



# Complete Training Topic Guide

## Series I

### 2008/2009

*"Willing is Not Enough; We Must Do. Knowing is Not Enough;  
We Must Apply"*

*-Bruce Lee*

We Custom Tune Our Training for: Hotel, Restaurant, Hospital, College, Airline, Banking, Manufacturing, Government, Private Sector Agencies and Tourism Industries

This Guide is to be strictly for the USE of Human Resource or Training Executives ONLY



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## E Sun Hospitality Consultancy 2009

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# COMPANY PROFILE

*An Introduction.....E Sun Hospitality Consultancy Malaysia*

**EShoC** merely provides in-depth management solutions, state of the art system analysis, cutting edge ideas and innovative concepts for restaurant/hospitality operators, regulators and investors. We are based in a satellite city of Petaling Jaya in the Metropolitan of Kuala Lumpur, Malaysia (South East Asia Region).

**EShoC** extends unique consulting and training ideas for restaurant/hospitality establishments with innovative solution from America. Our consultants have a combine half a century hands on experience in the field from every level of restaurant/hospitality operation and acedemic. Our views and consultations are multi angle, as we know a successful hospitality/restaurant operation depends upon sound business decisions, clear concept, direct vision, trained employees, targeted marketing and customers' absolute satisfaction.

**EShoC's** consultants are very global. We have hands on experience in dealing with western, fusion, and eastern restaurant/hospitality operation & setup at various stages. Our global hospitality/restaurant networks web, *(from Beirut Lebanon, Jacksonville Florida, Wichita Kansas, New York, Tokyo Japan, Singapore, Siem Rep Cambodia, Chennai India, New Delhi India, Bangalore India, Penang Malaysia, Johor Bahru Malaysia and Kuala Lumpur Malaysia)* enable us to tab into the pool of experts for the best advice, innovative ideas and accurate solutions because;

**"EShoC consults today for tomorrow's winners".**

If your restaurant/hospitality is suffering from the economy down turn, it's time to turn to **EShoC**, a consulting/training company that understands the unique challenges associated with shrinking profits in the restaurant/hospitality industry in Malaysia and globally as the competition getting stiffer by day. Our collective 50 years of "hands-on" experience with complete and critical understanding of the modern day challenges. We consult/train for every BUDGET level of investments.

