends, maintaining its competitive edge and leading position in the market. This requires companies to have keen market insight and the ability to respond to market changes quickly.

In the face of these challenges, Guangzhou Restaurant must continue to deepen its strategic management and constantly innovate, making breakthroughs to ensure the company moves forward steadily in the fiercely competitive market and continues to shine [7].

Through a detailed analysis of Guangzhou Restaurant's strategic management practices and an in-depth discussion of the above theoretical framework, we have carefully refined the following strategic suggestions (Figure 3) further to optimize the talent incentive mechanism of catering enterprises and enhance the overall vitality of the enterprise, aiming to inject new impetus and vitality into its future development.

To build a professional and well-rounded elite team, Guangzhou Restaurant should further invest in talent development and carefully design and implement personalized training plans. The plan should improve professional skills and focus on cultivating soft skills, such as leadership and teamwork, to enhance the overall quality and competitiveness of talents comprehensively.

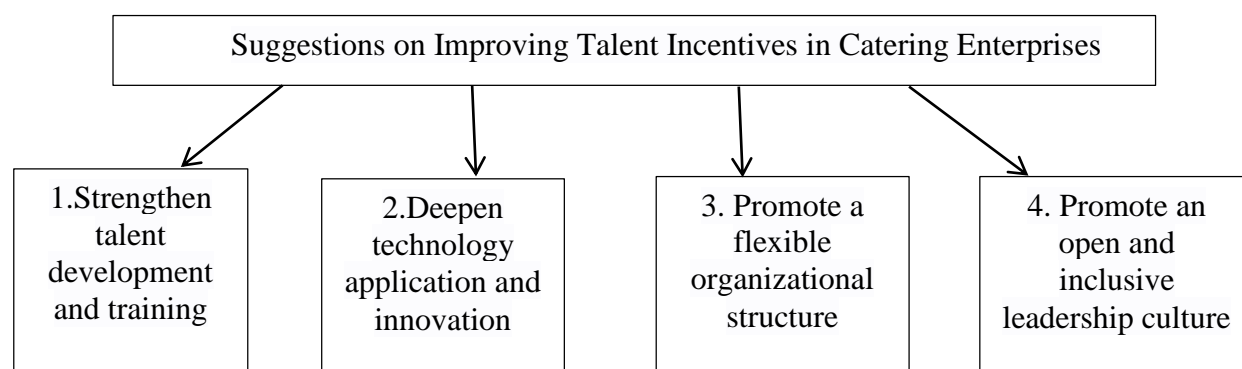


Fig. 3. Guangzhou Restaurant's suggestions for optimizing talent incentives

Guangzhou Restaurant should continue to deepen the application of technology, especially in cutting-edge fields such as intelligence and data analysis. By introducing advanced management systems and tools, the company can improve operational efficiency, provide solid and reliable technical support, and guarantee continuous innovation

and development. At the same time, it encourages talents to innovate actively, creates an intense atmosphere for innovation, and stimulates unlimited vitality within the company.

Faced with the ever-changing catering market, Guangzhou Restaurant should be brave enough to reform and implement a more flexible organizational structure, such as adopting project-based and flat management models to improve the adaptability and response speed of the organization, ensure that the company can maintain its competitiveness in a complex and changing market environment, cope with fierce competition, quickly adjust strategies, and seize opportunities.

The leadership should advocate and practice an open and inclusive culture. Talents should be encouraged to put forward opinions and suggestions actively, and an efficient and transparent feedback mechanism should be established so that every employee feels their voice is valued. At the same time, it should focus on building a solid foundation of trust within the team, enhancing the sense of belonging and loyalty of talents, and thus gathering a strong force to promote the company's sustainable development.

Guangzhou Restaurant should seize the opportunities of the times, bravely face challenges, and adopt a more open attitude and innovative thinking to optimize the talent incentive mechanism continuously, enhance corporate vitality, and lay a solid foundation for achieving the company's long-term development goals.

CONCLUSION

Optimizing the talent incentive mechanism of Guangzhou Restaurant is a complex and multidimensional system project, which profoundly calls for the precise application of strategic management practices, the full utilization of efficient leadership, and the deep integration of a positive organizational culture. Through in-depth analysis and the flexible application of the theoretical essence of team dynamics, strategic orientation, and organizational behavior, Guangzhou Restaurant will be able to tap into and stimulate the unlimited potential of its talents more accurately, injecting endless vitality and creativity into the enterprise. This will help the company progress, continue improving in the fiercely competitive catering market, and lay a solid and indestructible foundation to maintain its leading position in the industry and create a more brilliant future.

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