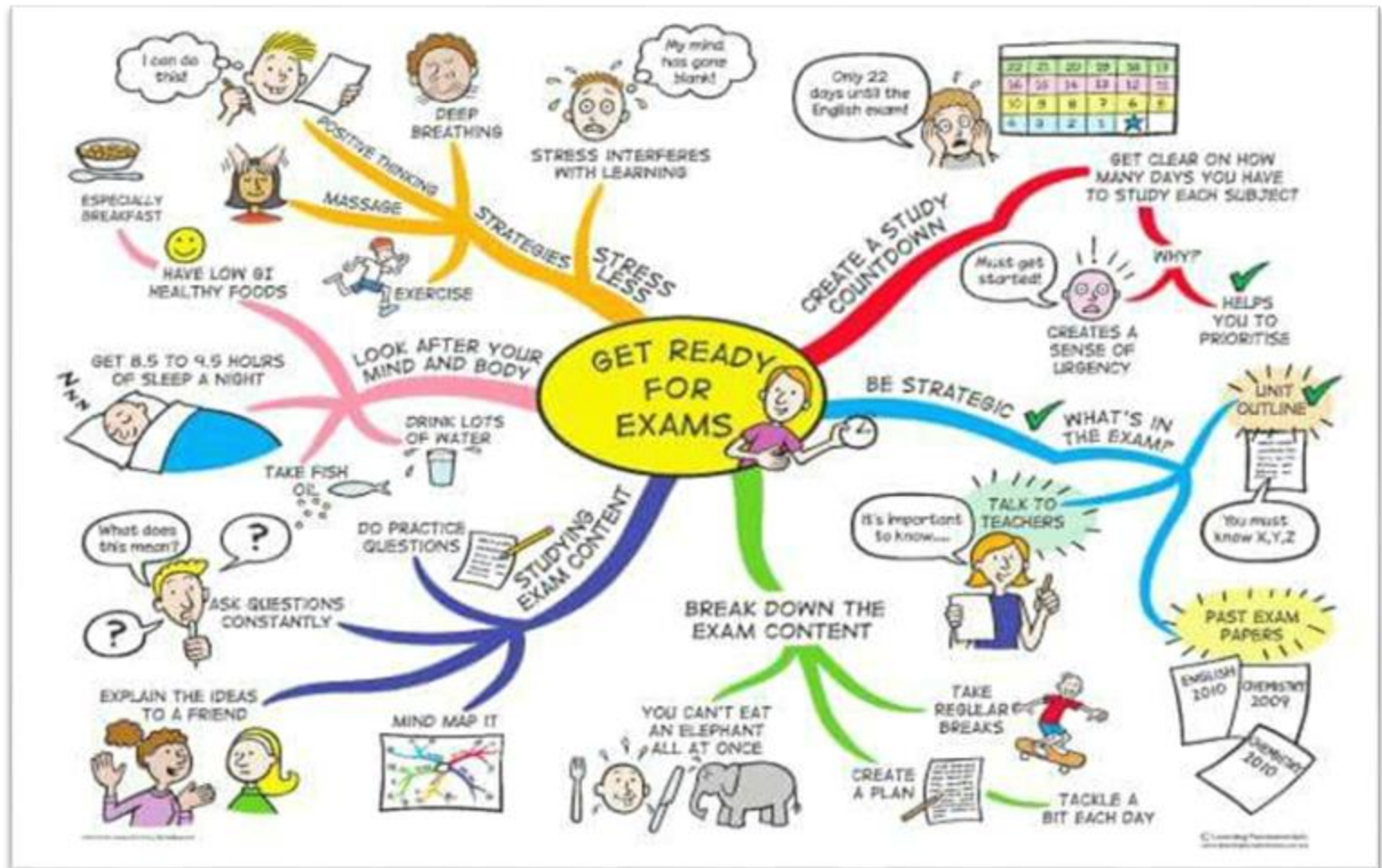


Revision Pack.  
All you need to help  
you get the best  
possible grades



# TOP TIPS



Make sure you  
are exam ready

Questions are  
written in a range  
of ways. We are  
going to look at  
the specification  
content and then  
answer some  
exemplar  
questions.



## LO2 Understand how hospitality and catering provision operates

IN THIS SECTION  
WE WILL LOOK  
AT EACH AC IN  
DETAIL AND  
COMPLETE  
TASKS,  
QUESTIONS AND  
SCENARIOS TO  
TEST YOUR  
KNOWLEDGE.



# AC 2.1 Describe the operation of the kitchen

- It is important to understand the layout and work flow of a professional kitchen. You may be asked a question relating to designing a new kitchen for a hospitality and catering establishment.
- Lets have a look at some kitchen layouts and discuss the good and bad points.





## AC 2.1 Describe the operation of the kitchen



# AC 2.1 Describe the operation of the kitchen

## **Good points**

- Stainless steel is easy to clean
- Tables can be moved
- Non slip floor
- Good lighting
- Walls are light so can see dirt
- Can work either side of tables

## **Bad points**

- Cooking area small
- Cooking area close to table
- No separate area for bins
- No lids on bins
- Shelving close to cooker
- No separate sinks for washing up and preparing food

## AC 2.1 Describe the operation of the kitchen

- Now compare it with this one. Write down the good and bad points.





# AC 2.1 Describe the operation of the kitchen

- Now look at this one. Which one is best and why?



