

# Restaurant decoration and table setting marketing essay



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In the hotel industry, the employee or employer those who working in a restaurant should be maintain a skill, experience and knowledge how to preparing food, how to serve the food for customer and how their manage restaurant. Therefore, the manager who are responsibilities to manage the restaurant, order food and beverage and prepare the food for their customer, they are should be have a planning, organizing, motivating and controlling. In the food and beverage department, the planning process that would be include a several of basic policies for example controlling the cost and forecast profitability, understand what customer needs and wants, understand marketing strategic, using a marketing mix to organize the business in restaurant and understand about their job and task.

Therefore, the main aim if food and beverage operation that is helps to achieve their customer satisfaction and these are several of customer needs and wants might be seeking to satisfy involve physiological, economic, social, psychological and convenience. The manager should be understand about what their customer needs to wants because that is the most important process to preparing food for them for example vegetarian or diabetic. In addition, the design of restaurant also is the most important because the manager should be to ensure provide safe and healthy environment and to ensure their customer can be enjoying their meal in comfortable environment.

## **1. 0 Theme**

In the restaurant, we are choosing a title “ Healthcare food festival” that is a Chinese style tablet and that is the most important for everyone nowadays because these are many people would be suffering from different types of

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diseases for example high blood pressure, diabetes, high cholesterol and others. Therefore, the patient would be try to get well from the traditional herbal food, drinks or soup and that would be provide a good effect of diseases.

## **1. 1 Customer Satisfaction**

In the healthcare food festival, we are understand about what the customer needs and want for example quality of food, value of food, taste of food and food price. Therefore, we are must be to ensure provide a standard quality of food, delicious, health and hygiene product or food for customer.

## **1. 2 Marketing Consideration**

When we are organize the activities, we are also using the marketing planning, marketing strategy and marketing mix to understand what the customer needs and wants nowadays. Besides that, we are also research our competitor product and price and target of customer. In addition, we are also using marketing mix for example place, product, price and promotion.

## **Marketing Mix**

### **1. 2. 1 Product:**

The product basically would be consists of its tangible and intangible feature. Tangible items that include the quality of foods and beverage produced and served restaurant decoration and table arrangement. Intangible items feature of the product are those that to satisfy the feeling of customer for example service and attitude of the staff, taste of food and beverage and others. Therefore, we are usually provided good quality of health food and

beverage for example herbal soup and herbal drinks. We are also provided a good attitude and service when preparing and serving the food and beverage for customer.

### 1. 2. 2 Price

The prices charges by the catering operation are the balance between the organization on the one side with its need to achieve profitable sales and the others charges that the customer must be pay for product for example service tax and government tax. Therefore, we are setting the reasonable price and sell the product to the customer.

### 1. 2. 3 Place

This aspect of the marketing mix is concerned with a number of factors for example location of the catering outlet and the availability and accessibility of the location. Therefore, we are selected and choosing the better location to organizing our activities.

### 1. 2. 4 Promotion

The promotion that is concerned with informing the market about an organization's product and persuading to the customer. Therefore, we are promoting our product through the leaflet, newspaper or magazines and website.

## **1. 3 Restaurant Decoration and table setting**

### **2. 0 Menu Planning**

In the activities, these are two types of menu that usually can be found at different catering or restaurants for example table d hote and a la carte. Therefore, these are two types of menu would be offering many types of meal experience and beverage for their customer choose. We are using a la carte menu to sells different types of food and beverage for the customer.

#### **2. 1 A ‘ la carte menu**

The ‘ la carte menu that is to identify by:

Being usually that using a larger menu and different types than table d ‘ hote menu and offering a greater choice

Listing under the course headings all of the dishes that may be to prepared by the establishment

All dishes would be prepared to order by customer

Each dish that is a separately priced

Usually being more expensive than a table d hote menu

#### **2. 2 Cost, Profit and Sales**

The cost of operating a catering unit or departments that is usually analyzed under the three headings and these are food cost that calculated by several of formula:

Opening Stock + cost of purchase - closing stock - cost of staff meals =  
material cost

Labor cost: wages and salaries paid to all employees and that also plus any employer contributions to government taxes, bonuses, staff meals and pension funds.

