

Fleischhof Oberland: Ein Familienbetrieb stellt sich neu auf!

Abläufe, Sonderproduktionen für Kunden, Produktentwicklung, auch die EDV-Umstellung wäre ohne die Erfahrung aus der Praxis nie so reibungslos möglich gewesen. Geschäftsführer Manuel Falkner-Simon über Erfolge, Krise, Fachkräftemangel und das Fleischerhandwerk.



Die Gescha?ftsfu?hrung im Fleischhof Oberland: Elisabeth Auer, Manuel Falkner-Simon und Georg Schuler (v. l.n. r.) © Beigestellt

A Yhn[Yf'g]bX'9I hfYa 'k]WX h]['ZØf=bbcj Uh]cb

A Ubi Y`: U`_bYf!G]a cbžXYf BYi Y 'VY]: `Y]gW\\cZ'CVYf`UbXž]a '±bhYfj]Yk "

 $GY]h'_bUdd'nk Y]'A cbUhYb']gh'A Ubi Y``: U`_bYf!G]a cb'bi b']b'XYf ; YgW\AZhgZØ\fi b['XYg'H]fc`Yf'; fc» VYhf]YVg'': `Y]gW\ / '7c'VUh']\b$

.

: Y]gWX / 7c.K]Y'j YfAi ZhX]Y'K]bhYfgU]gcb3

A Ubi Y`: U`_bYf!G]a cb. 8Yf'K]bhYf'j Yf'Ài Zh'Xi fW\ 'X]Y

Ca]_fcb!K Y``Y'Xi fW\k UW\gYb"'K]f'\UVYb'X]YgY'GU]gcb'Y]bYb

I a gUhnfØW_[Ub['j cb'A]bi g'' \$'i ']a 'J Yf[`Y]W\ 'ni a 'K]bhYf'&\$%-#

&\$&\$"'8YfnY]h'VYgW\ÀZh][h'i bg'ghUf_ž'XUg'HU[Yg[YgW\ÀZh'ni

VYk À`h][Yb'hfchn'XYf'hÀ[`]W\Yb'I b[Yk]gg\Y]hž'k Yf'Xi fW\
?fUb_YbghUbX'cXYf'X]Y'Ei UfUbhÀbYVYgh]a a i b[Yb'\Yi hY'b]W\h
_ca a Yb'_Ubb"'5i W\'X]Y'DfY]gghY][Yfi b[Yb'k YfXYb'i bg'bcW\
`\Ab[Yf'VYgW\ÀZh][Yb"'9g'g]bX'VYfY]hg'J YfgW\]YVi b[Yb']a

Gcfh]a Ybh'qdØfVUf"

: `Y]gW\ / '7c.'8]Y'GU]gcb']gh'bcW\']a '; Ub[Y3'K Ug']gh'ni Yfk UfhYb3

A Ubi Y`: U`_bYf!G]a cb. → W `\UVY'Ui ZY]bYb'ghUf_Yb
GdÀhk]bhYf'UV'XYf'nk Y]hYb': YVYf\À`ZhY'[Y\cZZhž'XU'k]f'j]Y`Y
gW\bYYg]W\YfY'G_][YV]YhY'ni 'i bgYfYb'?i bXYb'nÀ\`Yb'XØfZYb"'8Ug
XØfZhY'g]W\'U``Ya '5bgW\Y]b'bUW\'VYk U\f\Y]hYb"'8Ybb'X]Y'nk Y]hY
8YnYa VYf\À`ZhY'k Uf'gY\f'dcg]h]j 'i bX'\Uh'[YnY][hž'XUgg' 'k Ybb
Yg'dc`]h]gW\'ni [Y`UggYb'k]fX' 'X]Y'BUW\ZfU[Y'Ua 'Hci f]ga i g
[Y[YVYb']gh"

: $Y]gWX / 7c. K Ug g]bX X]Y GhUbXVY]bY XYg : <math>Y]gWX \ CZ CVYf \ UbX3$

: `Y]gW\ / '7c. K Ug`\Uh`g]W\ k À\fYbX`XYf`DUbXYa]Y [YÀbXYfh3

A Ubi Y`: U`_bYf!G]a cb. BUWX XYa WcfcbUVYX]b[hYa K Y[ZU``
XYg'; fc»a]YhYfg'7/7 K YX``Ua GhUbXcfh' = a gh'\UVYb'k]f'i bg
_i fnYf\UbX'YbhgWX`cggYbž'X]Y' < U``Y'ni 'hY]`Yb'i bX'Y]bYb'Y][YbYb
7/7 A Uf_h'ni 'VYhfY]VYb. XYb': U`_bYf'5V\c`a Uf_h''8]Y']a
5V\c`a Uf_h'bYi '[YgWXUZZYbYb'5fVY]hgd`ÀhnY'k i fXYb']bhYfb
VYgYhnh"'8UXi fWX'_cbbhYb'k]f'U``Y', \$'k Yfhj c``Yb'A]hUfVY]hYf'hfchn
@cW_Xck bg'i bX'dc`]h]gWXYf'I bg]WXYf\Y]hYb'\U`hYb"

