



Victoria University of Bangladesh

Final Assessment

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Ans to the question no- 1(a)

Service Marketing-

Service Marketing is simply defined as a phenomenon wherein a service or an intangible commodity is promoted and marketed among the target audience. A novel kind of marketing, service marketing has become quite prominent in helping companies promote services around the world. Service Marketing reflects on the way a type of service is promoted in the market. Though service marketing is a unique concept, it calls out for an intangible representation of commodities (services). As opposed to Product Marketing that involves a physically visible product being promoted over various media, service marketing calls for the promotion of a service that is not physically available but is still sold out to the customers.

Moreover, the use of digital catalogs for service marketing could bring multiple advantages like easy access for the customers and budget savings for the seller, since print costs would not be necessary. Activities, benefits, or facilities, services are simply extended as a commodity to customers who choose from a varied nature of services. An example of service marketing can be- when a family arrives at a restaurant, they avail of the services (dining) while they are the restaurant.

In return, they pay for the services they have availed and perhaps consume an intangible commodity. From transport to education, the world has been wrapped up by services that tend to serve the common masses in one way or the other in recent times. The global sphere has eventually emerged as a service hub, providing multiple services to the customers who are present worldwide.

Types of Service Marketing There are broadly 3 types of service marketing:

- 1. B2C** - This is the main customer service provided by companies to its end customers. These can be telecom, hospitality, financial services, repair provided by providers. The main focus of the company can be selling service. E.g. Vodafone provides telecom services to consumers and markets it as its core offering.

2. B2B

Many companies provide services to enterprises and organizations. These can be networks, finance, travel, technology services etc. The motive is to show business value to an organization through usage of their service. This forms the core part of the b2b service marketing. E.g. Many technology services firms showcase their references and case studies where they derived value for similar organizations as the target customer. The value can be in terms of cost savings, revenue increase.

3. Post Purchase Service

This category of service marketing focuses on the add on and complementary services offered by companies in addition to the core product (or service in some cases). These can be warranty services, customer support, service request resolution, helpdesk, repairs etc. These services can be differentiating factor for customers when they buy the core offering. E.g. When a person buys a phone but gets 2 years of free warranty service and support. This can become a differentiator and forms part of the service marketing done by the phone manufacturer.

The 7P's of service 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.

1.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.

2.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 markup for an adequate profit margin.

3. 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.

4.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.

5.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.

6.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 blue print 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.

7. 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.

Ans to the question no -1(b)

SWOT analysis-

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. To do this, SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision.

Businesses commonly use SWOT analysis, but it is also used by nonprofit organizations and, to a lesser degree, individuals for personal assessment. SWOT is also used to assess initiatives, products or projects. As an example, CIOs could use SWOT to help create a strategic business planning template or perform a competitive analysis.

The SWOT framework is credited to Albert Humphrey, who tested the approach in the 1960s and 1970s at the Stanford Research Institute. SWOT analysis was originally developed for business and based on data from Fortune 500 companies. It has been adopted by organizations of all types as a brainstorming aid to making business decisions.

Example of a SWOT analysis the end result of a SWOT analysis should be a chart or list of a subject's characteristics. The following is an example of a SWOT analysis of an imaginary retail employee:

Strengths: good communication skills, on time for shifts, handles customers well, gets along well with all departments, physical strength, good availability.

Weaknesses: takes long smoke breaks, has low technical skill, very prone to spending time chatting.

Opportunities: storefront worker, greeting customers and assisting them to find products, helping keep customers satisfied, assisting customers post-purchase and ensuring buying confidence, stocking shelves.

Threats: occasionally missing time during peak business due to breaks, sometimes too much time spent per customer post-sale, too much time in interdepartmental chat.

Importance of market segmentation-

When marketers use market segmentation it makes planning campaigns easier, as it helps to focus the company on certain customer groups instead of targeting the mass market. Segmentation helps marketers to be more efficient in terms of time, money and other resources. Market segmentation allows companies to learn about their customers. They gain a better understanding of customer's needs and wants and therefore can tailor campaigns to customer segments most likely to purchase products.

