

Victoria University Of Bangladesh

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1.

Services marketing is a form of marketing businesses that provide a service to their customers use to increase brand awareness and sales. Unlike product marketing, services marketing focuses on advertising intangible transactions that provide value to customers.

Advertisers use effective services marketing strategies to build trust with their customers and show them how their service can benefit them. Businesses may base their services marketing strategies on the promotion of ideas, benefits and promises to help them sell their services.

For example, a company that provides wellness coaching may promote the benefits of adopting a healthier lifestyle, the promise that they can help their customers achieve their fitness goals and

the idea that incorporating an effective wellness routine is easier with the help of a certified coach.

he 7 P's of Services Marketing

The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services.

Product: In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.

Pricing: Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in case of services attendant costs - such as labor and overhead costs - also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price for the service is then arrived at by including a mark up for an adequate profit margin.

Place: Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a

fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is better situated in the countryside away from the rush and noise of a city.

Promotion: Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings.

We now look at the 3 new elements of the services marketing mix - people, process and physical evidence - which are unique to the marketing of services.

People: People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.

Process: The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blueprint which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.

Physical Evidence: Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Thus, there

are hair salons that have well designed waiting areas often with magazines and plush sofas for patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

B.

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. These words make up the SWOT acronym. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy.

When trying to reach customers with a marketing message or ad campaign, targeting the right market with the right message is essential — If you aim too broadly, your message might reach a few people who end up becoming customers, but you'll also reach a lot of people who aren't interested in your products or services. When your messaging isn't optimized for your audience, you'll end up with a lot of wasted advertising dollars.

Market segmentation can help you to target just the people most likely to become satisfied customers of your company or enthusiastic consumers of your content. To segment a market, you split it up into groups that have similar characteristics. You can base a segment on one or more qualities. Splitting up an audience in this way allows for more precisely targeted marketing and personalized content.

The Importance of Market Segmentation

Market segmentation can help you to define and better understand your target audiences and ideal customers. If you're a marketer, this allows you to identify the right market for your products and then target your marketing more effectively. Similarly, publishers can use market segmentation to offer more precisely targeted advertising options and to customize their content for different audience groups.

Say, for example, you're a marketer who's advertising a new brand of dog food. You could split an audience into segments based on whether they have a dog. You could then segment that audience further based on what kind of dog they have and then show them ads for food formulated for their dog's breed. A publisher could use this same information to show content about dogs to people who have or like dogs.

Market segmentation allows you to target your content to the right people in the right way, rather than targeting your entire audience with a generic message. This helps you increase the chances of people engaging with your ad or content, resulting in more efficient campaigns and improved return on investment (ROI).

Types of Market Segmentation

1. Demographic Segmentation

Demographic segmentation is one of the most common forms. It refers to splitting up audiences based on observable, people-based differences. These qualities include things like age,

sex, marital status, family size, occupation, education level, income, race, nationality and religion.

Segmenting a market according to demographics is the most basic form of segmentation. Combining demographic segmentation with other types can help you to narrow down your market even more. One benefit of this kind of segmentation is that the information is relatively easily accessible and low-cost to obtain.

Some products are targeted explicitly towards a specific demographic. One personal care company, for example, might make two deodorant products — one labeled as men's deodorant and one labeled as women's deodorant.

Automotive companies often segment their audience by income and market different makes and models of cars to each segment. One company may have a luxury brand, an economy brand and a mid-range brand.

There are numerous ways to gather demographic data. One way is to ask your customers directly. This can be time-consuming, but getting the information directly from customers will help ensure its accuracy. If you go this route, be careful to be respectful in how you ask and give customers sufficient response options so you get accurate results. You may also be able to obtain demographic data directly from customers by looking at social media and other online profiles where they may provide information about themselves.

You can also get demographic from second-party and third-party data providers including marketing service providers and credit bureaus. Public records, such as those kept by the U.S. Census Bureau and the U.S. Postal Service, can also provide useful information.