# AC 2.1 Describe the operation of the kitchen

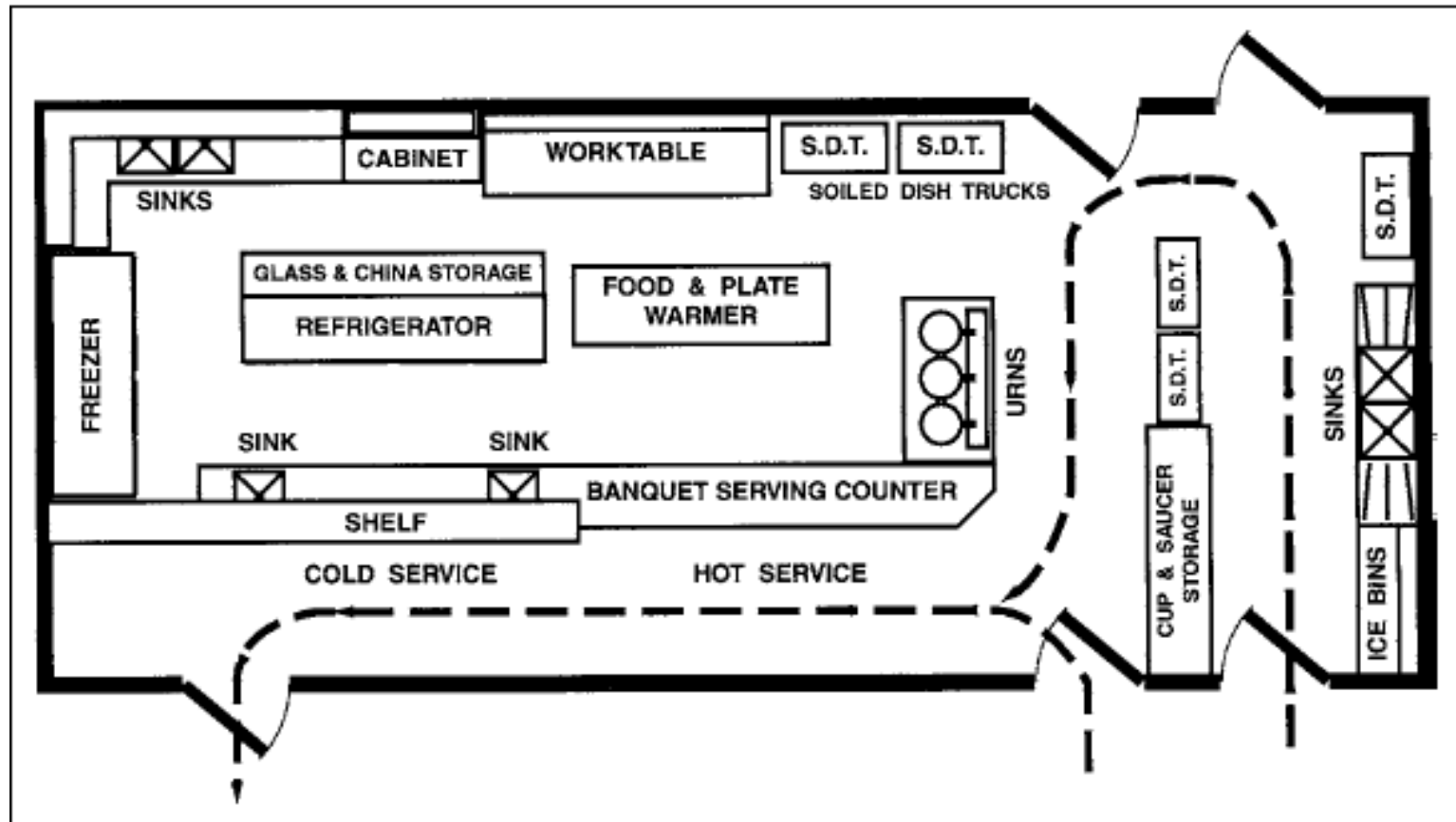
- **Kitchen Legislation**

- The **layout, design, construction, site and size** of your premises must:
  - • allow adequate maintenance, cleaning and/or disinfection
  - • avoid or minimise air-borne contamination (i.e. contamination carried in the air)
  - • provide enough working space for you to carry out all tasks hygienically
  - • protect against the build-up of dirt, contact with toxic materials, shedding of particles into food and forming of condensation or mould on surfaces
  - • allow good food hygiene practices, including protection against contamination and, in particular, pest control
  - • provide, where necessary, suitable conditions for handling and storing food while keeping it at appropriate temperatures, designed to allow those temperatures to be monitored and, where necessary, recorded



# AC 2.1 Describe the operation of the kitchen

- Look at the diagram below. Do you think the work flow is good? Describe why?



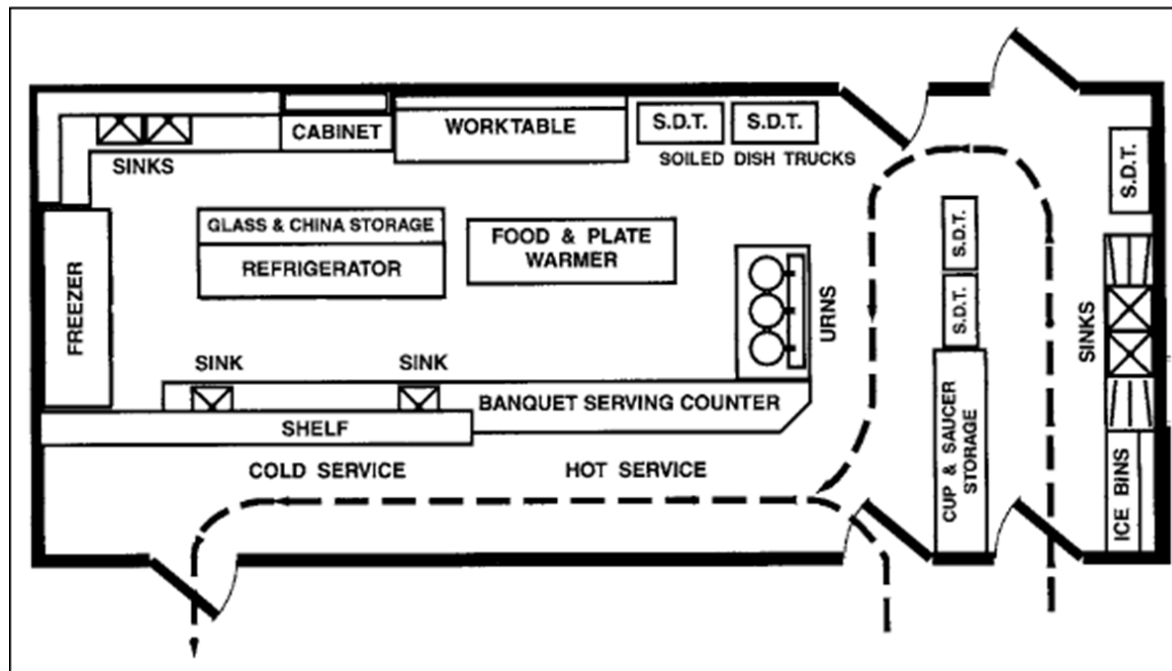
# AC 2.1 Describe the operation of the kitchen

Look at the diagram of the kitchen and answer the following questions.  
Why is there a door at the back? Think about delivery.

Why is it important to store food away from the preparation area?

Can you explain why there are in and out doors from the restaurant to the kitchen?

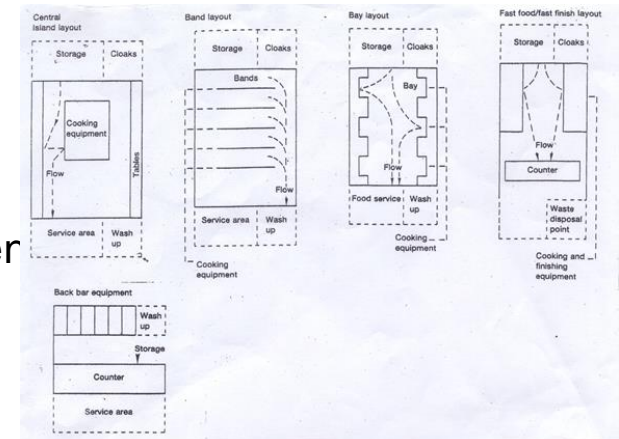
Why are there two sink areas?



