

# Food delivery essay sample



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Food is a basic necessity. The industry which deals with preparing food items/products refers to the food service industry. The food service industry is and will always remain in high demand because of its genre. These industries include restaurants, fast foods, school and hospital cafeterias, catering operations, food carts and food trucks etc. Restaurants and fast foods mainly contribute to the food service industry. 1 Fast food generally refers to the type of restaurants that sell quick, inexpensive take-out food. During a relatively brief period of time, the fast food industry has helped to transform not only diet, but also landscape, economy, work-force, and popular culture. The extraordinary growth of the fast food industry has been obsessed by fundamental changes in society. The whole experience of buying fast food has become so habitual, that it is now taken for granted, like brushing your teeth or stopping for a red light. Restaurants and fast foods are meant for same services except that restaurants offer a large menu including a variety of cuisines as compared to fast foods, which usually offers a small menu with quick service.

Another difference between a restaurant and fast food is, restaurants offer meals that are cooked and prepared and is eaten at the premises while fast food usually is pre-cooked meals or serves meals that are cooked easily. Diners may eat it inside the store or they can order their food “ to-go”. In fast foods you usually pay before eating unlike full service restaurants. 2 Foodservice organizations in operation in the United States today have become an accepted way of life, and we tend to regard them as relatively recent innovations. However, they have their roots in the habits and customs that characterize our civilization and predate the Middle Ages. Certain

phases of foodservice operations reach a well-organized form as early as feudal times. Religious orders and royal households were among the earliest practitioners of quantity food production. Records show that the food preparation carried out by the abbey brethren reached a much higher standard than food served in the inns at that time. The royal household, with its hundreds of retainers, and the households of nobles, often numbering as many as 150 to 250 persons, also necessitated an efficient foodservice.

In providing for the various needs, strict cost accounting was necessary, and here, perhaps, marks the beginning of the present-day scientific foodservice cost accounting. 3 The history of food delivery services traces its inception over sixty years. Since this time food delivery services still have the same basic principle to ensure that members of the community can have a hot, tasty and enjoyable meal. The first meal delivery services are believed to have been started during Wartime, London. As a result of the Blitz, many Londoners had lost their homes and their ability to cook for themselves. In response to this need the WVS (Women's Volunteer Service) produced meals and delivered them to people who had lost practically everything. This caring approach was carried on in various areas of the UK where injured servicemen were provided meals by volunteers in the local vicinity. After the war the first true food delivery service evolved in Hemel Hempstead in 1947.

The recipients were still servicemen who were incapable of cooking their own meals but instead of the vans used to transport meals today, these early services apparently used prams, lined with felt and even straw to ensure that the meal was delivered warm. Understandably this type of service was extremely labour intensive requiring a vast network volunteers, each with

good cooking knowledge and skills. Today, the processes involved incorporate mass production principles. In the UK food delivery services operate in a number of different ways. There are agency led programmes, typically ran in conjunction with local councils to cater for the local population. There are also private services that cater for those people that would like the benefits of food delivery but do not necessarily meet all of the criteria. In the modern age there are also a number of different ways in which the food is delivered. Some programmes deliver meal that are cooked in a central location and then kept warm as they are delivered.

Other programmes cook the food, allow it to cool and then cook the food before delivery in mobile units that both cook and deliver the food. The final type of programme delivers frozen meals that can be heated by the recipient in the microwave or oven. Modern technological research and development related to the food service have brought many advances in methods of food delivery service and in part from the production system and from the complicity of modern day food service operation. 4 Nowadays there are a range of different food delivery services out there catering for the elderly, disabled and also those with special dietary requirements. It is commitment development to caring and ensuring people eat well that has been a consistent theme throughout the of food delivery services. The objective of this study is to know the status of selected Food Delivery Service in Legazpi City which delved into the status, perception of respondents, problems encountered, and the possible intervention may be offered to solve the problem.

## Statement of the Problem

The study focuses on the food delivery services offered by Fast Food Establishment in Legazpi City.

Specifically it sought to answer the following questions.

1. What is the status of food delivery service in Legazpi City, In terms of;
  - a. Packages Offered
  - b. Marketing Strategy
  - c. Time
  
2. What is the perception of the respondents in a Fast Food Establishment in Legazpi City in terms of;
  - a. Packages
  - b. availability of order
  - c. Time
  
3. What are the problems encountered by respondents. In terms of;
  - a. Time
  - b. Weather Condition
  - c. Food Presentation
  
4. What are the possible interventions that may offered to solve the problem encountered; in term of;
  - a. Time
  - b. Weather Condition
  - c. Food Presentation

### Assumption of the Study

1. The Status of Food Delivery services offered by Fast Food Establishment in Legazpi City varies in terms of packages offered, marketing strategy, and time. 2. The perception of the respondents in a Fast Food Establishment in Legazpi City in terms of packages, availability of order, and quality of the food. 3. There are problems encountered by the respondents in terms of time, weather condition, and food presentation. 4. There are possible intervention that may be offered to solve the problems encountered by the respondents in terms of of time, weather condition, and food presentation.

### Scope and Delimitation of the Study

This study will discuss about Fast food Delivery Services in Legazpi City. It includes packages offered, marketing strategy, and time as well as the perception of the respondents in a Fast Food Establishment in terms of packages, availability of order, and time. It also includes the problems encountered by the respondents in terms time, weather condition, and food presentation. There are possible intervention that may offered to solve the problems encountered in terms of time, weather condition, and food presentation. The population of the study were four (4) owner or manager, twenty-five (25) customer and four (4) delivery man or runner of a fast food delivery services with a total of thirty-three (33) respondents. This study will focus on four well known Fast – Food Chains that offered delivery services in Legazpi City, including McDonald’s, Jollibee, Graceland and Chowking, Fast Food Chains not cited on the above statement are not included in this study.

### Significance of the Study

This study is significant to the following concern individuals. Franchisees.

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Findings of this study will provide them additional knowledge and strategies on how to increase their usual sales result of this study will be able to encourage potential investors. This study will also provide some information about how to manage a food delivery service. Delivery Man/Runner. Findings of this study will give the workers the benefit and compensation regarding Customers. Findings of this study will provide them information about what to expect with different ways of delivering the food to the customer. It will also give them an idea about their service that they avail. Researchers. Findings of this study will give the students an exposure and knowledge on how the food delivery is being process. And to further explain the food delivery process. Future Researchers. Results will lead them through further research. The result being gathered may be used as reference for their further studies and better understanding.

## Notes

Delivery Man (though you could be female) and Runner is sometimes used in a few locations who sell meals that can be delivered.