Collecting this data in a data management platform (DMP) will help you to organize it and use it to target your marketing campaigns or content personalization efforts.

2. Behavioral Segmentation

You can also segment your market based on consumers' behaviors, especially regarding your product. Dividing your audience based on behaviors they display allows you to create messaging that caters to those behaviors. Many of the actions you might look at relate to how someone interacts with your product, website, app or brand.

Some types of behaviors to look at include:

Online shopping habits: You might consider a users' online shopping habits across all sites, as this may correlate with the likelihood they will make an online purchase on your website.

Actions taken on a website: You can track actions users take on your online properties to better understand how they interact with them. You might look at how long someone stays on your site, whether they read articles all the way to the end, the types of content they click on and more.

Benefits sought: This refers to the need a customer is trying to meet by purchasing a product.

Usage rate: You can categorize users based on usage rate. Your messaging will be different depending on whether someone is a heavy user, medium user, light user or non-user of your product.

Loyalty: After using a product for some time, customers often develop brand loyalty. You can categorize customers based on how loyal they are to your brand and tailor your messaging accordingly.

Behavioral data is useful because it relates directly to how someone interacts with your brand or products. Because of this, it can help you market more effectively to them.

You can collect this data through various sources including cookies placed on your website, the purchase data in your customer relationship management (CRM) software and third-party datasets.

3. Geographic Segmentation

Geographic segmentation, splitting up your market based on their location, is a basic but highly useful segmentation strategy. A customer's location can help you better understand their needs and enable you to send out location-specific ads.

There are several kinds of geographic segmentation. The most basic is identifying users based on their locations such as their country, state, county and zip code. You can also identify consumers based on the characteristics of the area they live in, such as its climate, the population density and whether it's urban, suburban or rural. Identifying characteristics can require you to get more specific since one county could have rural, suburban and urban areas.

Dividing a market according to location is critical if you need to target an ad to people in a specific area, such as if you're advertising a small local business. It can also be useful if you're targeting a broad area because it enables you to tailor your messaging according to regional differences in language, interests, norms and other attributes as well as the differing needs of people in different regions.

You may need to change the language of your messaging depending on the region you're targeting. People who live in different countries may also have different interests. Baseball is very popular in the United States, for example, while cricket is more popular in India. If you're marketing sports equipment or publishing sports articles, you will want to take these different preferences into account.

Companies can also consider different needs in different regions. A clothing company, for instance, will show ads featuring warmer clothing to people living in cooler climates and show the opposite to people living in warmer climates.

4. Psychographic Segmentation

Psychographic segmentation is similar to demographic segmentation, but it deals with characteristics that are more mental and emotional. These attributes may not be as easy to observe as demographics, but they can give you valuable insight into your audience's motives, preferences and needs.

Understanding these aspects of your audience can help you to create content that appeals to them more effectively. Some

examples of psychographic characteristics include personality traits, interests, beliefs, values, attitudes and lifestyles.

If you find that members of a demographic segment are responding differently to your content, you might want to add in some psychographic information. While demographics provide the basic facts about who your audience is, psychographics give you insight into why people decide to purchase or not purchase your product, click on or ignore your ad and otherwise interact with you.

Say you're a furniture and home decor company, and you have a market segment consisting of newlyweds in their 20s and 30s with a household income above \$60,000. Some members of this segment are converting, while others are not. When you add psychographic information into the mix, you may find that people that purchase your products often value community and friendships and are environmentally conscious. Based on this information, you could create ads that show people entertaining friends in their home and emphasize the environmentally friendly attributes of your brand.

You can collect this data in many of the same ways you can gather demographic data. You can ask your existing customers for this information using surveys. You can also look at the way people interact with your website and see what types of content they engage with, which gives you insight into their interests and preferences. You can also supplement your first-party data with second-party and third-party data.