# AC 2.1 Describe the operation of the kitchen

- **Work Flow and HACCP**

- Catering kitchens should be designed or planned so that food flows through the kitchen from storage to service without back-tracking as this could cause cross contamination to occur (allowing raw and cooked food to come together).
- Workflow should therefore follow HACCP guidelines:
- Delivery – storage - preparation – cooking – chilling – hot-holding – re-heating – chilled storage – serving – clearing – waste disposal.
- Kitchens should also be planned to
- cut down on any unnecessary walking
- avoid congestion or 'crossed paths' of activity
- leave clear unobstructed routes for staff and trolleys
- allow for easy cleaning
- have plenty of work space next to fixed pieces of equipment
- have suitable lighting and ventilation
- have labour-saving and fuel-saving equipment





# AC 2.1 Describe the operation of the kitchen

- Central Island Layout
  - This is the most versatile of all kitchen layouts. All the cooking equipment is in the centre allowing for heat and steam to be extracted efficiently. Chefs have a pleasant outlook. The head chef can see and supervise all the staff. This layout is used in school canteens and large catering outlets like holiday camps.
  -
- Bay Layout
  - This is similar to the band layout, except that chefs work in bays rather than bands. Each bay will contain its own food preparation and cooking equipment as well as tables, sinks and storage facilities. Staff can feel 'cut off' from the rest of the kitchen. Equipment is often duplicated (as it is needed in more than one area) adding to the expense.
  -
- Back Bar Layout
  - This is used in food outlets like Pizza Express and Little Chef. Customers can see their food being prepared on equipment behind the service counter. The equipment is usually set in a straight line behind the service area. The layout is compact and efficient for cook/serve use and allows for efficient extraction of heat and steam. Standard equipment like fryers, griddles, grills and microwaves are used to prepare a limited range of menu items very quickly.
  -
- Fast Food Layout
  - This layout is found in fast food outlets like McDonalds and Burger King. The cooking equipment is situated just behind the service area so that servers have easy access to the food. Much of the equipment is computer controlled to give standard quality results every time. This layout is used when there is a limited range of menu items, which need to be quickly and continuously prepared.

# TASKS

- Look at your practical area in your place of learning. Design a new Hospitality suite which would include a kitchen area and restaurant area.
- Discuss why good workflow planning is essential in the design of any kitchen.
- 
- Draw a plan (birds eye view) of your kitchen at school or college.
- How does the layout contribute to good hygiene and safety procedures?
- Answers could include examples like those given below:
- There are two hand wash sinks with water, soap and paper towel dispenser for personal hygiene of staff and students.
- There are fire notices for safety of everyone in the kitchen.
-

## AC 2.1 Describe the operation of the kitchen

- Many commercial catering kitchens are equipped with a wide range of specialist equipment. This equipment can be used for:
- 
- 1. Food preparation e.g.
- Food processors
- Blenders
- Mixers
- Mincing machines
- Slicers
- Ice cream makers
- Juice extractors



# AC 2.1 Describe the operation of the kitchen

- 
- 2. Cooking e.g.
- Toasters
- Grills and Salamanders
- Chargrills and Barbecues
- Crepe (pancake) makers
- Griddles
- Spit roast machines
- Fryers
- Bratt pans
- Steamers
- Combination ovens
- Ovens e.g. conventional, convection, pizza, tandoori
- Rice cookers
- Microwaves
- Potato Bakers



# AC 2.1 Describe the operation of the kitchen

- 
- 3. Display and Serving e.g.
- Hot cabinets, pie cabinets
- Bains marie
- Refrigerated dessert trolleys
- Chilled display cabinets, wine coolers
- Soup kettles
- Chafing dishes (electric or gel)
- Table food or plate warmers
- Tea and coffee machines
- Cool drink dispensers





# AC 2.1 Describe the operation of the kitchen

- Large Kitchen Equipment

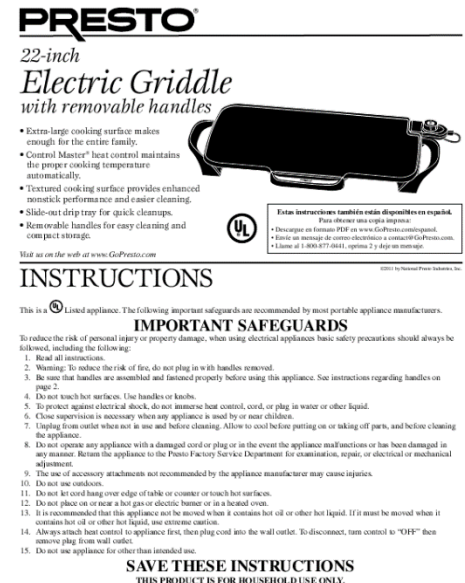


# TASK

- Find images of the following pieces of equipment and describe what they are used for.
- GRIDDLE
- DEEP FAT FRYER
- HAND WASH SINK
- COFFEE MACHINE
- SOUP KETTLE
- INDUSTRIAL FRIDGE
- INDUSTRIAL FREEZER
- INSECT ZAPPER
- BAIN MARIE
- HOT CUPBOARD
- 6RING GAS RANGE
- 6 RING ELECTRIC RANGE
- SALAMANDER GRILL
- INDUSTRIAL MICROWAVE

# TASK

- Select an item of specialist equipment from the list on the previous slides that you have in your kitchen at school or home.
- 
- Write a 'Users Guide' for the piece of equipment to include:
- 
- A diagram, photograph or picture of the equipment
- Instructions for use
- Cleaning guide
- Safety
- Maintenance and care
- 
- Give your guide to another student to follow.
- 
- Evaluate the success of your User's Guide.

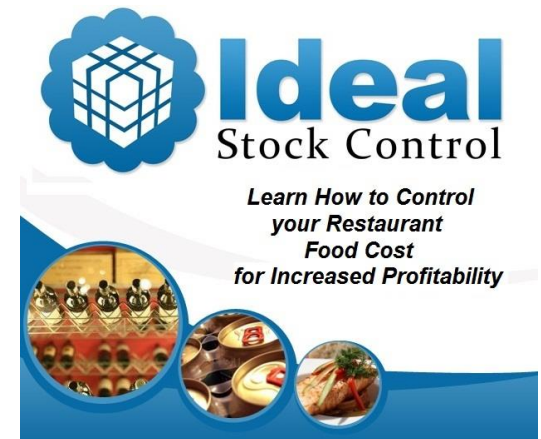


# AC 2.1 Describe the operation of the kitchen

- Stock control

**Why is Stock Control important?** Stock control is important because if high risk food is kept too long, even under favourable conditions, harmful bacteria may multiply. Additionally, even foods with a longer shelf life, whether dried, canned or frozen, may deteriorate if they are kept for too long. Food which is being stored may also become contaminated by food handlers, pests and the catering environment.

**What is Stock Control?** Stock control is a term used to describe the measures taken to ensure that food is not kept beyond its shelf life. In this manual, it also refers to measures taken to prevent certain types of contamination especially during storage, defrosting, hot holding, service and transportation.



# AC 2.1 Describe the operation of the kitchen

## **What Stock Control measures could be used?**

- Incoming food should not be accepted if its packaging is seriously damaged exposing the product to the risk of contamination or if the food is obviously contaminated
- Incoming food must not be accepted if its 'use by' date has expired • In terms of good practice, you may also wish to consider rejecting stock beyond its 'best before' date
- Stored food must not be used if its 'use by' date has expired
- High risk food which has been removed from its packaging should be re-labelled with a new suitable 'use by' date, based on manufacturer's instructions
- High risk foods prepared on the premises and then stored for later use should be labelled with an appropriate 'use by' date
- Stock should be rotated on a first-in-first-out basis and damaged stock removed from the main storage area
- Dried food should be stored in large waterproof containers and should not be topped up with new stock. Ensure that the existing food is used first
- Keep food that can cause allergic reaction separate from other foods. It is vital not to lose the product description and traceability following unpacking, decanting and storage.



# TASKS and QUESTIONS

- What is meant by the term FIFO?
- Produce a stock control sheet for your school store.

