

# Service Management of Catering Organisation

Student's Name

Institution

# Outline

1. Brief overview of catering service organization
2. The key elements of organization's servicescape
3. Assessment of the elements and their contribution to :
  - a) the operation's effectiveness
  - b) the operation's efficiency
4. Conclusion

# Catering Service Organization

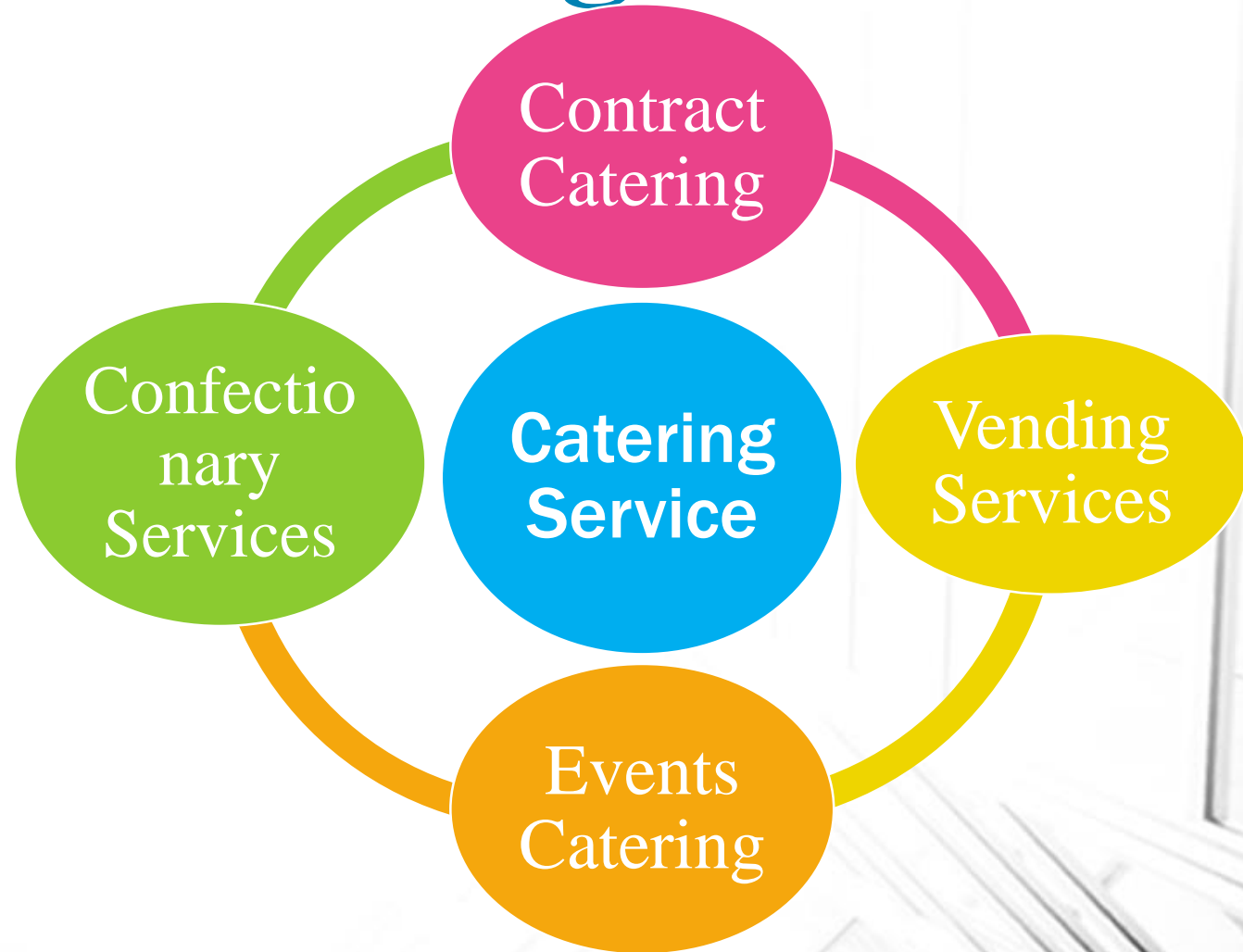
- ✓Catering is an important sphere of economic activity
- ✓It functions as a way of leading a healthy lifestyle and recreational activity
- ✓It has a number of tangible sources of great importance for such business
- ✓It needs proper management and organization within the company



