

Winner of IHS student business plans

The International Hotel School (IHS) holds its annual Intercampus Hospitality Competition for IHS students based in South Africa, at any phase of their studies. This year, the Johannesburg Campus third year group, including Kyle Willis, Robyn Lindsell, Taryn Wood, Jason Powell and Ryan Myburgh won overall for the project they submitted, entitled 'Shake and Bake'.



L - R Kyle Willis, Helena Lategan and Taylor Farrimond.

Competition entrants were required to submit an in-depth creative business plan for any type of hospitality establishment. IHS Marketing Manager, Ruth Paulsen, says, "Submissions needed to be innovative, showing the students' interpretation and understanding of the hospitality environment and business knowledge."

"The competition judges included John Aritho, GM of Garden Court Marine Parade, Stuart Blackburn, MD IHS Training Division and professional Chef, Dave Goette. They put the students through their paces to present their plans competently and handle an interrogative Q&A session."

The winning 'Shake and Bake' business plan was built around a food truck. "As the judges mentioned it's a workable plan, so we cannot divulge the inner workings of it. We would like to see the student group successfully bring it to life, as it has all the right ingredients to be a sustainable and profitable business." The winning team was awarded a cash prize, which they will share amongst themselves.

Kyle Willis presented on behalf of the winning Johannesburg Campus third year group. When asked about the competition experience, he shared, "The competition not only allows you to push yourself mentally, but also to compare your work standard against the rest of the country. It allows for valuable input and advice from the judging panel and provides the opportunity to make friends in the process, which become valuable contacts later in life."

Other winners

Taylor Farrimond, the second prize winner and a second year Hospitality Management student in Johannesburg, won R6,000 cash and benefits from 50% off his 2016 tuition fees. His goal is to own and run a small boutique hotel that provides unparalleled service and a unique experience. "I have learnt that work cannot be put on hold. When something needs to be done, you quite simply make it happen, and you make the time for it. It has also shown me that constructive feedback is beneficial to building one's career. Moreover, through compiling an extensive business plan, I saw just how unappreciated accountants are. There is an incredible amount of information and planning needed to start a business."

Helena Lategan, a second year Hospitality Management student from Cape Town was placed third and receives a 50% discount off her 2016 tuition fees. She hopes to go into food development or beverage distribution. "As long as I get to develop and discover different flavours and pairings, I will be forever happy. Participating in this competition has really developed my critical thinking. It has been a great opportunity to practice communicating my ideas, and I have realised how important mutual understanding in business is."

"IHS is proud of the students that participated this year, and we believe that the quality of submissions demonstrates how much our programmes prepare the students to make them industry-ready," concluded Paulsen.

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