## STOCK CONTROL SHEET

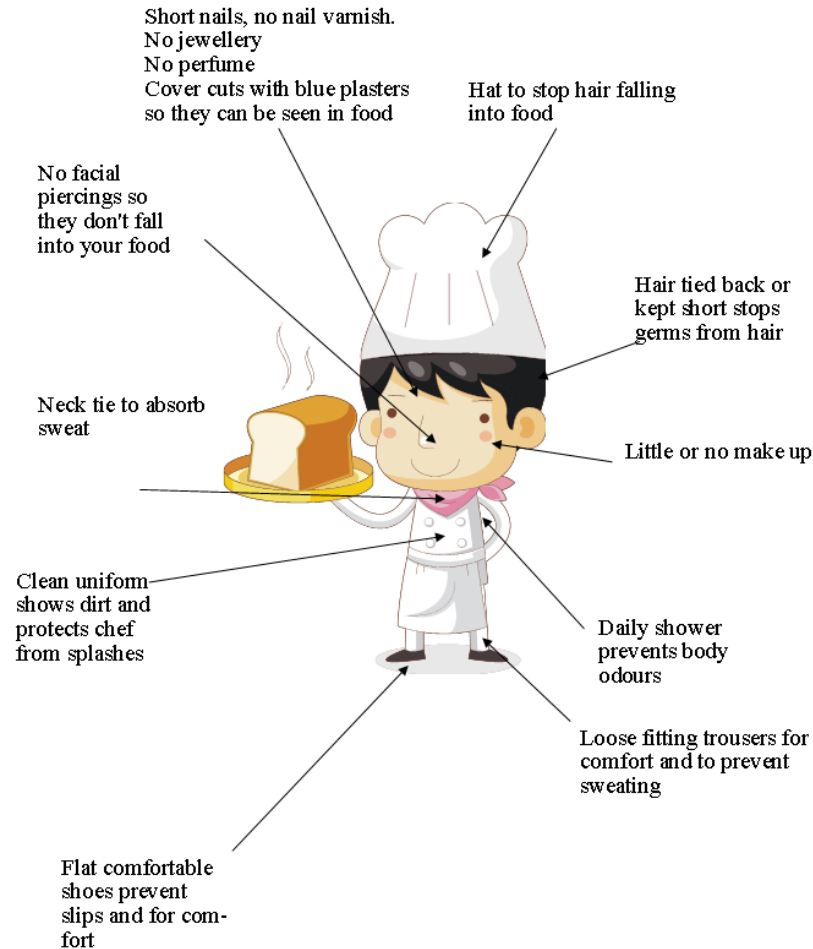
EXAMPLE OF A STOCK CONTROL SHEET THAT CAN BE COMPLETED MANUALLY								
Stock Take sheet								
Restaurant & Bar								
Stock take for: __/__/__								
code	description	Cat.	Stock take Quantities					Total
1700	Beer/alcopop							
1701	Amstel	340ml						
1702	Becks	330ml						
1703	Black Label	340ml						

# AC 2.1 Describe the operation of the kitchen

- **Use this information to label the image of a chef.**
- **Personal appearance of kitchen staff**
- Hat to stop hair falling into food
- Hair tied back or kept short stops germs from hair in food
- Little or no make up
- Neck tie to absorb sweat
- Clean uniform shows dirt and protects chef from splashes
- Daily shower
- prevents body odours
- No facial piercings so they don't fall into your food
- Flat comfortable shoes prevent slips and for comfort
- Short nails, no nail varnish.
- No jewellery
- No perfume
- Cover cuts with blue plasters so they can be seen in food
- Loose fitting trousers for comfort and to prevent sweating

# AC 2.1 Describe the operation of the kitchen

## Personal appearance of kitchen staff



# AC 2.2 Describe the operation of front of house.

- What does front of house mean?
  - It refers to all areas of the industry where the staff meet the public. Areas you should be aware of are:
  - Reception
  - Restaurant staff
  - Housekeeping
  - Documentation and administration
  - Safety and Security
- 
- We looked at the job roles for each of these areas in LO1.
  - We will look at how they operate and communicate with each other and why this is important.



## AC 2.2 Describe the operation of front of house.

- Look at the design points of the Premier Inn reception. Why do you think these points are important?
- Discuss in your groups.





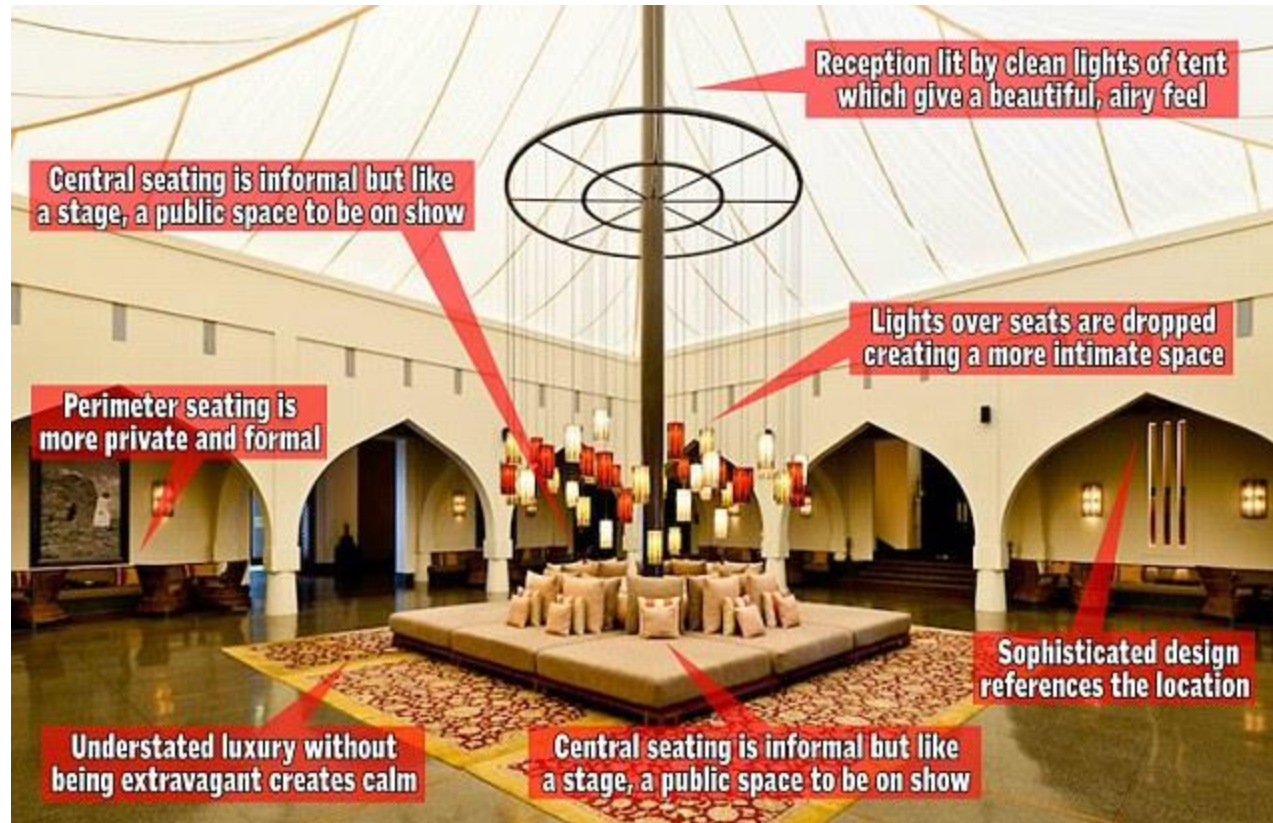
## AC 2.2 Describe the operation of front of house.