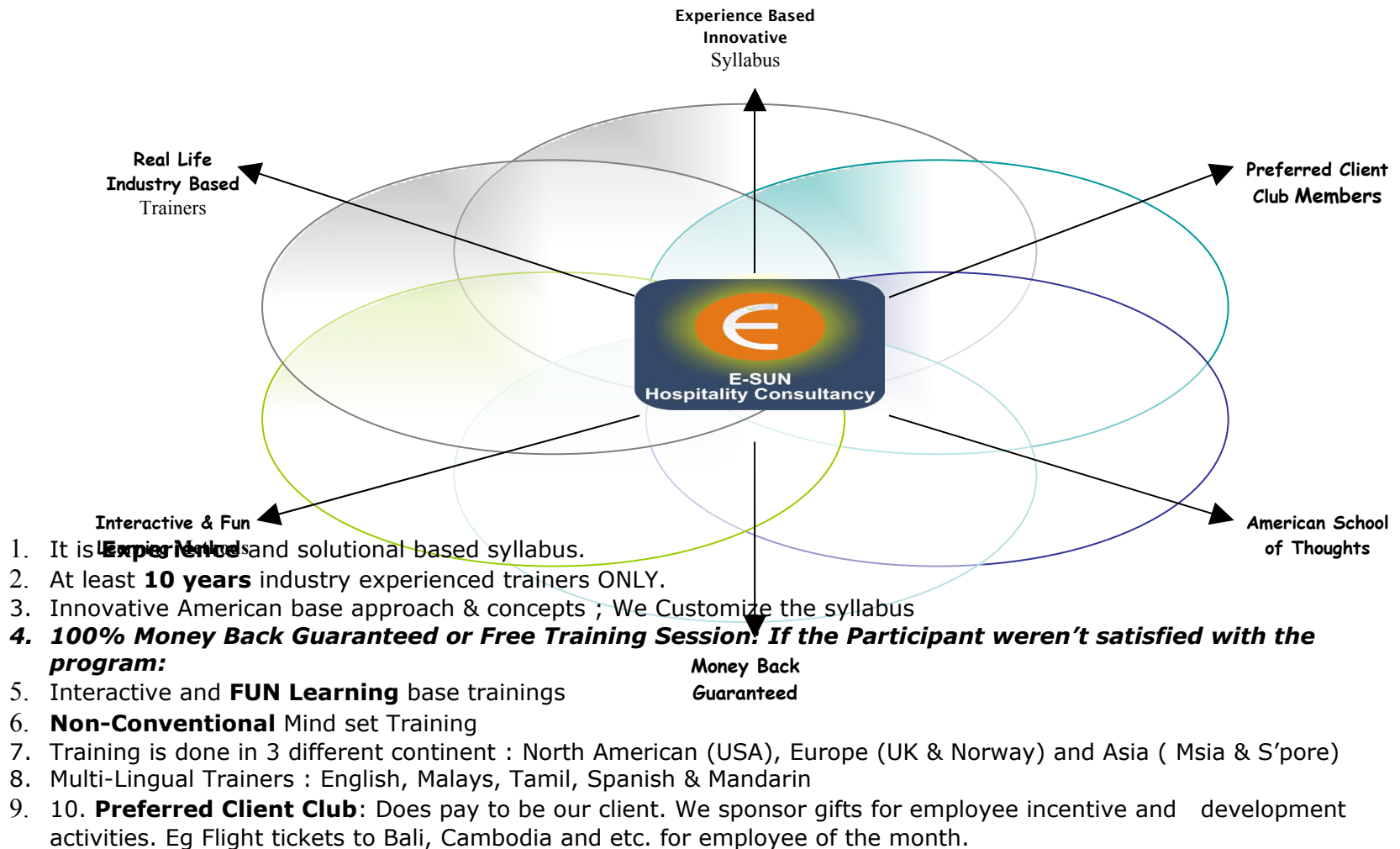
**EShoC** is changing the very nature of consultancy rendered in Malaysia and globally.



*The Hospitality MINDS of Asia Pacific*

# E-Sun Hospitality Trainings are the BEST in the market. Ask WHY?

## E-Sun Hospitality Trainings are the BEST in the market. Ask WHY?



# TRAINING REFERENCE

NO.	TOPICS	No. Of Days	Information/Level	Remarks
<b>A. GENERAL CORE SKILLS</b>				
1.	<p><b>CONVERSATIONAL SKILL</b></p> <p><b>Business English Series</b> This training more into conversational skill and impression by language. Persuasive, Statement, Sales and Service Concepts</p> <p><b>"Mind Ur Language" English for 101</b> This training program for beginners' level. The goal is to erase the English anxiety and create a English confident.</p> <p><b>Corporate English</b> This training is accustomed for executive levels and up. Include various skill of speeches, papers and high level corporate culture based conversation</p>	<p>24 Session 2hr/Session 2Session/Week</p> <p>24 Session 2hr/Session 2Session/Week</p> <p>12 Session 2hr/Session 1 Session/Week</p>	<p>Placement Exam Required Emphasis on Conversation</p> <p>3 Level- Each level the proficiency will be tested and recorded</p>	<p>Locals</p> <p>Non-English Speaking Foreigners or Locals.</p>
2.	<p><b>WRITING SKILL</b></p> <p><b>Champs; Report Writing &amp; Effective Presentation Skill</b> To be effective in managerial and executive level positions, this kind of skill become the bridge of knowledge and performance.</p> <p><b>Technical Writing Skill – Simple-Direct – Accurate</b> This sort of skill is very good for engineering base environment</p> <p><b>Computer Aided Soft Writing Skill</b> MS Word-MS Excel – Point _ Advance Level</p>	<p>3 Session 3Session/Month 4 Hours/Session</p> <p>3 Session 3Session/Month 4 Hours/Session</p> <p>2 Days</p>	<p>New Program</p> <p>New program</p>	<p>Executive Levels</p> <p>Engineers</p> <p>For All Rank</p>