: `Y]gW\ \prime '7c.''?cbbhY'g]W\ XUg'l bhYfbY\a Yb k Y]hYfYbhk]W_Y`b3

A Ubi Y`: U`_bYf!G]a cb. K]f'\UVYb'X]Y'NY]h'[Ybi hnhži a i bgYfY'@c[]gh]_i a ni ghY``Yb"'K]f'k c``hYbii bgYfYb'?i bXYbgYfj]WYYf\O\Ybž]bXYa k]f'XUg'@JYZYf]bhYfj U```ghY][Yfbž'c\bY'XYb i \fdUf_'ghUf_'ni 'j Yf[fO) Yfb"'Ni XYa \UVYb'k]f'`YhnhYg'\J\f i bgYfYb'[YgUa hYb'Cb`]bYUi Zhf]hh'ØVYfUfVY]hYhii bX']a '<YfVgh &\$&%'\UhhYb'k]f'Y]bY'`Ub['[Yd`UbhY'98J!GmghYa i a ghY``i b[']a [YgUa hYb'6Yhf]YV"'8Ua]h'Y]b\Yf'[]b[Yb'8][]hU`]g]Yfi b['i bX Cdh]a]Yfi b[Yb'XYf']bbYfVYhf]YV']W\Yb'5V\Ai ZY'''<]Yf'k i fXY'j cb XYf'Ei U`]hAhgg]W\Yfi b['ØVYf'X]Y'Cb`]bYUbV]b'Xi b['i bgYfYf JYfhfYhYf'a]h'di b_h[YbUi Yf'8UhYbØVYfa]hhii b['V]g'ni f 5fW\]j]Yfi b['XYf'6i W\\U`hi b['U``Yg']b'Y]bYa 'GmghYa '[YVØbXY`h i bX'X][]hU`]g]Yfh"

: `Y]gW\ / `7c.`K]Y`gW\ k]Yf][`k Uf`XYf`l a [Ub[`a]h`XYf ?f]gY3

A Ubi Y`: U`_bYf!G]a cb. → XYb``YhnhYb`nk Y] → \fYb'[UV`Yg gW\cb']a a Yf'k]YXYf'; fYbnYfZU\fi b[Yb"'9]bY`XYf'\ÀfhYghYb dYfgÒb`]W\Yb'9fZU\fi b[Yb'k Ufž'U`g'k]f`XUg'YfghY`A U`i bX`XUbb bcW\Y]b'k Y]hYfYg'A U`a]h'XYa '6Yhf]YV']b'?i fnUfVY]h'[Y\Yb a i gghYb"'8Ug'JYfghÀbXb]g`XYf'A]hUfVY]hYf'i bX`XYf'FØW_\U`hž'XUgg X]Y`\UfhYbž'UVYf'bchk YbX][Yb'9bhgW\Y]Xi b[Yb'j cb'U``Yb a]h[YhfU[Yb'k i fXYbž'hUhYb'gY\f'[i h"'FØW_V`]W_YbX`k Uf'Yg'Y]bY XYf'VYghYb'9bhgW\Y]Xi b[Ybž'U``Y'A]hUfVY]hYf'ni `\U`hYb"

: `Y]gWX / '7c. K Ug'bY\a Yb'G]Y'Ui g'XYf'?f]gY'a]h3

A Ubi Y`: U`_bYf!G]a cb. K]WXh]['U`g' 1 b[Yf'; YgWX À ZhgZØ\fYf]ghž'g]WX 'Ui Z'X]Y '9fZU\fi b[ž'j cf'U``Ya ``Ub['À\f]! [Yf'A]hUfVY]hYf j Yf`UggYb _ObbYb" 8 Yb 'Ni gUa a Yb\U`h']a '6Yhf]YV 'ni 'gY\Ybž'k]Y]b Y]bYa 'Y]b[Ygd]Y`hYb 'HYUa 'UVhY]`i b[gØVYf[fY]ZYbX ni gUa a Yb[YUfVY]hYh'i bX '[Y[YbgY]h]['[Y\c`ZYb'k]fXž'\Uh'a]f hfchn 'NÀgi fYbž'k]Y '@cW_Xck bgž'K UfY'Y]bZf]YfYbž'cXYf'gc[Uf hY]`k Y]gY j Yfb]WXhYb'a ØggYbž']a a Yf'k]YXYf'? fUZh'[Y[YVYb"