- Look at the design points of this business hotel reception. Why do you think these points are important?
- Discuss in your groups.

# AC 2.2 Describe the operation of front of house.

How does this reception differ to the others?



## AC 2.2 Describe the operation of front of house.

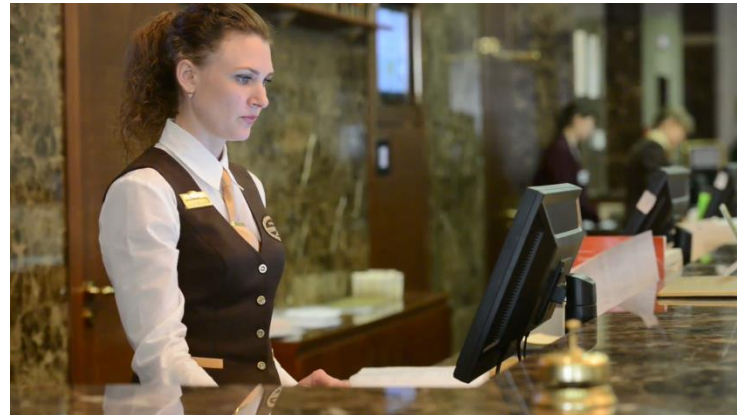
- 'Reception areas provide the warm and inviting welcome, but it's all about checking guests in and moving them along to their rooms as quickly as possible.'
- 'The area will be clean and appealing in design, but will encourage guests to move on. They are brightly lit to inspire an air of efficiency.'
- 'There may be seating in some hotels, but the chairs are there for quick stops, so won't be overly comfortable. Instead there will be access to a comfortable bar and lounge – often visible from the check-in desk - to draw you in and move you along.'





## AC 2.2 Describe the operation of front of house.

- It is important that the reception area and reception staff look presentable as it's the first place customers come in contact with.
- Reception staff should be smart, clean in appearance, approachable and knowledgeable.
- Reception areas should be bright, clean, have good seating areas and clean décor.
- Reception staff will need to communicate with other areas such as housekeeping to ensure all rooms are ready for guests and functions. Restaurant to ensure the staff are aware of bookings made through reception.
- Reception staff must keep accurate records of guest bookings to ensure no problems occur.



# AC 2.2 Describe the operation of front of house.

## Communication and Record Keeping



- There are a range of ways to communicate in the hospitality industry.
- Phone, e mail, letter, face to face, fax, walkie talkie.
- You may be asked why it is important for people to communicate to each other in different areas of the establishment.
- Think about what information each area will need and why it is important/

# AC 2.2 Describe the operation of front of house.

- All hospitality and catering establishments need to keep accurate records if they are to maintain customer satisfaction, cut down on waste and make a profit.
- 
- Examples of where records need to be kept include
- Room reservations
- Room management
- Restaurant bookings
- Events and functions
- Food and drink orders
- Invoices
- Stock control
- Staff rotas
- Details of accidents
- 



*Private Party  
Event Reservation Form*

1) Type in box field 2) Save document to your computer as a new name, i.e. wedding.pdf 3) send document as email attachment

DATE OF EVENT  START TIME  #OF GUESTS

Location ☐ Chef's Table (10-16 capacity, minimum 10) ☐ Tuscan Room (16-40 capacity, minimum 16)

CONTACT NAME:

COMPANY NAME:  PHONE:

ADDRESS:

EMAIL:

CREDIT CARD (name/number/exp):

Title of Your Event or Presentation  (we have more than one private meeting space and need to be able to direct guests to the proper event)

MENU: Chef's Choice ☐ Selected Menu ☐ (please attach menu selections and forward no later than 1 week prior to event date or menu will revert to Chef's Choice)

Dietary Restrictions:

Vegetarians:  Food Allergies:

SPEAKER: yes ☐ no ☐ AV Screen: yes ☐ no ☐

(please note that the cafe does not have an LCD projector—although we do have a screen available free of charge for your convenience)

Special Requests/Notes

# AC 2.2 Describe the operation of front of house.

- Whatever systems of ordering and purchasing are used, accurate records need to be kept. Computers are widely used but there is still a need for paper documents, particularly in a practical situation like a catering kitchen. The following are standard documents used when purchasing, storing and using goods:

- 
- A purchase order
- A delivery note
- A returns note
- A credit note
- An invoice
- A statement
- Bin cards
- Requisition sheet
- Stock sheets

**Xin Cube Inc**  
380 Francisco St  
San Francisco  
CA 94133  
United States  
Phone: (415) 989-1188 Fax: (415) 989-2288  
Email: admin@xincube.com  
Website: 74-2899212  
Reg No:

**Delivery Note**

Code	DN13030001
Date	29-Mar-2013
Shipping Date	29-Mar-2013
Shipping Terms	-
Shipping Method	FOB
Sales Person	Charles Gordon
Order No.	ORZBL-12

Bill To:  
**Stanley**  
**Light Packet**  
14 Main St  
Woody Creek, CO  
US

Ship To:  
**Stanley**  
**Light Packet**  
14 Main St  
Woody Creek, CO  
US

Phone: 970-923-5552 Fax: 970-923-5555 Phone: 970-923-5552 Fax: 970-923-5555

Item Code	Description	Gross Weight	Net Weight	Quantity
STK000001	APPLE IPAD CASING - WHITE	0.00	20.00	20 PC
STK000002	APPLE IPAD CASING - BLACK	0.00	20.00	20 PC
STK000003	SAMSUNG GALAXY TAB 10.1" CASING - BLACK	0.00	30.00	30 PC
STK000004	SAMSUNG GALAXY TAB 10.1" CASING - WHITE	0.00	30.00	30 PC

Note:  
Thanks for your business!  
This delivery note is generated using Xin Inventory 2.0

Gross Weight: 0.00  
Net Weight: 0.00

Received By:



# AC 2.2 Describe the operation of front of house.

- **A purchase order** shows how much or how many of each item is needed, together with the required delivery day. The order will be completed in duplicate (2 copies) and either telephoned, sent or given to the supplier.
- 
- **A delivery note** will accompany the delivery. It shows what is being delivered and the amount. The delivery note **should** match what was ordered.
- 
- **A returns note** is used when for example poor quality goods were delivered but not accepted. The returns note shows the items and the quantity returned.
- 
- **A credit note** is issued by the supplier to cover the value of the returned items. The caterer is not charged for them at the end of the month (or billing period). Credit notes are usually printed in red so that they stand out.
- 
- **An invoice** is a bill for goods received. The supplier will make out a separate invoice for each purchase order showing what was delivered and the price to be paid. The person receiving the goods (the catering establishment) must keep all the invoices to check that it only pays for the goods received. This is usually done at the end of each month.
- 
- **A statement** of account is prepared each month by the supplier. It shows all the transactions that have taken place during the month, as well as the amount owed at the end of the month. Any credit notes will be shown and the amount deducted from the final bill.
-

## AC 2.2 Describe the operation of front of house.

Most commercial catering establishments pay at the end of each month for all the goods that have been bought and not every time they receive a delivery. Payment is usually by cheque or by BACS (an electronic banking system)

**Bin cards** are individual cards for each commodity, usually fixed to a shelf, bin or rack for each item. They show the quantities received from suppliers, quantities issued and stock in hand. They also show maximum and minimum stock levels for the commodity so that the storekeeper knows when and how much to order.

