

Food and Beverage Operations

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Restaurant Management

Restaurant Management involves different responsibilities and challenges and accomplishing those responsibilities efficiently and finding creative and innovative solutions for the faced challenges (Thompson, 2022). These responsibilities are tactfully managing human resources, recruiting skilled employees, monitoring the overall operations, maintaining and building customer relationships, effective supply chain management and preparing financial statements, and so on. But the main task is to attain maximum customer relationship and ensure high-quality healthy and quality food in order to capture high customer satisfaction (Pettersson and Fjellström, 2022).

Level of Restaurant Management

Basically in Restaurant Management, there are three types of managers in order to perform all the tasks efficiently and effectively. These three levels of restaurant management are discussed below:

Top Level Restaurant Manager: They hold the highest position and power in the restaurant. They perform the task intellectually. Then need a high level of conceptual skill in order to understand the situation and find the best solutions for the problem (Тытова, 2020). They prepare the strategy and planning for the restaurant business.

Mid-Level Manager: They are the middleman between the top-level manager and the lower-level manager. They pass the directions and instructions to the lower-level manager for the execution and suggestion from the lower-level manager to the top-level manager. They need high interpersonal skills and good knowledge about the lower level works.

Lower Level Manager: They implement the task and orders that have been given by the top-level management. Actually, they need high technological skills or certain skills for specialized skills (Perkins, 2021). The restaurant supervisor is the lower-level manager who monitors the work of servers, chefs, and other staff.

Required Skills for Restaurant Management

Conceptual Skill

This skill refers to the critical thinking skill that helps to recognize the problem or entire complexity and come up with the best solution for the problem (Soif, 2020). This skill

is highly essential for the top-level manager. In the restaurant business, different problems and situations arise from time to time, if the manager is unable to understand the complex issue then the business may suffer a lot. This skill will also help to open new opportunities for earning more profit or expansion of the business.

Communication Skill

This skill refers to communicating with the concerned parties in an efficient and acceptable manner (Evans, 2021). Managers and other staffs need high communication skills as they provide the service to the mass people. They need to be highly capable to manage the people. Miscommunication can lead to defamation of the business and ruin the service quality.

Interpersonal Skill

Every staff of the restaurant must have some special skill and quality that attracts people and satisfy the customer. This skill may be holding a high personality, smartness, and being prudent in speaking as well as understanding the humour, etc. (Giambatista and Hoover, 2021).

Leadership Skill

Managers must have the leadership quality to accomplish the organization's goals and objectives in an efficient manner. He must be able to influence others and get the assigned task from others tactfully. In order to attain success, he must understand the present trend of business and forecast the future to grab the opportunity (DFTB, 2013).

Types of Restaurant Services

Restaurant services can be defined as the entire services provided to the customer including, food and drinks, aesthetic environment, relaxation, advice, etc. Each restaurant follows a unique and innovative strategy in order to provide the best quality service and to build high brand loyalty as well as to take competitive advantages. Different types of services are provided by the different types of restaurants. It depends on its business model. Some of them are listed below:

Quick Service

It is the fastest service provided to the customer with the least amount of expenditure. Generally, fast food items like burgers, pizza, sandwiches, etc. are included in the

menu card. It has become popular since COVID-19 broke out. Experts predict that the fast food market will be grown by 79% over the next five years (Totten and McKay, 2020).

Fine Dining

It provides more expensive and elaborate menu items than quick service. The establishment of a good atmosphere is a challenge and tough for restaurant owners. Customers go there not only for taking food but also to take the experience as well as enjoy the time.

Fast Casual

It provides moderately expensive foods or meals like quick service but in a casual environment. It's a comparatively new term that describes more often for restaurants or café houses that offers more than hot dogs, pizza, and sandwiches. It has a chance to be a booming industry. It is expected by this industry to reach \$209 within 2017 (Kim, Seungbeom and Youn Sung Kim, 2022).

Casual Dining

A casual dining restaurant is like a fast-casual establishment but the main differences is that its menu items are quite extensive as well as the service of the table is more amicable for the customers (Sun and Nijite, 2022). Owners have the flexibility to optimize the items and customers feel more comfortable ordering from the server. Its establishments are less expensive compared to fine dining but higher than fast-casual restaurants.

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