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)

Market segmentation is not only designed to identify the most profitable segments, but also to develop profiles of key segments in order to better understand their needs and purchase motivations. Insights from segmentation analysis are subsequently used to support marketing strategy development and planning.

Market segmentation realizes that not all customers have the same interests, purchasing power, or consumer needs. Instead of catering to all prospective clients

broadly, market segmentation is important because it strives to make a company's marketing endeavors more strategic and refined. By developing specific plans for specific products with target audiences in mind, a company can increase its chances of generating sales and being more efficient with resources.

Common examples of market segmentation include geographic, demographic, psychographic, and behavioral. Companies that understand market segments can prove themselves to be effective marketers while earning a greater return on their investments.

The banking industry provides a very good example of how a company markets to specific market segments. All commercial banks service a wide range of people, many of whom have relatable life situations and monetary goals. If a bank wants to market to baby boomers, it conducts research and may find that retirement planning is the most important aspect of their financial needs. The bank can then market tax-deferred accounts to this consumer segment. If the same bank wants to effectively market products and services to millennials, Roth IRAs and 401(k)s may not be the best option. Instead, the bank may conduct in-depth market research and discover most millennials are planning to have a family. The bank uses that data to market college-friendly savings and investment accounts to this consumer segment. Sometimes a company already has a product but may not yet have its target consumer segment. In this scenario, it is up to the business to define its market and cater its offering to its target group. Restaurants are a good example. If a restaurant is near a college, it can market its food in such a way as to entice college students to enjoy happy hour rather than trying to attract high-value business customers.

Ans to the question no – 2(a)

Basic menu criteria-

Basic Menu Criteria 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 face under each heading – help in selection. Use of graphics, colour, blank space which attractive to the eye. Should not be like a railway time table – mass of information in an unattractive style annoys to the customer. It should complement the service/organization It should reflect current awareness – the current eating trends to satisfy customer requirements Interesting 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.

Ans to the question no- 2(b)

Table d’hote menu-

The meaning of table d’hote is a menu that offers a multi-course meal—with multiple options for each course—at a fixed total price. It's one of the best ways to increase restaurant sales.

Table d’hote translates as “table of the host.” The host, the chef or restaurant, is offering a specific meal. You can take it or leave it, but you can’t really change it that much. It’s as if you’re sitting at the host’s table and politely accepting what they’ve prepared.

Table d’Hote, Digital Style One way to turn your table d'hote menu into a touchless digital menu is to leverage QR codes. Just whip up a QR code PDF, though beware there are some QR code security issues around using free custom QR code generators online. Place your new QR code in a QR code template and put the template around your restaurant. It's also usually a good idea to place helpful scanning-related materials around, to help any folks that may not be used to the technology. Very few, as QR code statistics indicate. Things like how to scan QR codes on iPhones and Androids along with troubleshooting any issues around QR

code scanning problems. QR code uses are many. One particularly compelling usage is developing a QR code strategy for marketing. You'll want to research the best restaurant keywords to increase your online visibility and attract more customers.

Table d'Hote Menus Explained- The frequency that menus change is actually one of the reasons why digital restaurant menus and digital wine lists are so popular. If you use a digital menu solution, you can change up the wines on your table d'hote menu every night if you want. And you'll incur exactly no paper or printing costs. If your menu is ADA compliant, you'll also avoid the risk of crippling lawsuits. Check out our ADA remediation calculator to see how much it'll cost to get your menu compliant.

A la carte menu-

A la carte menu refers to when a diner orders one type of dish that is separate from a plate of an original menu. The term carries the meaning of going opposite of the menu. It came into English in the 1830s. It is the opposite of the word table d'hote, which means according to the menu.

Restaurants may offer both A la carte menu and table d, hote menu to satisfy the guest, and customers may decide what menu to choose, but now we will look at only a la carte menu. A la carte is a French word meaning "according to the menu", and it is used in restaurant terminology. English speakers adopted this phrase to refer to a certain type of menu.

