

2010

FOUNDATION

Outsourced Hospitality Solutions

Newsletter

Volume 2 Edition 3 April 2010

IN THIS ISSUE

- Countdown to the 2010 World Cup
- Front Desk Hospitality
- Fast Facts about SA's preparations for 2010



Visit our website:
www.foundationgroup.co.za

Countdown to the 2010 World Cup

With only a couple of weeks to go, soccer fever is starting to sweep the nation. Foundation National Head of Operations - COO, Brent Gamley, comments, "All the preparations and planning that we have done is now starting to realise into tangible events and this coupled with the media focus means that soccer is everywhere! Now ... the hard work really starts but the level of enthusiasm and excitement is rising every day!"

In the last couple of days the official 2010 FIFA World Cup™ ticket was unveiled together with the FIFA World Cup™ Kick-Off Celebration Concert line-up.

Despite initial problems at the FIFA ticketing centres, by midday on Sunday 18 April, 145 000 tickets had been sold.

For the Kick-Off Celebration Concert, Alicia Keys, Amadou & Mariam, Angélique Kidjo, Black Eyed Peas, BLK



JKS, John Legend, Juanes, Shakira, The Parlotones and Vusi Mahlasela have been confirmed and the concert will take place at Orlando Stadium on the eve of the opening match of the first FIFA World Cup™ on African soil and further is being billed as the greatest entertainment show to date in Africa. The audience will be 30,000 and the event will be broadcast worldwide.

Front Desk Hospitality: First Impressions Count

You only get one chance to make a first impression. That's why it's so important to make it a good one. Here are some tips:

- Your front desk should ALWAYS be staffed. Put a system in place - if your host or hostess steps away, someone else is there to fill in.
- Hosts and hostesses should be cheerful, well groomed, and articulate. No snapping gum, no inappropriate attire.
- The job of the host/hostess is to warmly greet every customer who walks through the door. Smiles are mandatory. So is eye contact. No customer should have to stand around waiting to be acknowledged.
- The host/hostess must be able to provide honest, accurate waiting times. It is better to have customers

leave right away than have them leaving in an angry huff after waiting longer than promised. (Which one is more likely to come back again?)

- An unanswered phone signals that you're inattentive. Make sure yours is answered in less than three rings. Appoint a back-up to the host during busy hours.
- Everyone answering the phone should be able to provide your hours, reservation policy, and complete directions. The secret? Simply post this information by each house phone.
- Encourage your hosts to learn your regulars' names. Nothing builds loyalty faster than making customers feel like VIP's.
- As for the front desk itself, it should be clean, polished, and organized - a reflection of your kitchen. Menus

should be available for perusal. Amenities like toothpicks or mints should be well stocked and within easy reach.

- Consider your foyer layout - is it apparent to new customers how to proceed from the door? If it's not a straight shot to the desk, place signage that leads customers there.
- Make a good final impression, too. Every customer should hear a friendly "goodbye" and earnest "thank you" on their way out.

In everything you do, let customers know you appreciate their business. A warm, welcoming atmosphere helps compensate for the occasional undercooked burger or sluggish service day.

Your front desk is the "face" of your restaurant. Make sure it's a happy face!

Fast Facts about SA's preparations for 2010

We have rounded up a few facts about South Africa's preparations to host the 2010 Fifa World Cup. It's a fact! We are the second country in the world to have hosted the cricket, rugby and football world cups.

The new stadiums are the most spectacular in the world and they will collectively seat more than 570 000 people.

- The Moses Mabhida Stadium in Durban has a steel arch 105 m above the middle of the pitch, and by using a cable car, spectators will enjoy a stunning view of the Indian Ocean.
- Soccer City in Johannesburg takes the form of a calabash, a traditional African drinking vessel. The outer skin area spans 43 000 m² and will be constructed from wholly natural energy-efficient material. It is the biggest stadium in Africa, seating almost 95 000 people.
- The Mbombela Stadium in Nelspruit is situated in a region known for its wild beauty and animals, close to the Kruger National Park. Its signature feature is the 18 roof supports that resemble giraffes. Stadiums in townships are being upgraded, some as training venues.

Did you know?

- Some R25-million will be invested in club development across sporting codes, especially in poorer communities, to unearth and nurture our sports talent, and improve our sports competitiveness.
- Some R212-million is being invested in school and community sport over the period to 2010.
- The Schools Programme will bring the FIFA World Cup™ ethos of fair play, healthy lifestyles and multiculturalism to 12 million schoolchildren through sports, arts and culture.

TRANSPORT

Some R11.7-billion is being invested in the transport infrastructure programme to ensure the smooth movement of fans, teams and media. The 2010 FIFA World Cup™ transport projects are



an integrated part of government's overall investment in transport, which is revolutionising our transport system for the long-term benefit of commuters and the economy.

Our roads, rail and bus-route upgrade will provide an integrated transport system. This includes innovations like Rapid Rail and bus rapid transit systems, which include special public transport lanes and interchange nodes for commuters to switch from one form of transport to another. The 2010 FIFA World Cup™ will pioneer the use of integrated electronic ticketing, which will see commuters using one ticket to access buses, trains and taxis.

INFORMATION AND COMMUNICATIONS TECHNOLOGIES

The satellite teleport and telecommunications infrastructure for the World Cup will support transmission capacity of 40 gigabytes per second and will be used after 2010 to provide broadband services.

The International Broadcast Centre in Johannesburg will be the media nerve centre, receiving broadcast transmissions from the stadiums and distributing them across the globe.

The media nerve-centre includes a "farm" of satellite dishes covering an area of 5 000 m². The cumulative television audience for the 2010 event will reach about 26,9 billion.

Did you know?

South Africa's 2010 World Cup official slogan is KE NAKO. Celebrate Africa's Humanity™. "Ke Nako" is a Sesotho, Sesotho sa Leboa and Setswana word

for "it's time". It is a call to celebrate Africa as the origin of humanity and as a contributor to every sphere of human endeavour.

TOURISM AND ACCOMMODATION

South Africa already has 80 000 graded rooms – more than enough to cover the number of 55 000 required by FIFA.

HEALTH AND MEDICAL SERVICES

The country will have free primary healthcare at official venues, 24-hour emergency medical services and international and local surveillance measures for disease outbreaks. The 2010 FIFA World Cup™ will accelerate the improvement of South Africa's emergency medical services:

- two well-equipped communications centres worth R37 million are being established in each province for real-time co-ordination of emergency vehicles to the nearest available emergency centre
- some R8 million is being invested to upgrade emergency centres
- medical helicopter services will be extended to all provinces
- 450 vehicle ambulances will be replaced.

SAFETY AND SECURITY

Nothing will be left to chance in securing the events and our country. This investment will continue to assist the police in their crime-fighting initiatives long after the 2010 FIFA World Cup™ is over:

- Some R665 million will be spent on procuring state-of-the-art equipment, including crowd-control equipment, unmanned aircraft, helicopters, 10 water cannons, 100 BMWs for highway patrol and mobile body armour.
- Four high-tech mobile command centres will receive live footage from the airplanes and other cameras.
- A dedicated force of 41 000 officers will be deployed specifically for the 2010 FIFA World Cup™.

KE NAKO... IT'S TIME!