

# All american lunch, supper, and touch screen menus

[Business](#), [Management](#)



Touch Taste Café: Standards and Measure Performance The establishment of Touch Taste Café as the only All American Lunch, Supper and Touch Screen Menus in Coral Gables will be a major milestone in the development of hospitality industry in the country. Its uniqueness will make it one of the most popular cafes in the city. With the mission of giving every customer an experience to enjoy unique, finest, quality food and service with touch screen menus, it will indeed leave them with an astonishing long-lasting experience.

In terms of performance, Touch Taste Café has made a lot of commitments towards accomplishing its short and long-term goals. First, this will be possible because it has set realistic goals that will be feasible within the specified time frame. By delivering high quality, efficient and faster services, it will be much possible for it to appeal to its clients and satisfy their needs whenever they require any service. The use of a touch screen to order for meals will be a new innovation that has never been experienced in the hospitality industry. It demonstrates that the management has taken all the necessary measures to ensure that all the goals are achieved.

Meanwhile, the café has acted right by having a well-structured human resources to run its day to day operations. With the hiring of a highly qualified and experienced team of professionals, it will surely offer the right level of satisfactory services to its clients. After all, they are highly motivated through the use attractive remuneration packages, promotions, teamwork; welfare services along side other monetary and non-monetary rewards. These have created a conducive working environment for each of these workers on whom the café will heavily rely on to accomplish its objectives.

The other important thing about the café is that it has managed to come up with one of the best organizational cultures worth emulating. Its commitments to a strict observance of business ethics will help it a great deal. Apart from creating a good and healthy working environment, it will help in building its reputation in the eyes of the general public. This will be achieved through an active participation in the Corporate Social Services exclusively such as food donations to the local populations who might not be able to afford what to eat. It will really make it win their confidence. However, despite this impressive performance, the management of Touch Taste Café still has to do a lot to improve on its weak areas. First, it needs to extend its market coverage. Rather than narrowing down to the aging clients, it should extend to cover the entire society. Besides, it should consider increasing its coverage and extend beyond the Coral Gables borders. At the same time, it should be ready to offer dynamic services to satisfy the diverse needs of its clients. Although the use of such a technology is considered as too innovative, the café needs to use waiters to be serving its clients as well. These, coupled with its uniqueness and quality service delivery, will make it enjoy a competitive advantage over its competitors before emerging as the best alternative in the market.