The price of an a la carte menu is higher compared to table d' hote or a pre-fixed menu. A well-compiled a la carte menu offers a lot of variety to all age groups, and each dish must have a description so as to make the customer understand the dish and its price.

In a restaurant, a la carte is the practice of ordering individual dishes from a menu, this type of menu offers a wide choice of dishes under each category and each dish

is priced separately. A la carte dishes may include side dishes along with the main dish. The bill amount will be according to the customer's orders. It is the opposite of the word table d'hote where guests can take either all or some dishes from the menu, for which they have to pay a set amount.

Ans to the question no-3(a)

The objectives of food and beverage control-

Objectives of F & B Control The objectives of a food & beverage control are as follows:

- **Analysis of income and expenditure:** The analysis is solely concerned with the income and expenditure related to food & beverage operations. The revenue analysis is usually by each selling outlet, of such aspects as the volume of food and beverage sales, the sales mix, the average spending power of customers at various times of the day, and the number of customers served. The analysis of cost includes departmental food and beverage costs, portion costs and labor costs. The performance of each outlet can then be expressed in terms of the gross profit and net margin and the net profit.
- **Establishment and maintenance of standards:** The basis for the operation of any food and beverage outlet is the establishment of a set of standards which would be particular to an operation. Unless standards are set no employee would know in detail the standards to be achieved nor could the employee's performance be effectively measured by management. The management would have set SOPs (Standard Operational Procedures) which should be readily available to all staff for reference. This can be aided by regularly checking on the standards achieved by observation and analysis and by comments made by customers and when necessary, conducting training courses to re-establish the standards.

- **Pricing:** Pricing is important to determine food menu and beverage list prices in the light of accurate food and beverage costs and other main establishment costs; as the average customer spending power, the prices charged by competitors and the prices that the market will accept.
- **Prevention of waste:** In order to achieve performance standards for an establishment, targets are set for revenue, cost levels and profit margins. To achieve these levels of performance it is necessary to prevent wastage of materials caused by such things as poor preparation, over-production, failure to use standard recipes, etc. This can only be done with an efficient method of control, which covers the complete cycle of food and beverage control, from the basic policies of the organization to the management control after the event.
- **Prevention of Fraud:** It is necessary for a control system to prevent or at least restrict the possible areas of fraud by customers and staff. Typical areas of fraud by Customers are such things as deliberately walking out without paying; unjustifiably claiming that the food or drink that they had partly or totally consumed was unpalatable and indicating that they will not pay for it; disputing the number of drinks served; making payments by stolen cheques or credit cards. Typical areas of fraud by staff are overcharging or undercharging for item served and stealing of food, drink or cash.
- **Management Information:** A system of control has an important task to fulfill in providing accurate up-to-date information for the preparation of periodical reports for management. This information should be sufficient so as to provide a complete analysis of performance for each outlet of an establishment for comparison with set standards previously laid down.

Ans to the question no- 3(b)

The effective control systems and procedures-

A control system would be effective only when it is objective and impersonal. It should not be subjective and arbitrary. When standards are set in clear terms, it is easy to evaluate performance. Vague standards are not easily understood and hence, not achieved in a right way. Controls should be accurate and unbiased. If they are unreliable and subjective, people will resent them.

Responsibility for failure: An effective control system indicates responsibility for failures. Detecting deviations would be meaningless unless one knows where in the organization they are occurring and who is responsible for them. The control system should also point out what corrective actions are needed to keep actual performance in line with planned performance.

Controls will not work unless people want them to. They should be acceptable to those to whom they apply. Controls will be acceptable when they are –

- 1) quantified,
- 2) objective
- 3) attainable
- 4) understood by one and all.

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.

Ans to the question no-4(a)

The wine menus or lists-

A wine list is a list of wines written on a bill of fare. Wine lists are presented and offered like menus and usually in conjunction with them. While in some restaurants, a wine list is included on the restaurant's main menu, wine lists can also be offered on separate menus.