# Overview of Functioning Elements of Catering

## □ Catering Service:

- ✓ Contract Catering
- ✓ Vending Services
- ✓ Events Catering
- ✓ Confectionary Services





# The Key Elements of the Organization Servicescape

## 1. Facility Exterior:

- exterior design, signage, surroundings

## 2. Facility Interior:

- décor, design, furniture, equipment, air, kitchen utensils, waiters and the level of service, website, uniform

## 3. Other Tangible:

- food quality, variety in menu, mobility, discounts



# Seasonality of Catering Service Organization Work

Season of work	Activities Format	Percentage of total orders
1. December – early January	Banquets and buffets	25-30%
2. May –early September	Picnics, barbeque, buffets	50%
3. Late February – March, April, September, October	Coffee breaks, cocktail buffet	20-25 %
4. January and November	Dinners, cocktail parties and private events	10%

# Facility Exterior

- ❑ The premises and the exterior of the building function as an advertisement for the catering company
- ❑ The size and the offered infrastructure function as the most significant customer attracting facilities
- ❑ The consumers prefer the companies that offer a wide range of services and have a number of halls that can be used for various occasions
- ❑ The landscape and the general environment function as a source for the larger number of consumers what leads to the greater income
- ❑ Bright signing and nightlights of the catering organization attract the people who prefer having a nice meal and entertainment





# Functions of the Exterior

- ❖ Location: direct access and the attractiveness of its entourage – infrastructure
- ❖ Facilities - convenience
- ❖ The level of service includes a range of services, their style and quality to meet the customers' needs
- ❖ Image is providing a favorable perception of restaurant customers.
- ❖ Cost of services provided



# Facility Interior

- The essential elements of comfort of the organization's interior design produce the first impression upon the consumers and determine whether he/she will like or not the facility and come here again
- The style of the interior design should be connected to the exterior one in order to make a harmony for the whole organization
- The departments like wardrobe and well equipped kitchen, washrooms and hall make it pleasant place for eating and enjoying a time
- Comfortable positioning and distance between the elements of furniture determine the effective and easy work for waiters and other employees



- ✓ Proper storage of the kitchen utensils determines a fast and effective service of the catering organization
- ✓ Working washing machines determine good quality of the service and let the customers see the level of the company
- ✓ Clean utensils are a must for every catering organization
- ✓ The connection of all segments of the organization determines the success and effectiveness of work

- The responsibility of the personnel for keeping the utensils safe should be on the highest level as the damages make a significant loop in the income accounts
- The managers should determine the rules of using the utensils and organize mutual control of the workers
- Culture and good communication should accompany the process of working at the company; consequently, it makes the process qualitative and lets solving of the greater part of problems in a quiet and friendly way





