

Hospitality operations



Events Evaluation al affiliation: Event Evaluation Brand The restaurant has three types of fast food brands served in traditional noodle boxes. The dishes included fried rice, stir-fried noodles and Thai green curry with rice. Rice and vegetables featured in at least two of the dishes. Choice of chicken in each of the dishes was also viable across the range. According to the restaurants mission of ensuring customers satisfaction and happiness, the noodle boxes provided flexibility in terms of where to eat the food. The brands were also of a fresh mix of blends such as vegetables and sold at reasonable prices.

Menu analysis

Ingredients' standardization had three main merits – ensuring minimization of food leftovers among the customers, limited likelihood for customers view of the restaurant as having poor value for money, and maximized profiteering.

The three dishes provided a wide range of supplementary choices. For instance, one could serve fried-rice with beef, chicken or vegetables. This provided the customers with a range of options to choose from, giving provision for the vegetarians.

The stir-fried noodles served with vegetables had the greatest percentage of profit margin. For a single customers dish, its ingredients were the cheapest to acquire. The dishes had a set of healthy primary ingredients, rich in vitamins and high in nutritional value. For instance, use of garlic and ginger across the ingredients add a delicious taste and nutritional value to dishes. Different blends of milk shakes added flavor to the menu. Besides the flavored tastes, the addition supplemented the dishes with beauty to the menu set-up and perfect blends with the dishes. Moreover, provision for a wide range of drinks also augured well with the menu set up. The customers

could opt to pick a drink of their desire from the options.

The menu also provided for junk foods selection that included chips, offered as sides foods.

Products definition

Fried rice is a fast food made by boiling rice then frying on a frying pan together with such ingredients and additives as eggs, jasmine oil, carrots, ginger, garlic, fish sauce and spring onion. Stir-fried noodles are fast foods made by marinating chicken and beef separately before cooking together with vegetable. Mushroom, leeks, carrots, sunflower oil, vinegar and green peppers are the main ingredients. Thai green curry has chicken as the main component of the dish and is cooked specially with such ingredients as fish sauce, green beans, ginger, green pepper, coconut oil and Thai green curry paste.

Description of the Balanced Scorecard

The balance scorecard had five areas: event, objectives, measures, targets and the initiative. The event included specific areas of focus before and during the restaurant's event. It included the specific areas of attention with an aim of professional services and profit making (Tum & Norton, 2006, p. 19). The events included financial, customer, process and people. The objectives include activities and or achievements intended to come under each event as listed (Kotschevar & Withrow, 2008, p. 32). Measures were the outline of activities that the restaurant's management and staffs ought to put in place to achieve the objectives (Clyne, 2013). Targets are what measures are set to achieve if well adhered to by the restaurant staffs and management. On the other hand, initiatives precisely described how the restaurant management and staff could have good strategies for the

intended measures to achieve the set objectives. For the measures, it is imperative to conduct thorough market research to identify exact market and services gaps on which to major (Brown, 2003).

References

Brown, R 2003, *The restaurant managers handbook: how to set up, operate, and manage a financially successful food service operation*, Atlantic Pub. Group, Ocala, FL.

Clyne, V 2013, *Modern buffet presentation*, Wiley, Hoboken, N. J.

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Tum, J. & Norton, P 2006, *Management of event operations*, Elsevier/Butterworth-Heinemann, Oxford.