3.	<p><b>COMMUNICATION</b></p> <p><b>Highly Effective Communication Concept &amp; Tech System. Level 1,2,3</b>  This is communication of next generation. Technological use with traditional communication channel with very accurate transfer of information and intention exactly the way it was intended. American Innovation in Com Concept</p> <p><b>Corporate/Organizational Basic Level of Communication</b>  This training is quite appropriate for trainees and new hires just to brush off their com skill.</p>	<p>Per Level 1 Day</p> <p>1 Day</p>	<p><b>**New: 2009**</b></p>	<p>Executive Levels</p> <p>Executive/ Rank &amp; Files</p>
4.	<p><b>MIND Matters</b></p> <p><b>Mind Mapping for Creativity Thinking Skill</b>  Critical and creative thinking is imperative in any field in handling the challenges and create innovation.</p> <p><b>The Art of Listening, Looking &amp; understanding : Mind Science for Mind Conquer</b>  Listening, looking and understanding do not happen by chance. Sharpen and conquers the technique will ensure the learning process at highest and effective level.</p> <p><b>Mind Mapping for Doubling Speed Reading, Quick Learning and Understanding</b></p>	<p>2 Days</p> <p>1 Day</p> <p>1 Day</p>	<p>USA Mind Science Program</p> <p>Certified Trainer</p>	<p>Applicable for all level Rank &amp; Files</p> <p>Rank &amp; Files</p>
5.	<p><b>COMPUTER SKILLS</b></p> <p><b>Mastering Microsoft Office</b>  Participants will expose complete with essential features of Excel, Word and Power Point.</p>	<p>2 Day</p>	<p>Microsoft Certified Trainers</p>	<p>Extra will be required for hardware rental for in-house training</p>
6.	<p><b>TEAM BUILDING – MIRACLE SERIES</b></p> <p><b>Miracle Team Building &amp; Attitude Development Camp</b></p> <p><b>Miracle Team Building Workshop</b></p>	<p>3 Days 2 NITES</p> <p>2 Days</p>	<p>Signature Program</p>	
7.	<p><b>LEADERSHIP</b></p>			

	<p><b>Corporate Core-Leadership &amp; Managerial Culture by Concept</b></p> <p><b>Power Leadership by State &amp; People's Skill for High Performance</b></p> <p><b>Super Supervisors Skill – Lead the Crew</b></p> <p><b>Leaderships Consciousness By State : Status</b></p>	<p>1 Day</p> <p>1 Day</p> <p>1 Day</p> <p>1 Day</p>	<p>New 2009</p> <p>New 2009</p> <p>Parliament MPS Training</p> <p>World Series</p>	
8.	<p><b>SUPER SALES</b></p> <p><b>Building A Super Sales – Boot Camp</b> Creating the super sales team with mind and soul to it take a major work. Boot camp would ensure they are given the tools, time and concept of working together and knowing the ways.</p> <p><b>Building A Super Sales Team</b></p> <p><b>Selling vs. Telling – Tele Reservation Super Skill of All</b></p> <p><b>Mastery Skill of Sales Negotiating and Deals Closing</b></p>	<p>3 Days 2 Night Boot Camp</p> <p>2 Days or 1 Day</p> <p>1 Day</p> <p>1 Day</p>	<p>Signature Program</p> <p>Signature Program</p>	
9.	<p><b>OTHER SKILLS</b></p> <p><b>Time Management &amp; Time Creation ; Mind Development Series</b></p> <p><b>Corporate Culture Complete Grooming &amp; Business Etiquette</b> The training is inclusive of dining, meeting, personality, dressing etiquette and etc.</p> <p><b>Grooming &amp; Business Etiquette for MUSLIM Ladies :- Government Sectors</b></p>	<p>1 Day</p> <p>2 Day</p> <p>2 Day</p>	<p>Intellectual Property Series</p> <p>Government/Corporate Muslim Ladies</p>	