**Requisition sheets** are lists of requirements needed by each department. To make control easier in large catering establishments, there may be different colours for each department. For example, the restaurant kitchen use blue sheets, conference and banqueting use green sheets, the housekeeping department use yellow sheets, etc.

Commodity: A10 Baked Beans		Stock No: 32	
Maximum stock: 30		Minimum stock: 8	
Date	Received	Issued	Balance
06.01.2010			10
08.01.2010	18		28
08.01.2010		4	24
12.01.2010		6	18
17.01.2010		10	8

# AC 2.2 Describe the operation of front of house.

- **Communication and Record Keeping**
- ICT is used extensively throughout the catering industry – for bookings, accounts, invoices room management, orders, staff rotas, e-mail, internet, web pages, stock control, Electronic Point of Sale (EPOS), reservation systems, etc. Many catering establishments rely heavily on computer systems for **record keeping, communication** and planning.

## Reservation Systems

- Run by large hotel groups. A customer can ring or e-mail
- a central reservation number or e-mail address and a room
- can be booked for any hotel in the group (either UK or abroad)

## Management Systems

- Room reservations, guest billing, guest history.

## Electronic Point of Sale (EPOS)

- A number of machines are linked to a central computer. Guests can order from the bar, restaurant, shop, etc. and all transactions are passed to the central computer for bills to be generated automatically.



# AC 2.2 Describe the operation of front of house.

- Stock Control systems
- These hold details of suppliers. They generate orders automatically when stock levels fall, give a detailed record of stock issued and current prices of stock held.
- Food and Beverage Management Systems
- This is a database of recipes, quantities needed, ingredient codes, tax codes and other information used for functions.

## Events Management

- Computers are used extensively when planning, organising and running large events e.g. wedding receptions, banquets and conferences. The data used to plan and organise one event can be stored and used when planning similar future events.

## Dietary Analysis

- There are many nutritional analysis programmes, particularly for use with people on special diets such as hospital patients, where an accurate record of a patient's fat, protein, sugar, calcium, iron or other nutrient intake is needed. Large companies like McDonald's issue detailed nutritional content of their dishes for consumers.

## STOCK CONTROL SHEET

EXAMPLE OF A STOCK CONTROL SHEET THAT CAN BE COMPLETED MANUALLY								
Stock Take sheet								
Restaurant & Bar								
Stock take for: _/_/_								
code	description	Cat.	Stock take Quantities					Total
1700	Beer/alcopop							
1701	Amstel	340ml						
1702	Becks	330ml						
1703	Black Label	340ml						

# AC 2.2 Describe the operation of front of house.

## Keeping records Tasks.

- State three ways information can be kept in a hotel. (3 marks)
- When booking a room for a conference what information would you need to give? ( 4 marks)
- Why do hotels keep records of rooms booked? ( 2 marks)
- Answer these questions and check your answers with the ones given.
- How did you do?



# AC 2.2 Describe the operation of front of house.

## Keeping records model answers

- **State three ways information can be kept in a hotel.**
- Computer, paper, booking register. Spread sheet
- **When booking a room for a conference what information would you need to give?**
- Name, address, contact details, credit card details, date, number of days, number of guests, special requirements
- **Why do hotels keep records of rooms booked?**
- To ensure that rooms are not double booked.
- So that staff are aware of what rooms are still available for hire
- So that any queries can be checked against the bookings



# AC 2.2 Describe the operation of front of house.

- **Corporate identity.**
- Some industries have corporate images and will have:
  - A logo
  - A uniform/dress code
  - A menu that is the same in every place
  - A specific layout
- Can you name two establishments that have a corporate identity?
- What are the advantages of a corporate identity?
- Staff are easily recognised, uniforms are provided for staff, it advertises the business, customers know what to expect, the standards should be the same in every establishment.

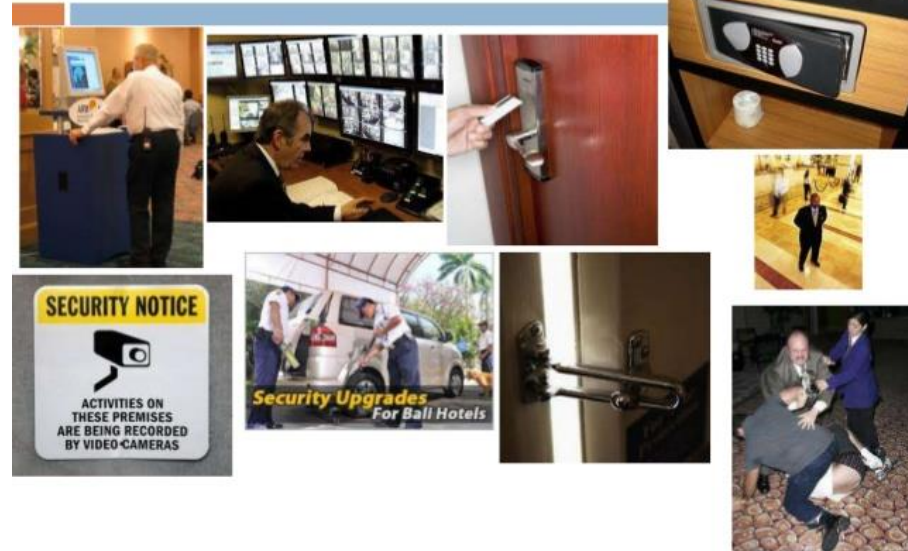




# AC 2.2 Describe the operation of front of house.

- It is important that guest information is kept secure And guests are safe. In unit LO3 you will look in detail at health and safety throughout the industry.
- Guest information must be kept secure as part of the DATA protection act. This means it should not be given to anyone else and must be destroyed once the guest has left.

## Security in Hotel



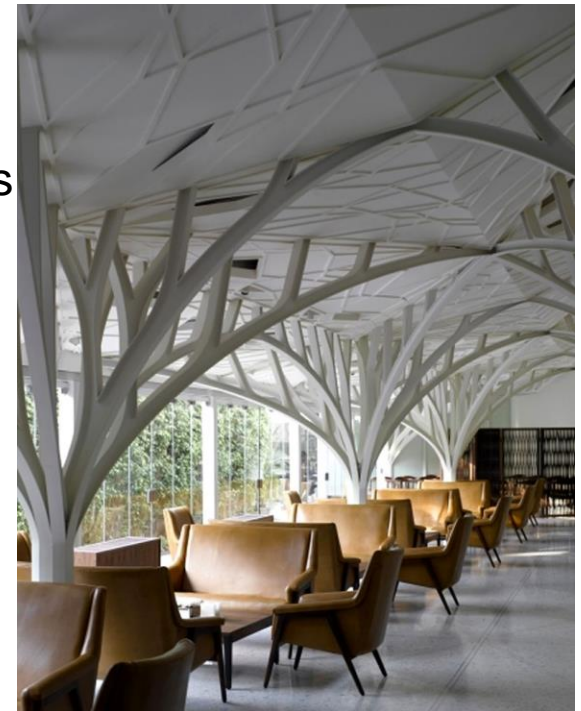
## AC 2.2 Describe the operation of front of house.

