

FOOD AND BEVERAGE MANAGEMENT 2nd Edition 2002

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LEARNING OUTCOMES

CHAPTER 1

FOOD AND BEVERAGE OPERATIONS AND MANAGEMENT

Aim

This chapter aims to set the scene for the rest of the text.

Objectives

This chapter is intended to support you in:

- setting the contents of this book in context
- identifying and applying a systems approach to foodservice operations
- developing ways of categorising the industry sectors
- exploring the nature of the foodservice product
- identifying the nature of customer demand
- analysing the business environment in order to identify factors which may affect the success of a foodservice organisation
- identifying the legal framework in which the foodservice industry operates
- setting organisational goals and objectives
- gaining an insight into service quality and quality management issues
- setting standards for food and beverage operations
- balancing customers service requirements with resource productivity
- developing an integrated approach to service quality management

CHAPTER 2

DEVELOPING THE CONSUMER-PRODUCT RELATIONSHIP

Aim

This chapter aims to further explore the nature of demand for food and beverage products through the application of a systematic approach to the development of the consumer-product relationship.

Objectives

This chapter is intended to support you in:

- adopting a systematic approach to the development of a consumer product relationship
- further identifying and appraising key issues associated with the nature of demand for food and beverage products
- identify key stages of product development
- identifying and applying various approaches to the development of a consumer-product relationship
- determining the usefulness and limitations of various techniques and their application to the development of the consumer-product relationship
- developing the consumer-product relationship as a dynamic process

CHAPTER 3 FOOD PRODUCTION

Aim

This chapter aims to demonstrate the importance of sound menu planning and emphasise its importance in the planning, implementation and management of food production systems.

Objectives

This chapter is intended to support you in:

- planning menus
- ensuring that hygiene management is an implicit function in the food production process
- managing food production as an operating system
- knowing details of the main centralised production systems available to the foodservice operator and the advantages and disadvantages of each
- managing volume within food production systems
- developing and managing the purchasing function and its relationship with the total operational process
- developing and applying operational control procedures

CHAPTER 4 BEVERAGE PROVISION

Aim

This chapter considers beverage provision within foodservice operations.

Objectives

This chapter is intended to support you in:

- working within the licensing framework for the sale of alcoholic beverages
- developing wine, drink and other beverage lists
- developing specific skills in managing the purchasing, storage and control of wine stocks
- pricing of wine and drink lists
- developing sales and increasing profits
- operating purchasing, storage and control systems for wine and drinks

CHAPTER 5 OPERATIONAL AREAS, EQUIPMENT AND STAFFING

Aim

This chapter aims to outline the broad and some detailed considerations in the planning, design, equipping and staffing of foodservice operations.

Objectives

The chapter is intended to support you in:

- developing a systematic approach to the planning, designing, equipping and staffing of foodservice operations
- making operational choices which contribute to meeting both customer and operational needs

CHAPTER 6 FOOD AND BEVERAGE SERVICE

Aim

This chapter considers various aspects in the management of food and beverage service.

Objectives

This chapter is intended to support you in:

- developing your understanding of the service sequence and the service process
- identifying and categorising food and beverage service methods
- exploring the relationship between operational choices in food and beverage service and resource productivity
- developing approaches to the maintenance of good customer relations
- dealing with the management of the volume in food and beverage service
- identifying and applying sales promotion principles
- managing the seven stages of the service sequence
- controlling revenue

CHAPTER 7 APPRAISING PERFORMANCE AND MAKING STRATEGIC DECISIONS

Aim

This chapter aims to identify and evaluate the techniques of measuring and appraising the performance of food and beverage operations and to consider and apply approaches to strategic decision-making.

Objectives

This chapter is intended to support you in:

- considering the basis for performance appraisal
- identifying the aspects of foodservice operations which are commonly appraised
- developing skills in the application of a range of performance measures and appraisal techniques to individual aspects of food and beverage operations, the product and the whole operation
- determining the usefulness and limitations in the various quantitative and qualitative appraisal techniques and their application to food and beverage operations
- identify the components of strategic planning as a systematic process
- identifying and applying approaches to business analysis and evaluation
- selecting and applying strategic planning models and approaches appropriate to foodservice operations