: Y]gWX / 7c. K c gY Y G]Y [fc Y G Y < YfUi gZcfXYfi b [Yb3]

A Ubi Y`: U`_bYf!G]a cb. : UWX_fÀZhYa Ub[Y`]gh'XUg'H\Ya Už XYfnY]h'ghUf_'VY]'@_k!: U\fYfb'i bX'A Yhn[Yfbž'gY]'Yg']b'XYf K i fghdfcXi _h]cb'cXYf'U`g'_ca dYhYbhY': UWX_fÀZhY']b'UbXYfYb 6YfY]WXYb'XYg'6Yhf]YVg"'8]Y': UWX_ca dYhYbn'U`g'[Y`YfbhYf'?cWX cXYf'A Yhn[Yf']gh'VY]'i bg']a '< Ui g']b'ZUgh'U``Yb'6YfY]WXYb i bUVX]b[VUf"

: `Y]gW $/ \ 7c. K]Y fYU[]Yfh XUg I bhYfbY\a Yb XUfUi Z3$

A Ubi Y`: U`_bYf!G]a cb. 5`g`FYU_h]cb`Ui Z: UWX_fÀZhYa Ub[Y`\UVYb`k]f`Y]bY`5i gV]`Xi b[gcZZYbg]j Y`[YghUfhYhž'gc`VYgWXÀZh][Ybk]f`ghUhh`Y]bYa 'Yhnh`XfY]`@Y\f`]b[Y"'9]bY`XUj cb`gc[Uf`U`g`]a6Yhf]YV`bYi `[YgWXUZZYbYf`@Y\fVYfi Z: `Y]gWXZUWXj Yf_Ài ZYf]b`]bXYf': U`_bYf': Y]b_cgh"K]f`\U`hYb`A]hUfVY]hYf`Xi fWX`ghUf_Y]bYfVYhf]YV`]WXY`8i fWX`Àgg][_Y]h 'XXY`i bX`YXYf`_Ubb`g]WX`]a6Yhf]YV`kY]hYfYbhk]W_Y`bž']gh`b]WXh`Ub`XYfnY]h][Yb`&V`[YVi bXYb"?caa]gg]cb]YfYf`ki fXYb`: U\fYfž`@Y\f`]b[Y`g]bX`a]hh`YfkY]`Y`]a9]b_Ui Zž'JYf_Ui Zi bX`V]g`\]b`ni f`; YgWXÀZhgZØ\!`fi b[`hÀh]["

: `Y]gW\ / '7c. 'K Y`W\ Yb 'GhY``Ybk Yfh'\ Uh'XUg A Yhn[Yf\ UbXk Yf_ ']a '6Yhf]YV3

A Ubi Y`: U`_bYf!G]a cb. 9fZU\fYbY'A Yhn[Yf'g]bX'YI hfYa k]W\h]['ZØf'+bcj Uh]cbž'gY]'Yg'VY]'5V`Ài ZYbž'GcbXYfdfcXi _h]cbYb ZØf'?i bXYbž'DfcXi _hYbhk]W_`i b["8]Y'98J!I a ghY``i b['k ÀfY'c\bY X]Y'9fZU\fi b['Ui g'XYf'DfUI]g'b]Y'gc'fY]Vi b[g`cg'a Ò[`]W\ [Yk YgYb"

'K]f a Yf_Yb Y]bY J YfgWX]YVi b[']a ? Ui Zj Yf\U`hYb **

; $YgWAZhgZØ\fYf$; Ycf[GWAiYfžgY]h%-, 'JbXYfCVYf`UbX!; $YgWAZhgZØ\fib[JaJhYf]YkGVYfDfY]gYžGY\f`]b[Y77c"$

 $\label{eq:continuous} \mbox{Y (a) $$ Ycf[GWXi Yf^Y]bgh^YYf^]b[VY]^CVYf^UbX^Z^]gh^gY]h^XYb^- $$ Yf $$ \mbox{Y (b) $$ Yf^Y b^-]b^-XYf^-; $$ YgWX A^ZhgZ\Delta hAh]["$$ $$ Ib [hAh]["$$ $$ Ib [hAh]["$$ Ib [hAh]["$] $$ Ib [hAh]["$$ Ib [hAh]["$$ Ib [hAh]["$$ Ib [hAh]["$] $$ Ib [hAh]["$$ Ib [hAh]["$] $$ Ib [hAh]["$$