- In unit LO1 we looked at the star rating of hotels. You may be asked a question about design of hotel restaurants or guest rooms.
- The following slides explain points you will need to remember if asked a question about rooms.
- These may be scenario questions like the ones in LO5.



# AC 2.2 Describe the operation of front of house.

- **Restaurant design and layout**
- Customers get their first impression of a restaurant from the outside. Therefore most restaurants will try to attract the attention of 'casual' or 'chance' customers by paying special attention to the frontage. Chain restaurants, for example, McDonalds use the same frontage for all their outlets as this helps customers recognise the restaurants immediately.
- 
- When people outside can see customers in a restaurant, the following signals are given
- The popularity of the restaurant (unless very early or very late)
- The standard of dress expected
- The type of people who enjoy eating there
- 
- For this reason early customers are encouraged to sit in or near the windows to make the restaurant appear busy and attract further custom.



# AC 2.2 Describe the operation of front of house.



- **Décor and Atmosphere**

- The atmosphere and mood produced by the restaurant will affect customers' comfort and impression of the restaurant during their meal. Interiors may be formal or informal
- **Formal:** achieved by regular layout of tables, formal table settings, sophisticated design and a generous amount of room between tables.
- **Informal:** achieved by dividing space into smaller personal areas to give privacy, using brighter colours and by the choice of music.

- **Colour**

- Colour can be used to create atmosphere. Dark, warm colours are restful; bright light colours are more stimulating. The colour of bar tops and tables can affect the appearance of drinks and food. Beer, red wine and red meat dishes look better against browns (natural wood) and reds, but salads look better against pale, light colours. Dark coloured floors produce a good base for the rest of the décor and show fewer marks.



# AC 2.2 Describe the operation of front of house.



- **Furniture**

- Round tables are more sociable. Large tables and comfortable chairs encourage leisurely dining. For large groups a long narrow table will 'break up' the group but a square or round table will encourage conversations. If tables are too close to one another, customers may feel uncomfortable in the restaurant. Rows of tables should be avoided as they remind customers of school! A mixture of large and small tables will make a restaurant look more inviting and comfortable.

- **Lighting**

- Bright lights are used in restaurants where a quick turnover of customers is needed, for example fast food restaurants. Subdued lighting is relaxing but if the restaurant is too dark, customers will not be able to read the menu. Some restaurants have individual table lamps or candles to create an intimate atmosphere.

- **Temperature**

- Many restaurants, which do not have air conditioning, become too hot. This is uncomfortable for customers. If on the other hand, restaurants are too cold, customers are unlikely to return.



- **Equipment**

- Food can be 'framed' attractively by the right tableware. Colourful and dramatic tableware can add to a restaurant's décor. White tablecloths and napkins are traditional and formal, but drama and interest can be added with bright coloured linen and tableware.

- 

- **Staff Uniform**

- In formal restaurants, black and white are the traditional colours worn. Some theme restaurants, for example TGI Friday's encourage staff to wear bright coloured polo shirts with jeans or baggy trousers to create a fun, relaxed atmosphere.



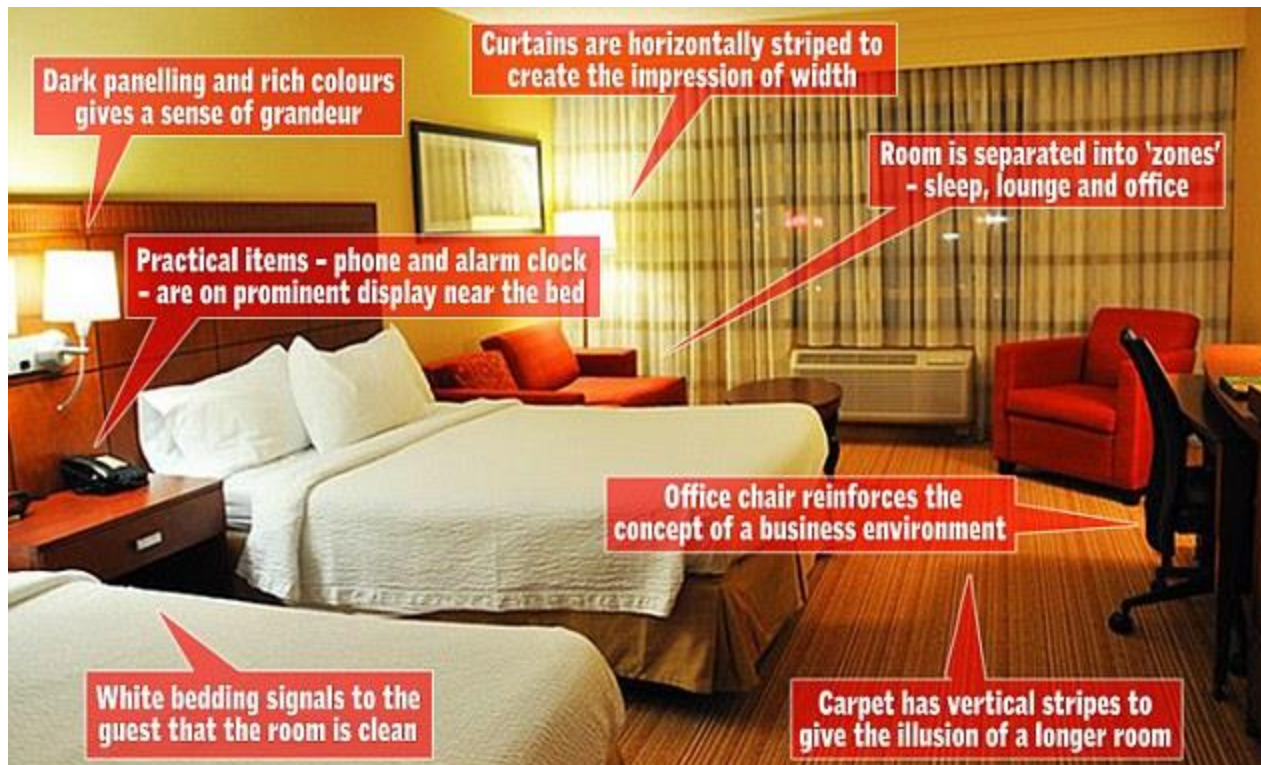
## AC 2.2 Describe the operation of front of house.

- These are points to think about when designing or thinking about the layout of budget hotels.





## AC 2.2 Describe the operation of front of house.



- How does the design and layout differ in this room?
- Discuss in your groups

## AC 2.2 Describe the operation of front of house.

- Compare the first two images with this one.
- Think about star ratings, what rating do you think this hotel guest room is? Give reasons for your answer.



## AC2.3 Explain how hospitality and catering provision meet customer requirements.

- **Types of customer.**
- **Business.**
  - Businesses often use facilities and services in relation to work, such as conferences, food and accommodation for meetings, training sessions and other courses. Your teacher may have been on a training course related to this qualification. These services are usually paid for by the business.
- **Private.**
  - These are where the customers private demands are met. Private events may include weddings, birthdays and other celebrations. They can be held in a variety of establishments, such as hotels, restaurants, local venues or at home.
- **Groups**
  - These include tourists, associations, clubs. They have a variety of requirements such as outdoor catering or BBQ's. Some groups have special requests due to their culture or dietary need.

## AC2.3 Explain how hospitality and catering provision meet customer requirements.

Activity Find out about the different types of establishments in your area. Produce a chart like the one below listing the services they provide and the client group.  
How many can you find?