Demographic, psychographic, behavioral and geographic segmentation are considered the four main types of market segmentation, but there are also many other strategies you can use, including numerous variations on the four main types. Here are several more methods you may want to look into.

Value segmentation: Some businesses will split up a market based on the “transactional worth” of their customers — how much they’re likely to spend on their products. To determine a customer’s transactional worth, you can look at previous purchase data such as how many purchases they make, how often they make purchases and the value of the items they purchase.

Firmographic segmentation: Business-to-business (B2B) companies may use firmographic segmentation to divide up the businesses in a market. This is similar to demographic segmentation with individual consumers but instead looks at the characteristics of companies that may become customers. Examples of data to look at include industry, revenue, number of employees and location.

Generational segmentation: Businesses may segment consumers by generation and group them into categories that include Gen Z, Millennials, Generation X, Baby Boomers and the Silent Generation. These generations are believed to share certain preferences, behaviors, personality traits and beliefs. Of course, not every member of a generation is the same, but generational segmentation can give you some additional insight into your audience.

Lifestage segmentation: You can also segment your market into groups based on where they are in their lives. Going to college, getting married and having children are examples of key life

events to consider. People at different stages of life need different things. For instance, soon-to-be college students may need apartment furniture. New parents will be looking to purchase baby food.

Seasonal segmentation: Similarly to how people buy different products in different periods of their lives, people also buy different items at different times of the year. Major holidays such as Christmas and Hanukkah also significantly impact purchasing behaviors.

2. A.

General presentation: very important as it identifies the image and personality of the particular unit. i.e., what type of an institution it is

The menu should be attractive

It should be clear – plastic coated to be cleaned or inexpensive paper which can be replaced should be in presentable, durable cover

It should be easy to read – headings, different type faces under each heading – help in selection. Use of graphics, color, blank space which is attractive to the eye. Should not be like a railway time table – mass of information in an unattractive style annoys the customer.

It should complement the service/organization

It should reflect current awareness – the current eating trends to satisfy customer requirements

Interested in design to direct the customer's eye to specific items that the caterer wants to sell – design will assist in achieving the uniqueness of a particular food operation.

Menu content: important to achieve sales

Language: Must be in keeping with the type of operation. Foreign language if used must be accurate and a simple, correct translation can be provided to aid sales. Flamboyant terms or language are difficult to understand.

B.

What is À la Carte

This term is a French loanword used in the 19th-century meaning 'according to the menu'. À la Carte is a menu with a variety of dishes, which are individually priced. This helps the customers to select their preferable menu from a wide variety, which may include more main courses along with their side dishes too. In other words, each category will offer a wide selection of dishes. And these courses are priced separately, meaning their prices differ according to the course the customer chose, and eventually, the bill is according to the dishes the customer orders.

Therefore, à la Carte dishes are only prepared after the customer orders his dishes, indicating that the customer should wait to get his order done. As a result, this

gives freshly cooked dishes to the customer

takes more time

needs a lot of preparation

needs a vast kitchen area

needs more kitchen equipment to serve various courses

needs a trained service staff

will result in more food wastage.

What is Table d'hôte?

Similar to the term à la Carte, table d' hôte is also a French loanword which means 'table of the host'. However, unlike à la Carte, table d'hôte has only a set number of courses, usually 2-4 courses. Therefore, it has a limited number of choices for the customer. Furthermore, there is a set price for this menu. So the customer, even if he consumes a certain dish or not, has to pay the full amount, set for this.

his menu includes courses prepared beforehand and are thus available at a set time. So, the customer can obtain his desired dishes without waiting unlike from the à la Carte menu. Therefore, the set courses are prepared in bulk quantities. Moreover, this menu type is economical from the restaurant's perspective since it has lesser wastage in comparison to the à la carte menu.

Furthermore, it does not require a trained staff as for the a la carte menu type.

Generally, this practice is common in restaurants during holidays where entire families dine together such as Easter and Thanksgiving, or on couple-centric holidays like Valentine's Day and Sweetest Day.