: Y]gWX / 7c. K]Y gY Yb G]Y X]Y Fc Y XYg : Y]gWX YfVYfi Zg3

; Ycf['GWki'Yf.'9g']gh'Y]b'gdUbbYbXYf'6YfiZ''A Ub'VYbÒh][
[fc>Yg': UWkk]ggYb"'9g'[Y\h'ia': Y]gWkeiU']hÀhYbž'NigWkb]hhYž
A Uf_hg]hi Uh]cbYbž'8c_ia YbhUh]cbYbž'EiU']hÀhgg]WkYfib[ž
JYfUfVY]hib[ggWkf]hhY'VY]'XYf'Dfc!'Xi_h]cb'jcb'Kifghk UfYb'k]Y
GY'WkkUfYbž'bYiY'HYWkbc'c[]Ybž'YhW'ibX'Yg'[]Vh'UiWk']a a Yf
bYiY'<YfUigZcfXYfib[Yb"

: `Y]gW\ / '7c. K]Y k]W\ h][']gh X]Y '@Y\ f`]b[gUi gV]`Xi b[3

; Ycf['GW i `Yf.' 8]Y'6fUbW\Y'_Àa dZha]h: UW\UfVY]hYfa Ub[Y`k]Y'j]Y`Y'UbXYfY'6fUbW\Yb'Ui W\"8Ufi a 'a i gg'XYf
@Y\f`]b[gUi gV]`Xi b['Y]b'[fc» Yg'5i [Yba Yf_'[YgW\Yb_h'k YfXYbž
XUa]h'Ui W\']b'Ni_i bZh'k Y]hYf': `Y]gW\'a]h'VYghYf'E i U`]hÀh'Ui Z'X]Y
HY``Yf'_ca a Yb'_Ubb"

: `Y]gW\ / '7c. K]Y]gh X]Y U_hi Y ``Y DfY]gg]hi Uh]cb3

; Ycf['GWi'Yf.' K]f'\UVYb'ni fnY]h'DfcV'Ya Y'VY]'XYf

J YfZØ[VUf_Y]h'XYf'K UfYž'gdYn]Y'`']a 'F]bXZY]gW\!'i bX

@Ua a VYfY]W\'gck]Y'; YZØ[Y`"'K Y]hYfYg'g]bX'X]Y

: i hhYfa]hhY`dfY]gY'Ybcfa '[Ygh]Y[Yb'i bX'k YfXYb'Xi fW\'8Øb[Yf!

DfY]gghY][Yfi b['bcW\'ghY][Yb"'8UXi fW\'\UVYb'k]f

DfY]gghY][Yfi b[Yb'VY]'U``Yb'DfcXi _hYb"

: `Y]gW\ / '7c.'K Ug'hfY]Vh'X]Y'DfY]gY'k Y]hYf'Ub3

; Ycf['GW i `Yf.' Ni f'DfY]gghY][Yfi b['hfU[Yb'Ui W.'X]Y']a a Ybg [Ygh]Y[YbYb'9bYf[]Y_cghYbž'A U! 'gW.]bYb_cghYbž

HfUbgdcfh_cghYbž'J YfdUW_i b[ga UhYf]U`ž

@]YZYf_YhhYbi bhYfVfYW\i b['k Y[Yb'XYf'7cfcbU!DUbXYa]Y'VY]"

=a a Ybg']a 'DfY]g'[Ygh]Y[Yb'g]bX'X]Y'?i fnVfUhUfh]_Y``i bX

J YfUfVY]hi b[gZY]gW\ 'bUhØf`]W\ 'Ui W\ 'Xi fW\ '5b[YVch'i bX

B UW\ ZfU[Yž'k]f'a Yf_Yb'ni fnY]h'Y]bY'J YfgW\]YVi b['VY]a

? Ui Z Yf\U`hYb'j cb'6fUh'ni 'GW\ a cfUfh]_Y`b''

.

 $6\,Y\,gi\,\,W\!\!X\,Y\,b\,\,{}^.G\,]\,Y\,{}^.i\,\,b\,g\,{}^.U\,i\,\,Z_.\,\,{}^.Z\,{}^.Y\,]\,g\,W\!\!X\,i\,\,b\,X\,W\!c\,{}^.U\,h$