Overhead cost: all costs other than material and labor cost for example rent, rates, insurance, depreciation, repairs, printing and stationery, china and glassware, capital equipment.

Material

Labor

Overheads

Net profit

Sales 100% Total cost 80%

## **2. 3 Profit**

These are three types of profit that can be using to calculate their food and beverage operation:

Gross profit = total sales - cost of material

After-wage profit = total sales - (material + labor cost )

Net profit = total sales - total cost ( material labor + overhead costs )

## **2. 4 Menu Pricing**

These are several of special pricing consideration for the food and beverages: sales tax, service charges, cover charge and minimum charge.

### **2. 4. 1 Sales tax**

It is important to the customer know about the food and beverages prices displayed or quoted are inclusive of this sales tax or not and that the we are also needs to realize that any money collected on behalf of the government at some time to be paid to government and that would not to calculating include revenue and average spend.

### **2. 4. 2 Service charges**

Made to the customer at a fixed percentage of the total cost of the food and beverage served.

To determine what size of tip to give when in a particular establishment

The service charge would not be including with revenue or average spends.

## **2. 5 Types of food and beverage in menu**

### **3. 0 Preparation of Service**

#### **3. 1 Types of customer**

Family Group

Patient damage by high blood pressure

Younger and talents

### 3. 2 The site of location

We are organizing the restaurant inside the shopping centre because they are can be attracting more customers and selecting more target of customer. Therefore, we are also having many competitors around there for example Kim Gary Hong Kong restaurant, Sushi King, Sakae Sushi and other catering outlet.

### 3. 3 Types of service offered

We are provides a la carte menu because that can be given different types of foods and beverages for customer choose their favorites foods in the restaurant. In addition, we are having different types of position for example hoisters, waiter or waitress, captain and expeditors in the service crew, there are also kitchen helper, chef and washing department at the kitchen crew.

### 3. 4 Lighting and color

Functional lighting in the dining room must serve a number of purposes.

These are namely:

Fixtures directing lighting on to ceiling and walls should indicate to guests the dimension of the room, together with any special attractions, such as pictures and old oak beam because that is low wattage incandescent bulbs are best suited for this purpose.

The lighting should project a subdued atmosphere with contrasts between bright and dark areas and tabletops capturing much of the light whilst ceiling and upper walls remain dark.



### 3. 5 Chair Consideration

We are considering about the chair seating arrangement that depends on:

The size and shape of the food service areas

The design of tables and chair used

The allowance made for gangways and clearing trolleys

The types of establishment

### 3. 6 Table Consideration

In the restaurant, we are using round table and square table because this square table would be seat with two or four person and that the round table will seat 5 to 8 person for example these are family group or largest parties have a dinner or luncheons in the restaurant.

### 3. 7 Sideboard

We are also using sideboard to prepare and stand by the equipment and tools for example fork, spoon, plate, bowl, knife, towel or tissues paper and that sometimes the staff also prepare the sauces and tooth stick when they are customer needs.

### 3. 8 Dishwashing Method

We are using a manual method to washing the plate, equipment and tools in the restaurant because we are believe that manual dishwashing method is more hygienic and clean than using machine to automatic washing method.

### 3. 9 Food and beverage Storage

In the restaurant, we are using a refrigerator to keep and storage the food and beverage at low temperature between 5'C to 0' C. Therefore, we are usually to ensure and checking date of food and beverage and make sure food hygienic when prepare and serve for the customer.

## **4. 0 Rule that should be followed for service at the guest table**

### 4. 1 Personal attitude

Characteristics of personal attitude and gesture are always plays an important role in any part of service, why I will say like this, from a general point of view while we entering a restaurant meet with a friendly and good manner staff, we will feel comfort and welcoming, this is the main issue as a customer will be considered before entering to a restaurant.

