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Does the required skill set of a Food & Beverage employee change, based on the type of business and the type of service that the food and beverage operation utilizes?

INTRODUCTION:

In Hospitality Industry, FOOD & BEVERAGE represent one of the most important and huge sectors of services and definitely the most creative due to high exposure to trends, social changes, and different consumer expectations.

With no experience in Hospitality Industry, my opinion of different Food & Beverage businesses and the types and styles of services offered is based mostly on my experience as a consumer, customer, as an observer, and also on what I recently learned.

My choice is to compare and analyze two completely different businesses, and services offered, and also the skills of a restaurant manager in each type of restaurant.

So, I choose a Quick Service Restaurant, fast food KFC, and a Full-Service a la carte Restaurant MARCO PIERRE WHITE Steakhouse & Grill Restaurant.

PERSONAL REFLECTIONS OF FAST-FOOD SERVICES AND FULL-SERVICES

Even though I am not a consumer of fast food, I rather prefer healthier food in restaurants, twice a year I am buying from KFC.

KFC is an American fast food restaurant chain, the second largest restaurant chain that operates all over the world.

This type of business provides quick services at low costs, drinks are non-alcoholic, the food is prepared quickly, and has a single-point service.

The menu is limited and simple, this fact allows the food to be prepared fast. KFC offer drive-thru ordering or the customers can order by walking inside the restaurant where they have dining rooms.

On the other side in a full-service a la carte restaurant such as MARCO PIERRE WHITE Steak & Grill the atmosphere, the experience all of these are completely different, the quality of services and the expectation as customers are much higher.

As a customer in this type of restaurant, I expect to see elegant decor, excellent customer service, to provide me a complex menu, to receive great food, and diverse beverages.

An experience that will leave me a positive impression and make me choose this restaurant once again.

In my opinion, the restaurant manager's tasks and skills required for both types of restaurants should be similar, but the focus should be different.

In my opinion, a good manager is required to have and to develop hard and soft skills no matter what type of restaurant is managing.

A restaurant manager is responsible for overseeing all restaurant departments.

- Communication is one of the most important skills of a manager because requires communication with different groups of people with different needs and inquiries.

Communication with all the staff members, suppliers, and customers.

- Empathy is another skill, understanding and listening to people's complains and concerns, finding solutions.

- Team oriented, a manager has to be flexible, and able to develop a healthy relationship with the staff member.

Employee satisfaction will increase the quality of their work and will maintain the restaurant standards and even improve the services

- Because of multiple responsibilities, a manager must be well organized

- Creativity is another skill, the manager must be able to identify the solution for any problem the business is facing and to constantly improve the services,
- Research industry trends in order to identify the customer's needs and expectations.
- Marketing, the ability to implement a marketing strategy.
- Organize the staff schedules and administrated payrolls
- Managing budgets, costs for menu, and submitting profitability reports
- Hiring skilled people for the restaurants' expectations, training is also one of the most important skills.

In a fast-food restaurant, the manager's focus is on the fast-serving customers, is expected to be a manager and an excellent leader, to be able to work under pressure and multi-task at the same time.

On the other side, in a full-service restaurant, the focus should be on exceeding customer expectations, the focus is on details, providing a great dining experience, and keeping the restaurant's higher standards.

Working in a full-service restaurant a la carte could be a challenge and involves more creativity from the manager.

CONCLUSION:

A restaurant manager's skills, duties, and responsibilities are quite similar no matter the type of restaurant, the difference between the management in those 2 restaurants mentioned is the focus orientated on different tasks and objectives

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