NO.	TOPICS	No. Of Days	Information	Remarks
<b>B. Hospitality Management</b>				
1.	<b>Complete F &amp; B Management Coaching</b> Total coaching for the F & B: Management Finance, Planning, Budgeting, Human Resource, Operation and more.		One to One Coaching for Directors and assistance Director Level **New*	
2.	<b>Modern Hospitality Managerial Skills</b> Modern Management style is the in-thing in American management concept. The traditional managerial role has evolved.	1 Day		
3.	<b>Executive Diploma in F &amp; B Operation Management &amp; Executive Diploma in Front Office Operation Management</b> Collaboration project with UTM-SPACE.		One year program **New: 2009**	
4.	<b>Test &amp; Measure Management for Hotel Industry</b> Productivity based task assignment and knows how to measure and transfer it into monetary form.	2 Days	Updated	
5.	<b>Time Management and Time Creation for HODs</b> Time setting is a very important part of hospitality operation in every level. The time must be reasonable and achievable. Time must be multiplied.	1 Day		
6.	<b>Statistic Collection and Managing Data Information for Hotel's Revenue Management &amp; Budgeting Team</b>	1 Day	Updated	
7.	<b>Leadership, Time &amp; People Mastering Management</b> A success of any operation depends upon leaderships, time management and the human factor of it.	2 Days		

8.	<b>Super Supervisor Skills</b> New concept management of intangible, made popular in USA.	1 Day		
9.	<b>Human Skill Factor Management for Rooms &amp; F &amp; B</b> This is simply about not working hard but smart. Dictate and delegate	2 Days	Updated	
10.	<b>Completed Budget Hotel / Motel Start Up and Operational Services</b>	Project Assignments	**New**	
<b>C. Hospitality Communication</b>				
1.	<b>Professional Skills at Thought Organization, Effective Presentation Techniques and Self Confide Public Speaking Approaches for Hospitality</b> Ability to speak clearly, confidently and precisely what is intended to presented is paramount important, this is over all effect the communication and productivity in particular.	2 Days	Updated	
2.	<b>Hospitality English 1 &amp; 11</b> Understanding the world's corporate language English will enhance services and communication at every level. Malaysia yet to reach the level of command to complete globally. English is the first step.	Series : 3 Months 2 hrs / session 2 sessions / week		
3.	<b>Corporate Communication Skills 1 &amp; 11</b> Communication is imperative in all organization and it is the single most costly affairs for companies if they fail to improve.	2 Days		
4.	<b>Effective Communication Fast Track</b> This training is important to find effective way to design communication to save time and cost.	2 Days	Express Checklist	
5.	<b>Mastering Efficient Menu Engineering for Chef, Manager and Bartenders : Food &amp; Wine</b> Straight forward but image and concept base.	1 Day	**New**	
6.	<b>Damage Control: Service &amp; Follow-Up Services</b> Complaint and problematic situation must be handled with care and any damages must be fixed. <b>DRM</b>	1 Day		

7.	<b>Hotel Report Writing &amp; Record Keeping Essentials</b> Record is important to measure the performance and to understand the operation in complete. Training of this nature is quite rare in the market.	2 Days	**New**	
8.	<b>Mastering Hospitality English In Three Days!!! One Two Three</b>	Series or 12 weeks or 3 Days	Drill Program	
9.	<b>Spicing Up Briefing Session in Hotels : Enticing, Accurate, Efficient &amp; Effective Briefing Session.</b>	1 Day	Train The Trainer *** Unique and One of a kind***	
<b>D. Hospitality Service/Sales Excellence</b>				
1.	<b>Service Me Please – Order Me Not</b> It is signature training. One of a kind in the world.	1 Day	*New**	
2.	<b>Mastering Front Office Service &amp; Tele-Etiquette – For Reservation</b> A complete overall of FO Service Standard.	1 Day	Updated	
3.	<b>Complete Banquet / Event Tele-Skills, Negotiation Methods, Suggestive Sales, Closing Deals Skills &amp; Strategies for 5 Star Hotels</b>	2 Days	**New**	
4.	<b>Banking Billions Thru’ Banquets &amp; Events</b> Real style banquet and event sales and promotion techniques from the best in the industry. It is not what you sell it, but how you do it.	2 Days	**New** Single Superb	
5.	<b>Wine Servers Training – For Non Drinkers : F &amp; B and Hotels</b>	1 Day	**New**	
6.	<b>HALAL : Mastering Kitchen &amp; Service Food Hygiene: Complete Course on Public Food &amp; Health Hazard Potentials</b>	2 Day	**New**	
7.	<b>Service Skills For Housekeeping; Housekeeping &amp; Up Selling</b>	1 Day	Updated	