### 4. 2 When serving dishes to customer serve on the right hand side

Why serving are always on the right hand side but not in the right hand side? Serving flow is always served through anti-clockwise. Since serving are serve through anti-clock-wise if using left hand serving meal to customer that we can imagine our left hand might hit the customer face, or it might obstruct customer vision while your customer are chatting with his/her friend. As a result our left hand is not suitable using for serving. Beside this, there still have one thing must be remember, no reverse while serving. It is to avoid any accident will be happen because of unseen result hitting customer or child at our backward. For a serious situation, if our hand are holding any

plate or glasses, it might dangerous to anyone is in that area if the plate are falling toward to that person.

#### 4. 3 understanding priority of customer through status or age

In a restaurant, for every particular worker will meet a lot of customer every day, as a generally there have three type of customer which is family, couple, and group of friend or colleague. For a family client, if there have older people, child and baby, serving priority will be taken by the children first, then only come to older people. Why after serving the child continuously is not serving their parent or adult yet? This is because of it showing manner and respect. Lastly, if having baby there do not place any food, drink and tableware close to the baby because it might danger or causing injury even dead, this is a seriously topic in restaurant so that must be alert all the time, ensure placing the food to the parent or placing with a distance that cannot taken by the baby in the situation if the parent are request or are dining. Come to the couple customer, as a general knowledge that come with one word name ' ladies first' so make sure that we always remember the priority generally will hold by the ladies. Furthermore for group of friend or colleague will be the same as couple customer, ladies will be the first.

#### 4. 4 Clean up all the plate or bone before start serving other dishes

In generally for the full course meals there have four courses started with appetizer, soup, main course and the last is dessert. If the customers finish his or her first courses, before the next course ready serve to the table, the duty serving staff must make sure the customer tables are clean and free  
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without any plate, bowl or any bone and unused tableware is still place on the table. All these step are taking is to provide customer more space and comfort when moving around.

#### 4. 5 Do not allow smoke or phone during the working hours

In food and beverage department, daily serving staffs will be meet a lot of customer, if a smoker is just finish with a cigarette then come to serve a customer, it will left a very bad impressive toward customer. Furthermore, if there have a customer who hating smoker it might make that customer angry because the smoker spoil his/her appetite. In another situation especially for male staff, sometimes he might be lazy use an excuse to toilet for 15 and above but intent calling his girlfriend. If in this period suddenly having few table customers coming, it will cause rushing. As a result, a responsible and well performance serving staff should not putting personal problem or needs gather with the working period.

#### 4. 6 Dressing

With a point of view to a person towards his/her dressing or attired probably can be recognize his/her attitude. For serving staff before asking and serve the customer, the first impression can be giving through our expression and dressing, it will changes customer feeling and mood if the serving staff is wear with smart and clean, it will make customer more confident to entering the restaurant.

#### 4. 7 Ensure personal hygiene

For every serving staff must be taking good care of personal cleanliness, if the food are contaminate in food processing because of careless, it will causes profit loss even reputation damage, As a part of food and beverage member, for each of them should ensure dint have any kind of this related matter will happened. The only method to avoid this matter will be happened is to taking every step carefully. Before starts working, after using toilet, or handle trash before, make sure all of this situation must be manage well and always ensure personal cleanliness.

#### 4. 8 Entertainment are not allowed while working hours

Music, video, movie, game or any kinds of entertainment are not allowed while working hours, entertainment only will be allowed in break time.

Addition chatting is the most common situation will be happed in any industry, finally become neglect the task are needed to be done or simple work and done faster because wanted to continue their story. As a responsible serving staff should be perform well and be alert to any customer might calling for request added additional food or utensil.

#### 4. 9 Well utilize equipment and tools for serving or cleaning

Using tray to serving food or drink, clean the table with napkin, or clean the dirt floor with mop. All these equipment or tools are purchasing for cleaning and serving purpose so do not work for extra step will slowing the operation. For example if the staff are not taking tray to transferring food it will become very slow compare a staff transferring food or beverage with tray in 4 or 5 portion in each times.

## **5. 0 Recommendation**