# Quality of Food and Beverages

## Food

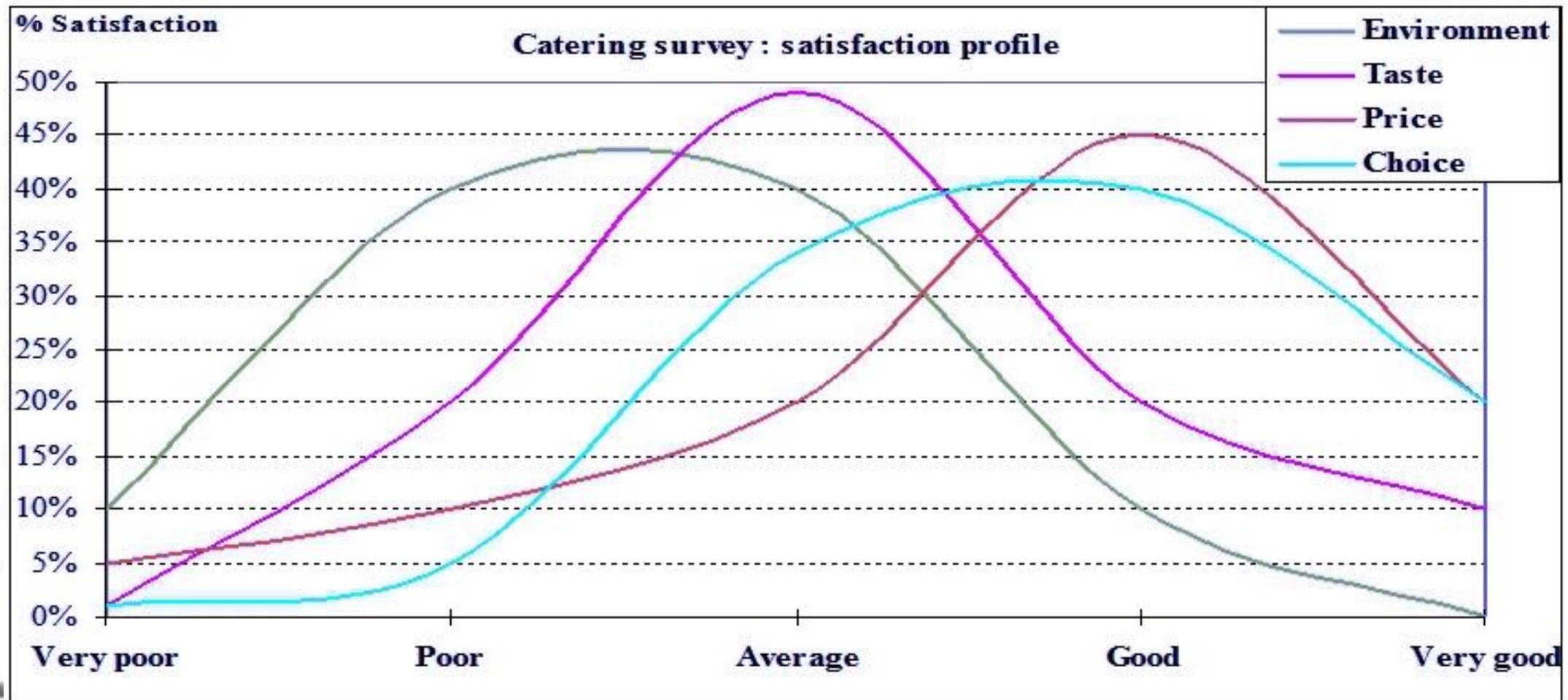
- **The top quality of all products**
- **Freshness**
- **Variety**
- **Meat / Vegetable options**
- **Menu changes**
- **Special menu for catering of weddings, celebrations, corporate banquets**

## Beverages

- **The scale of drinks should be presented by a number of choices**
- **The beverages should be of the highest quality**
- **The trustful beverages suppliers**
- **Professional serving staff**
- **Corporate classes for proper serving of beverages**



# Catering Survey – Analysis of Satisfaction





# Website Design

- The website of the catering organization makes the half way to success of the company
- The website is the face of the company in the Internet
- The design and the look of the website should be done in accordance with the style of the facility
- The website should be informative and contain as much useful information as possible
- The website should let the visitors see the menu of the organization, the price-lists, pictures of serving examples and have an option of online service ordering

# Website Effectiveness

Effective catering website



Not effective website



# Conclusions

- The success of a catering organization depends on the number of issues including the exterior and interior facilities, personnel qualification and a general style and image of an organization
- Not depending on the size of the company, the level of services should be the highest possible to provide the constant level of orders and leading a company to success
- All the elements of an organization should be interlaced and connected to each other to make the working process mutually beneficial and easy
- Corporate culture and the level of services presented should be on the highest level
- Food and beverages quality should be exclusive and make no exceptions for various types of catering events from simple picnic to a huge wedding



- ❑ Management segment of the catering organization should work hard in order to make the process of the company's development smooth and effective
- ❑ The organization has to provide corporate training and make everything possible to keep the standards high
- ❑ Location is the most important factor for the success of the company
- ❑ The name, interior and cuisine of the catering organization make the basis for the future professional growth and development
- ❑ The process of making a website should be well planned and include all the latest options that may be liked by the customers





# Recommendations

- ✓ Thorough choice of the location of the catering organization
- ✓ It is essential to connect the interior and the exterior of the company to its name in order to keep the style solid
- ✓ Pay thorough attention to the website design and add new information constantly
- ✓ Establish a friendly atmosphere and work on building a team
- ✓ Culture should be present in all the spheres of the organization
- ✓ Check the quality of the food constantly
- ✓ Wide variety of menus for different events and occasions

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