8.	<b>World Class Customer Service VS No Class Customer Service</b>	1 Day	**New**	
9.	<b>Star Rating Consultation for Hotel 3* – 5*: Maintain &amp; Upgrades</b>	2 Days	**New**	
10.	<b>F &amp; B Employee Development &amp; Motivation</b>	1 Day		
11.	<b>Effective Service Between Internal Departments – HODs</b>	1 Day		
<b>E. The Customer</b>				
1.	<b>Customer Communication, Bonding, Compliment &amp; Complaint Management – Customer Relationship Management</b> Getting a complaint or even compliment must be managed wisely and the information must be used diligently to improve and more customer. The Management of this concept is an integral part CRM.		Updated	
2.	<b>Complete Customer Service, Star Skill for F &amp; B, Coaching &amp; Training : Practical Session included</b>	12 Weeks 2 Sessions/Week 2hours/Session 2 Days	**New**	
3.	<b>Customer Profiling &amp; Customizing Service for High Rollers: VIP: Royals: Celebrity : Politician</b>	1 Day	Must Do	
4.	<b>Customer Service &amp; Front Office, Reservation – Super Service Team</b>	1 Day		
5.	<b>Fly High – Aero Hospitality Service : Cabin Crew Service:</b>		** New **	
6.	<b>Learn To Say' No' By Saying 'Yes' : Sales in New dimension</b>	2 Days		Signature
7.	<b>High Roller Client Service &amp; Management.</b>		**New Series: Complete World Class Training	
8.	<b>7 Star Mark High Roller, Dignitaries, Royals and VVIP Custom Service Coaching: "A Class Above the Rest"</b>	2 Days	**New Series: Complete World Class	

9.	<b>A Niche High Roller / VVIP &amp; Celebrities Custom Service: A Complete Concept Beyond Comfort and Class.</b>	2 Days	**New Series: Complete World Class Training	
10.	<b>High Roller Super Service Steward</b>			
<b>F. Restaurant / F &amp; B Outlets</b>				
1.	<b>Complete Restaurant Management and Coaching</b> This training is the most popular training among management communities of restaurants or outlets. This gives an overview of the operation and techniques of conquering greater height of profits.		Updated	
2.	<b>Restaurant &amp; F/B Instant Cash Flow</b> Cash Flow & Revenue Management Cash Flow	1 Day		
3.	<b>5 Star Restaurant Service &amp; Customer Service:</b>	2 Days		
4.	<b>Restaurant Human Factor Skill Management: Profiling and Competency Organization</b>	1 Day	Updated	
5.	<b>Complete Wine and Bar Training : Non Drinkers/Muslim</b>	1 Day		
6.	<b>Restaurant Food Handlers, Safety &amp; Hygiene : MYS ,USA &amp; UK Standard</b>	1 Day	Food Handler program by Alkem	
7.	<b>Restaurant Entrepreneurship Seminar : step by Step Setting up and Operating a Profiting Establishment</b>			
8.	<b>Marketing &amp; Advertising Conceptual Approaches for Restaurants</b> It is not what you sell it but how you sell it.		Updated	
9.	<b>Globalizing Malaysian Restaurants</b> How to prepare Malaysian restaurants to meet and compete global players.	4 Hours	Workshop : Doing Business in USA	

10.	<b>Innovative Packaging of Restaurant and F &amp; B Concept and Thematic</b>	1 Day	Updated	
<b>G. Hospitality Finance/Revenue/Profit</b>				
1.	<b>Hospitality Finance Workshop</b> Finance is the most important part of revenue management. It is important the finance is done and understood properly for effective and calculated profit and expansion.			
2.	<b>Effective Cash Flow &amp; Projection Administration</b> Cash flow is the biggest weakness among Malaysian operators. We will train super easy way to manage it.			
3.	<b>Revenue Management Concepts modules</b> a) F & B and Rooms b) F & B / Events c) Rooms / Housekeeping d) Sales / Marketing	2 Days 2 Days 2 Days 2 Days	**New : popular** Must Do Training	
4.	<b>Profit and Loss Analysis &amp; Understanding – Revenue Management</b>	1 Day	Updated	
5.	<b>Turning Cost Hike Into Profit Spike</b> Price hike is real phenomenon, profit too is detracting according if supplement avenues to support the profitability strength not found.	1 Day		
6.	<b>Innovative &amp; Technological Cost Cutting and Control for HODs</b>	1 Day	Updated	
7.	<b>Finance For Non Financial Personnel for Hotel</b>	1 Day	Updated	
<b>H. Miracle Camps</b>				
1.	<b>Miracle Train The Trainer Camp</b>	3 D 2 N - camp 2 Days – In Hse	** New: Popular**	