Difference Between A la Carte and Table d'hote

Definition

À la Carte is a menu type which includes a wider variety of courses that are individually priced whereas table d'hôte is the menu type consisting only of a set number of courses offered for a set price.

Dishes

À la Carte menu has a vast number of dishes under different categories and courses while the table d'hôte menu only has a limited number of dishes, usually ranging from 2-4 dishes.

Price

All courses are priced separately in à la Carte. Therefore, the customer can pay accordingly, but in the table d'hôte menu the set courses have a set price, so the customer has to pay the full amount even if he doesn't consume all dishes.

Food Wastage

Food wastage in the a la carte is high since it consists of multiple choices, but it is not that in table d'hote since it has a fixed number of choices. So they can be prepared beforehand and served quickly.

For the Customer

Since the customer can have a wider variety of courses from a la carte menu, he can enjoy a variety of courses according to his wishes and pay the bill accordingly. However, from table d'hote he is limited only to the set courses, and he has to pay the full amount even if he does not consume some of the dishes offered.

Conclusion

Both these two terms à la Carte and table d'hôte are restaurant terminologies. Both describe two menu types available for the customers. The main difference between a la Carte and table d'hote is that à la Carte includes a wide variety of courses which are priced separately whereas the table d'hôte includes only a set number of courses for a fixed price. Therefore, unlike the

numerous choices the customer can have from the à la Carte menu, the choices he can get from the table d'hôte menu is very limited.

3. A.

A food and beverage control system automates best practices in a restaurant or catering operation. It provides managers with a better understanding of the flow of food through the restaurant, allowing them to better plan cash flow and stock control. At the most basic level, it gives chefs a more structured way of planning menus that takes nutritional and financial considerations into account.

Importance of food and beverage control system

Creating a database of ingredients and suppliers will allow you to manage ingredient pricing better.

Nutrition

More relevant for specialized dining establishments such as catering companies, the ability to provide nutritional information on the food you serve can give you a competitive advantage and reassure customers, especially in areas such as school dinners.

Coding recipes allows you to manage your ingredients better while also incorporating standard estimates for waste (such as the yield after peeling and chopping vegetables or the wastage caused by evaporation and transfer of a cream sauce from the bowl to bowl). It will allow you to price your food more accurately.

If you know exactly how much it costs to make a meal, you can price it more precisely to undercut the competition while still making a quantifiable profit.

Consider the ability to nest recipes when looking at recipe management because most recipes are made up of multiple others. A function that allows users to scale recipes for different quantities easily will be extremely useful for busy chefs.

Stock control and purchasing

Some food and beverage control systems allow you to inventory your food and create purchase orders for more so that you can keep food costs to a minimum and losses to a minimum.

Six objectives of food and beverage control system

Analysis of income and expenditure

The research focuses entirely on the revenue and expenses associated with food and beverage operations. The revenue analysis of such variables as the volume of food and beverage sales, the sales mix, the average spending power (ASP) of consumers at various times of the day, and the number of customers served is normally done by each selling outlet.

B.

Controls at every level focus on inputs, processes and outputs. It is very important to have effective controls at each of these three stages.

Effective control systems tend to have certain common characteristics. The importance of these characteristics varies with the situation, but in general effective control systems have following characteristics.

Effective controls generate accurate data and information. Accurate information is essential for effective managerial decisions. Inaccurate controls would divert management efforts and energies on problems that do not exist or have a low priority and would fail to alert managers to serious problems that do require attention.

2. Timeliness:

There are many problems that require immediate attention. If information about such problems does not reach management in a timely manner, then such information may become useless and damage may occur. Accordingly controls must ensure that information reaches the decision makers when they need it so that a meaningful response can follow.

3. Flexibility:

The business and economic environment is highly dynamic in nature. Technological changes occur very fast. A rigid control system would not be suitable for a changing environment. These changes highlight the need for flexibility in planning as well as in control.