Wine lists are meant to provide a customer with a selection of wines from which to choose for purchase. Besides informing customers of what types of wines, the restaurant offers, wine lists can also help a customer select a wine based on personal preference. Prior wine knowledge will help the average customer select a wine out of the many that are listed on the menu, but extensive knowledge is not required to select a suitable wine for a single person, a large party or a specific occasion.

When someone looks at the typical wine list, he may first notice that the wine list is organized into sections. Many restaurants separate the wine selection into two general sections: white wine and red wine.

However, some restaurants may add additional categories such as rosé wines and dessert wines. It is also not uncommon to come across a wine list that is categorized by grape type, wine style, variety, region, country or specialty. Regardless of the way that a restaurant chooses to categorize its wines, they are usually presented from lightest wine down to heaviest wine.

A sommelier, or a highly trained wine waiter, will often provide a wine list to patrons. Sommeliers may aid customers by answering questions about the wines available for purchase or even offer suggestions. They may also be charged with composing wine lists and informing other restaurant staff members about wines.

Common Types of Wine There are countless varietals and blends of wine in the world, all with unique features, but choosing a few popular types of red and white wines from our guide below will get your restaurant's wine list off to a great start.

Without an in-house sommelier, curating a wine list can be a daunting task. But following a few essential tips listed above and gaining a better understanding of food and wine pairings can help make your decisions much more manageable. Remember to offer a diverse menu to appeal to a wider audience while ensuring your list is complementary to your restaurant's dishes.

Ans to the question no- 4(b)

The general rules for the serving of wines-

Storing Temperature

50 degrees Fahrenheit. to 55 degrees Fahrenheit - as normal storing temperature

70 degrees Fahrenheit - Wine to be stored up to 5 years

65 degrees Fahrenheit - Wine to be stored up to 15 years

60 degrees Fahrenheit - Wine to be stored exceeding 15 years

Serving Temperature

40 degrees Fahrenheit. to 50 degrees Fahrenheit - White wines and Champagne

63 degrees Fahrenheit. to 66 degrees Fahrenheit - Red wines and fortified wines

Presenting the White Wine

1) When a guest asked for white wine, the waiter or sommelier should obtain the bottle from the service bar set it into an ice bucket, cover it with a clean folded napkin and bring service into the dining room, but wine bucket to the right of the person who ordered the wine.

2) The waiter or sommelier then takes the bottle out of the bucket and present it to the guest with the label uppermost. And the host has an opportunity to verify the correctness of his order.

3) This bottle presentation is an important part of wine service and should not be overlooked. If the sommelier misunderstood the guest and brought in the wrong wine to which the guest will later object. Furthermore this bottle--presentation ceremony shows courtesy to the guest, regardless of his knowledge about wines, and adds to the atmosphere of the dining room.

Presenting the Red Wine

Wine Glasses Set the correct glasses on the table before opening the wine. For white wine, several types of stem glasses can be used and for the red wine must be right and exactly glasses. For elaborate service the glasses in which white wine is to be served should have been previously chilled.

Opening the Wine

1) The opening of the wine bottle begins with removal of the foil around and cork and neck of the bottle.

2) The foil should be cut with a knife well below the lip of the bottle and not ripped off with a fingernail. Older wines are often a bit moldy below the foil at the top of cork.

3) Wipe the bottle top and cork with a clean napkin. Set the corkscrew into the cork and turn it carefully straight into the cork, using only moderate pressure.

Since a cork break easily, it is important that the corkscrew turns in straight, rather at an angle, to avoid broken cork bits falling into the bottle.

Pouring the Wine

1) Before pouring any wine, wipe the open top of the bottle with a clean napkin to remove any cork grains or other impurities.

2) The sommelier should pour about an ounce into the glass of the host (or whoever ordered the wine) so that he/she can approve the wine.

3) Hold a towel in the left hand when serving the wine and use it to wipe the bottle. Do not wrap the bottle in a towel since the passengers usually wishes to see the label of the wine they are drinking.