

Kabab-ji restaurant case study

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Kabab-ji Restaurant Case Study How do customers judge the quality of a restaurant? 1- By friendly and pleasant staff , helpful and knowledgeable people about the products and services they provide. 2- By restaurant hygienic and menu well presented 3- Freshness of the goods used by customers which served in restaurant Customer satisfaction. a. The price, quickness of service, and atmosphere of a restaurant affect restaurant customer satisfaction. In addition of that quality of both food and service are the most important factors satisfy customer. Forecasting. b. restaurant using forecasting for placing purchase orders for food, and supplies. For example restaurateurs often use forecasting to estimate the necessary purchase quantities of various food-related items. Capacity planning c. capacity planning how efficient restaurant use of resources to provide satisfactory service levels to users and attain success. For example number of tables and seating capacity also the number of meals served per day. In addition to that the efficiency on the handling schedule difficulties , product mix and quality factors such as (facilities, products, service process and human resources). Location d. A choice of location is one of main factor impact on the success or failure of the restaurant. There is a surrounding factors could impact such as the demographics. kababji prefer to situate its branches at strategic locations, primarily in high traffic locales on main roads with easy access to major residential areas Inventory management . e. Inventory management is one of responsibilities a good restaurant manager is do . most of managers are doing weekly inventory.

Which are counting every single item that comes in kitchen week after week , in order to find ways to control the costs and finding out which food is

being used or waste so that you can order just the right amount next time. Layout f. Physical layout of and architectural design of the restaurant play a role in business success or failure . Design success of restaurants lead to operational efficiencies. However design failure lead to operational inefficiencies. Scheduling g. For a restaurant operation scheduling is essential.

It helps to control and handle thing in a way to be ensure that all part of operation have the help they need to run smoothly. Scheduling is a crucial way to anticipate the daily sales and control of labor and be ensure to meet the most important goal of restaurant which is guest satisfaction. 3- What are some of the ways Kabab-ji links strategy and operations to gain an edge over its competition? kababjis aim is a long term brand building strategy focused on creating a loyal and sustainable customer base. it supports franchises and includes support, operational training and design, launch, and operational manual