ADVERTISEMENTS:

Strategic planning must allow for adjustments for unanticipated threats and opportunities. Similarly, managers must make modifications in controlling methods, techniques and systems as they become necessary. An effective control system is one that can be updated quickly as the need arises.

4. Acceptability:

Controls should be such that all people who are affected by it are able to understand them fully and accept them. A control system that is difficult to understand can cause unnecessary mistakes and frustration and may be resented by workers.

Accordingly, employees must agree that such controls are necessary and appropriate and will not have any negative effects on their efforts to achieve their personal as well as organizational goals.

5. Integration:

When the controls are consistent with corporate values and culture, they work in harmony with organizational policies and hence are easier to enforce. These controls become an integrated part of the organizational environment and thus become effective.

6. Economic feasibility:

ADVERTISEMENTS:

The cost of a control system must be balanced against its benefits. The system must be economically feasible and reasonable to operate. For example, a high security system to safeguard nuclear secrets may be justified but the same system to safeguard office supplies in a store would not be economically justified. Accordingly the benefits received must outweigh the cost of implementing a control system.

7. Strategic placement:

Effective controls should be placed and emphasized at such critical and strategic control points where failures cannot be tolerated and where time and money costs of failures are greatest.

The objective is to apply controls to the essential aspect of a business where a deviation from the expected standards will do the greatest harm. These control areas include production, sales, finance and customer service.

8. Corrective action:

An effective control system not only checks for and identifies deviation but also is programmed to suggest solutions to correct such a deviation. For example, a computer keeping a record of inventories can be programmed to establish “if-then” guidelines. For example, if inventory of a particular item drops below five percent of maximum

inventory at hand, then the computer will signal for replenishment for such items.

9. Emphasis on exception:

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A good system of control should work on the exception principle, so that only important deviations are brought to the attention of management. In other words, management does not have to bother with activities that are running smoothly. This will ensure that managerial attention is directed towards error and not towards conformity. This would eliminate unnecessary and uneconomic supervision, marginally beneficial reporting and a waste of managerial time.

4. A.

A wine list is a menu of wine selections for purchase, typically in a restaurant setting. A restaurant may include a list of available wines on its main menu, but usually provides a separate menu just for wines. Wine lists in the form of tasting menus and wines for purchase are also offered by wineries and wine stores.

The wine list is typically organized into sections. A restaurant offering few selections may organize its list in two groups (red wine and white wine) whereas a larger wine list may have several sections, including any of the following:

- White wines
- Red wines
- Rosé wines
- Dessert wines

B.

4 IMPORTANT WINE SERVING RULES

A wide range of alcoholic beverages is served in the licensed area of food and beverage operations.

Guests consume the drinks either before the meal as an aperitif during the meal to accompany the food or at the end of the meal as digestives. The use of the right glasses for the drink enhances the drink's appreciation.

Sommelier is responsible for the wine serving. A sommelier has extensive knowledge and skills in this area. Wines are mostly enjoyed with food, different kinds of wines are suggested with different types of food. Here are some suggestions for pairing wine and food.

1. Right Glassware

2. Right Temperature

3. Proper Handling of the Bottle

4. Right Quantity

1. RIGHT GLASSWARE

The ideal glass for the service of wine is plain and thin. Wine glasses are stemware, having a stem and bowl. The bowl tapers in at the rim, giving the wine adequate room to breathe and concentrating the aroma toward the nose when the wine is sipped. Wine glasses come in many shapes and capacities. The minimum capacity of a wine glass is 7 Oz.

2. RIGHT TEMPERATURE

Wine is best enjoyed when served at the appropriate temperature.

3. PROPER HANDLING OF THE BOTTLE

Wine bottles should be handled carefully while transported to the table and during the service.

4. RIGHT QUANTITY

Wine should be poured in the right quantity into the appropriate glass.

The quantity of wine served varies according to the policy of the establishment and the wine glasses are selected according to the quantity.