

**BA (Hons) International Gastronomy Management
Introduction to Gastronomy
BMGM4001**

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**Essay
On
The Restaurant - Operation, and Function**

Introduction

Marco Pierre White is one of the famous cooking celebrities of United Kingdom. He is called as the first celebrity chef in United Kingdom. He has an excellent history in his industry and is well known for his efficiency and experience of giving training to the world famous chefs (Gray, 2017). Marco Pierre White Steak House & Grill is one office restaurant with different kinds of grills and the steaks facilities in different parts of United Kingdom (White, 2006). The restaurant is very famous for serving different kinds of steaks and grills with lots of varieties and innovations. Marco Pierre White has worked with this restaurant directly for nearly 15 years (Gray, 2017). The organisation has established its business in Swansea in 2020. The organisation is very famous for serving traditional stay with all sorts of quality in it. The organisation is also having different kinds of dishes from French, British and Italian cuisine which will definitely going to be very attractive for the people across the world as it will be prepared in the style of Marco Pierre White the world famous chef.

The restaurant has its own brand and working alone in order to keep its quality and services unique and special for its customers in different places of United Kingdom. The organisation do not have any franchise or chain business facilities to make their businesses and services available to the people of United Kingdom through others (Lallo, 2017). Therefore, it's a stand-alone restaurant providing different kinds of foods in its own way. Although Marco Pierre White has different types of food businesses of his own but all of them are separated from each other and have their unique characteristics and food acid it is to serve to their target customers of different kinds.

Just like all other restaurant the organisation is having different kinds of foods for different people. For example the organisation has food for kids where the organisation is trying to provide different kinds of foods to the children at a very healthy manners (Cooper, 2017). For adults, the organisation has started with snacks and ended up with desert and to main dish in the middle. When it is about for the adults, the restaurant has different types of foods categorised with three basic type of meals like starter, main dish and dessert (Okolosie, 2013). The organisation is very strictly maintaining all sorts of calories measurement in order to protect their customers from any kind of help the difficulties after taking their meal (Gray, 2017). In main menu, the organisation is having roasted pork, chicken, and beef. The organisation also has side dishes along with the main meal. Different kinds of cakes, cookies, pudding, ice cream as deserts at the end of the main dish. In terms of starter, the organisation is trying to keep it as simple as possible by providing cocktail, smoked Salmon, onions soup

which is a kind of French dish, and so on. Therefore, a person can easily experience foods of different cultures here.

The organisation is also having different categories of food facility which is called A La Carte. Here, the organisation is basically offering their customers different kinds of foods according to their quantity and type. Here, the set menu is not available. The price will be charged according to the food choice of the customers. All three kinds of foods are available food serving style (Knox, 2013). For a starter, the British and French items will be available. In terms of main dish, steak of different kinds along with signature steaks like Fillet Steak, Ribeye Steak, Sirloin Steak, Fillet Steak Au Poivre, Fillet Steak with Garlic King Prawns, and Fillet Steak with Garlic Butter the most famous and popular dishes. In addition to this, different kinds of beef burger are also available in different styles like American, British, the Alex James style and the Colonel style (Canavan, 2017). In main course there will be a variety of different kinds of chicken beef and pork mixes with different kinds of vegetables and salads which will definitely make the steaks much tastier.

For drinks, the restaurant is offering different kinds of cocktails. Among them Jalisco Lilly, Icelandic Rose, Honey Suckle, Highland Tracks are the most popular one. In terms of classical cocktails, Porn Star Martini, Mojito, Strawberry Daiquiri are the people's favourite (Canavan, 2017). The Godfather, Americano, Nutty Churchill are also very much famous as MARCO'S FAVOURITES drinks. For the people who do not want to take alcohol there are different kinds of non-alcoholic drinks as well.

Therefore, the organisation is offering different kinds of food facilities along with different kinds of drinks for all sorts of people with taste flavours and cultures of different countries of the world in order to give their customers are different experiences of steaks grills with the best possible drinks facilities for both alcoholic and non-alcoholic people (Hennessy, 2011). Although the restaurant do not categorise there are foods according to any characteristics like culture or geography rather they are focusing on their items and innovation to make the existing foods much more quality foods of different varieties.

The restaurant is creating a look of British tradition in terms of decoration. Most of its serving strategies are related with cuisine system (Brion, 2012). The restaurant is also having Italian and French style of cooking in terms of offering new and unique traditional foods of renowned and popular places of the world.



The restaurant is having a traditional British look in its premises with brick design in order to make the people comfortable and easy while visiting the restaurant (Wyke, 2009). The restaurant is having different settlements for different number of people according to their statuses and classes. The organisation is also having different lighting system according to the requirement of the customers. It also make the organisation more unique to the customers to pick the restaurant according to their occasion to celebrate.



The restaurant do not have any food category related with Continental, Chinese, and Indian cuisine which should be a part of foods for the organisation (Palmer, 2006). It will definitely increase the number of customers for the organisation in United Kingdom because a large portion of foreigners in United Kingdom are from Indian continent and China (White, 2007). Therefore, this will be another great opportunity for the organisation to improve their business and also getting involved in more innovative food production and services which ultimately helps the organisation to be more popular and unique to the people from different parts of the world.

The organisation is very famous for its diversity and food facilities and quality services and the organisation is also having excellent employees in its premises who are providing quality Services to their customers all their long (White, 2007). Although the organisation has an excellent reputation and brand value but it has only 3 out of 5 rating in Trip Advisor because of its very limited food items and lack of efficiency in customer services (Tripadvisor, 2022). In addition to this, the organisation in the recent time fails to provide quality foods which is one of the common complaints for the organisation in the research time. In addition with this, lack of untrained employees have made it much more challenging for the organisation to provide quality services to their customers (White, 2007). Moreover, the prices of the products in comparison with the service and food quality are not very much acceptable to most of the customers in the recent time which reduces the ratings of the organisations significantly (Tripadvisor, 2022). Therefore, there are so many areas the organisation to improve in order to be more successful in their business activities. For instance:

- The organisation should give proper concentration on the quality of the food especially in burger.
- The organisation should increase the number of items and kinds of foods in order to be more diversify.
- The organisation should have more quality and trained workers in order to make the service facility is much more comfortable and satisfying for the customers as it is one of the most common prerequisites for all sorts of people who are visiting restaurants with their nearest and dearest ones.
- The organisation also need to cut the price of their foods or increase the quality of the food and services in order to make it reasonable to the customers otherwise it will definitely lose significant number of customers in the upcoming future which will be very much challenging for the survival of the organisation in the long run.

Conclusion

Establishment of reputation and maintaining the reputation are the two different things. Because of Marco Pierre White, the restaurant has already gained the attention of most of the customers who are looking for getting quality steak and grill. But due to lack of efficiency and quality in food and services it has become very much challenging for the organisation to keep the reputation stable in the industry. It will ultimately reduce the deputation of the organisation and create significant negative social and financial impact in the overall the brand value of

Marco Pierre White which needs to be appropriated taken care of by the restaurant especially in Swansea.

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