Name of establishment	Services they provide	Client group
<u>Example:</u> Royal Hotel	<u>Example:</u> Accommodation. Food and beverages Meetings and events. Entertainment and leisure.	<u>Example:</u> Businesses for meetings Private guests on holiday Groups for birthdays



## AC2.3 Explain how hospitality and catering provision meet customer requirements.

### Complaints Procedure

- Every establishment has a complaints procedure, it is important that complaints are dealt with quickly so that customers will return.
- Apologise
- Take details
- Refer to team leader
- Solve
- Offer something free
- Apologise



## AC2.3 Explain how hospitality and catering provision meet customer requirements.

### Dealing with complaints. Questions

- Explain how you would deal with a complaint about poor service? ( 4 marks)
- Why is it important to deal with complaints quickly?  
( 2 marks)

**Look at the model answers on the next slide and produce a mark scheme. Then mark your partners response's and give reasons for the marks awarded. Key points have been underlined.**



# Dealing with complaints Model answers

- **Explain how you would you deal with a complaint about poor service?**
- Apologise, details, team leader, solve, free, apologise
- The first thing you would do is apologise to the customer. Take the details of the complaint and the customers name, then if you are not a team leader you would refer the issue to your team leader who may then take over. You would ensure the problem is resolved and the team leader might offer them something free such as a free meal or free bottle of wine. You would then apologise to the customer again.
- **Why is it important to deal with complaints quickly?**
- It is important to deal with complaints quickly so that the customer feels valued. They will then pass on this to their friends and family and then you will get more customers. If you don't deal with complaints quickly this will have the opposite effect and they will tell people about the poor service and then others wont come to the establishment.



## AC2.3 Explain how hospitality and catering provision meet customer requirements.

### Customer Care and Customer Service.



- There may be a question on customer care and customer service.
- You should understand how to give good customer care and why it is important.
- Customers will return.
- They will tell their friends and family.
- Business will improve.
- Business can expand.
- Employ more staff.

## AC2.3 Explain how hospitality and catering provision meet customer requirements.

### Customer Care Questions

- **Answer the following questions then use the mark scheme to mark your own answers, write down ways to improve your answer.**
- Define the term customer care.  
( 2 marks)
- Describe the effects poor customer care will have on a business. ( 4 marks)
- Describe how you can ensure your staff have good customer care skills. (4 marks)



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

# Customer Care Mark scheme

- **Define the term customer care.** Award one mark for short answer not explained. Award two marks for detailed answer with reasoning.
- putting the customer first
- making them feel valued
- Ensuring they are happy with the service t you provide.
- **Describe the effects poor customer care will have on a business.**
- Award 1 mark for a list or one or two points discussed briefly
- Award 2 marks for three or four points **discussed**
- Award 3 marks for four points discussed and **discussed**
- Award 4 marks for a detailed response covering at least five points which are discussed.
- Answers may include:
- Tell friends, few customers, food waste,, lay off staff, loss of profit, close down.
- customers will not be happy
- they will tell their friends and family
- word will get round
- fewer customers
- food bought in will be wasted
- lay staff off
- Will have more staff than customers
- cant afford to pay the wages
- don't have money coming in
- not be making a profit
- can't pay any bills
- close down.

# Customer Care Model answers

- **Describe how you can ensure your staff have good customer care skills.**
- **Produce a mark scheme using this answer. How many marks would you give and why?**
- Training, feedback, evaluation, comment cards
- To ensure your staff have good customer care skills they should be trained regularly. Training can be done in house, that is at work, you can get someone to come in and do some training or the staff can go to a training day held elsewhere. You will know if your staff need training because you can look at the customer feedback they may have given on your website or on evaluation forms after a conference for example. You can also ask customers to fill out a comment card before they leave and you can look to see what needs improving. All staff should be trained regularly and those with good customer care skills could show others at these training sessions. Staff can also share ideas on how to ensure they have good customer care and talk about what they have done well in the past.

# Customer Service Questions

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“Someone calling themselves a customer says they want something called service.”

- Discuss how you can you make sure customers are happy with the service? ( 4 marks)
- Discuss how you can present a positive image in the hotel and in the staff and why it is important ( 4 marks)

# Customer service Mark scheme

- Discuss how you can you make sure customers are happy with the service?
- Award 1 mark for a list or one or two points discussed briefly
- Award 2 marks for three or four points **discussed**
- Award 3 marks for four points **discussed**
- Award 4 marks for a detailed response covering at least five points which are discussed.
- Answers may include:
  - looking at their feedback on your website
  - Trip advisor
  - Use feedback they give you when they leave.
  - ask if everything is ok
  - take notes if there is anything wrong
  - evaluation forms
  - leave customer comment cards in the rooms
  - evaluate all of these and make changes where necessary.



# Customer service Mark scheme.

- Discuss how you can present a positive image in the hotel and in the staff and why it is important.
- Award 1 mark for a list or one or two points discussed briefly
- Award 2 marks for three or more points **discussed from just one area**
- Award 3 marks for three or four points discussed covering **both hotel and staff**
- Award 4 marks for a detailed response covering at least five points from **both hotel and staff** which are discussed. With reasons why this is important.
- Answers may include:
  - Hotel – décor, furnishings, repair, cleanliness, warm, welcoming, inviting
  - Staff – dress, uniform, manners, customer care, cleanliness, smart, polite, knowledgeable.
  - Why – more customers, more profit, expand, customers feel safe

# AC2.3 Explain how hospitality and catering provision meet customer requirements.

- Customer Trends
- Customer trends change through time, things that affect trends are:
- Age
- Dietary needs
- New food trends
- Social media



# AC2.3 Explain how hospitality and catering provision meet customer requirements.

- Equality

Equality Act 2010

Combines many previous pieces of legislation

- protects the rights of individuals
- promotes equal opportunity for all people regardless of age, race, religion, disability, sexual orientation, gender
- promotes a fair and more equal society
- protects people from unfair treatment

## The Equality Act 2010



## AC2.3 Explain how hospitality and catering provision meet customer requirements.



"Does THAT satisfy your commitment to the Trade Description Act?"

- Customer rights
- Customers are recognised by law and have certain legal rights to protect them when they buy products or services.
- There are several laws and regulations that protect customers, including:
  - Trade Descriptions Act 1968
  - It is illegal to mislead customers by incorrectly describing or making false statements about products, services, facilities or accommodation.

## AC2.3 Explain how hospitality and catering provision meet customer requirements.

- The Consumer Protection Act 1987
- Prohibits the manufacture and supply of unsafe products
- - Manufacturers must put certain information on products e.g. health and safety messages
- - Prohibits misleading prices being put on products and services



## AC2.3 Explain how hospitality and catering provision meet customer requirements.

- Consumer Rights Act 2015
- **Products that have been bought have to:**
  - - be of satisfactory quality
  - - be fit for purpose (work as they are supposed to)
  - - match the description that has been given for them
  - - be installed correctly
- **Services that have been paid for must be:**
  - - carried out with reasonable care and skill
  - - completed for a reasonable price
  - - completed within a reasonable time and according to what was agreed between the provider and the customer



## AC2.3 Explain how hospitality and catering provision meet customer requirements.

- **TASK**
- **Briefly describe what the following mean:**
  - Customer trends
  - Equality
  - The consumer protection act
  - Consumer rights act
  - Customer rights