2.	<b>Miracle Mind-Set Change Camp</b>	3 D 2 N - camp 2 Days - In Hse	**New** Must Do	
3.	<b>Miracle Managerial Leadership Camp</b>	3 D 2 N - camp 2 Days - In Hse	**New: Popular**	
4.	<b>Miracle Team Building Camp</b>	3 D 2 N - camp 2 Days - In Hse	**New : Popular**	

## I. Wine & Bar

1.	<b>Complete Bar Operational and Management</b>	2 Days	Updated	
2.	<b>Wine Stewart Training : Up Selling Brand</b>	1 Day Class 1 Day Practical		
3.	<b>Wine Tasting and Food Pair Master Skill</b>	1/2 Day	Updated	
4.	<b>Bar up selling &amp; Bar Wait Staff Training</b>	1 Day		

## J. Specialties

	<b>First Aid Program Restaurant &amp; Hotels</b>	2 Days		
	<b>Complete Hotel Occupational Safety Program Series</b>	2 Days		
	<b>Food Handler Program : Ministry of Health-ALKEM Training</b>	1 Day	**2009**	

**Please indicate on the training programs that you are looking for if it is not listed**

No	Topics or Subjects	Total Days	Targeted Group	Projected Date

## **LIST OF ASSOCIATES AND CLIENTS FOR REFERENCE**

### **TRAINING REFERENCE**

<b>NO.</b>	<b>NAMES</b>	<b>DESIGNATION</b>	<b>COMPANY</b>	<b>TEL. NO.</b>
1.	MS. BOEY	TRAINING MGNR	PARK ROYAL KUALA LUMPUR	03 2142 5588
2.	DATO RAMA	PRESIDENT	LOTUS GROUP OF THEATERS AND RESTAURANT	019-3184050
3.	MS. KEMMY	HR EXECUTIVE	EQUATORIAL KUALA LUMPUR	012-7800063
4.	Ms KAMARIAH	HR EXEC	ROYALE BINTANG KUALA LUMPUR	03 21439898
5.	MS. KATHRYN KOK	HR MANAGER	CORUS HOTEL	03-2161 8888
6.	MS. KARTINI FLETCHER	TRAINING MANAGER	PARKROYAL, PENANG	019- 5538806
7.	MR. TERENCE	TRAINING MANAGER	MELIA KUALA LUMPUR	0327852828
8.	MR. EDZIL	TRAINING MANAGER	HOLIDAY INN PENANG	017 - 4433262

### **SKILL REFERENCE**

<b>NO.</b>	<b>NAMES</b>	<b>DESIGNATION</b>	<b>COMPANY</b>	<b>TEL. NO.</b>
1.	MS. HO YEAN	CEO	ACTION INTERNATIONAL BUSINESS COACH	012-2967177
2.	MR. T. MUTHUSAMY	DEPUTY PRSIDENT	M'SIA INDIAN REST. OWNERS' ASSOC.	012-2175076
3.	MR. FAIZ	CEO	SPECIALIST KNOWLEDGE CERT. - UITM SPACE	012-6522129
4.	MS SHARMALA TAN	OFFICER	ALKEM	03 89869487

### **MEMBER OF**

- ACF - AMERICAN CULINARY FEDERATION, USA
- AIWF - AMERICAN INSTITUTE OF FOOD & WINE, USA
- KRHA - KANSAS RESTAURANT & HOSPITALITY ASSOCIATION, USA
- NRA - NATIONAL RESTAURANT ASSOCIATION, USA
- IFRC - ISLAMIC FOOD RESEARCH CENTRE, SEA ASIA
- PRIMAS - MALAYSIAN INDIAN RESTAURANT OWNERS ASSOCIATION
- PRESMA - MALAYSIAN MUSLIM RESTAURANT OWNERS ASSOCIATION