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

<table>
<thead>
<tr>
<th>Season of work</th>
<th>Activities Format</th>
<th>Percentage of total orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. December – early January</td>
<td>Banquets and buffets</td>
<td>25-30%</td>
</tr>
<tr>
<td>2. May – early September</td>
<td>Picnics, barbeque, buffets</td>
<td>50%</td>
</tr>
<tr>
<td>3. Late February – March, April, September, October</td>
<td>Coffee breaks, cocktail buffet</td>
<td>20-25 %</td>
</tr>
<tr>
<td>4. January and November</td>
<td>Dinners, cocktail parties and private events</td>
<td>10%</td>
</tr>
</tbody>
</table>
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 which 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 halfway 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
Reference list


