Ionut Moldovan

by Ionut Moldovan

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Restaurant Review



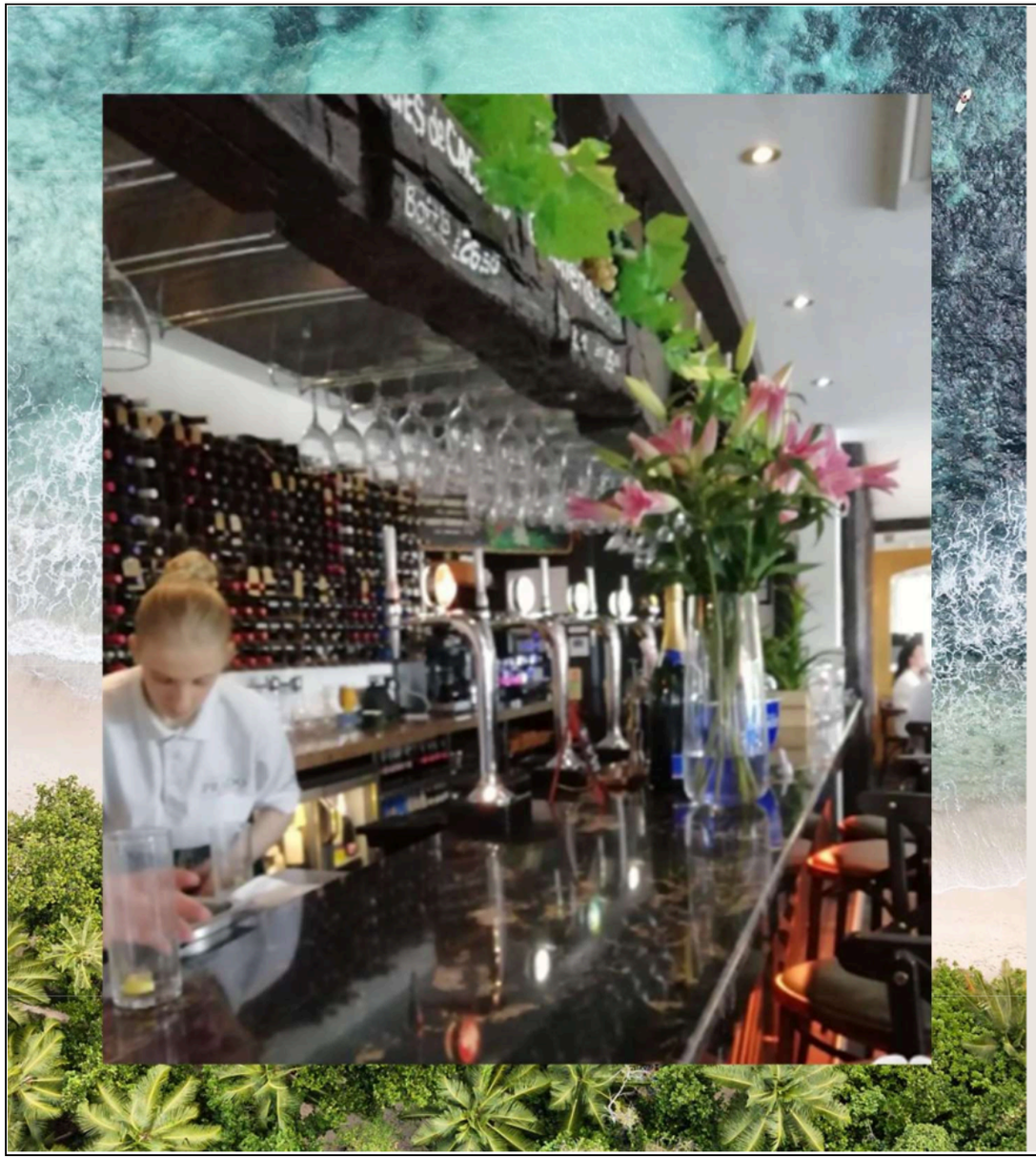
Customer review-family dinner

Ionut Moldovan

INTRODUCTION TO THE RESTAURANT

Location: Laleston, Bridgend
Type: Bar and restaurant





WHY I CHOSE THIS RESTAURANT

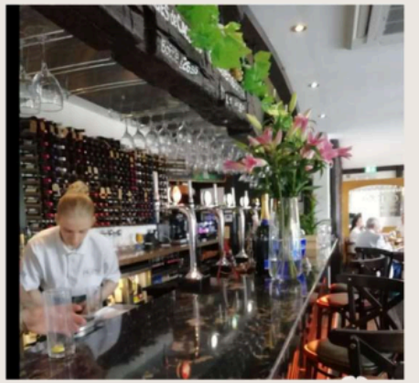
Why El Prado?

(Online reviews are important for customers – Qiu, 2024)

FIRST VISIT







First visit

HOW IS THE RESTAURANT MARKETED?



1. Website
2. Online reviews



PRODUCT

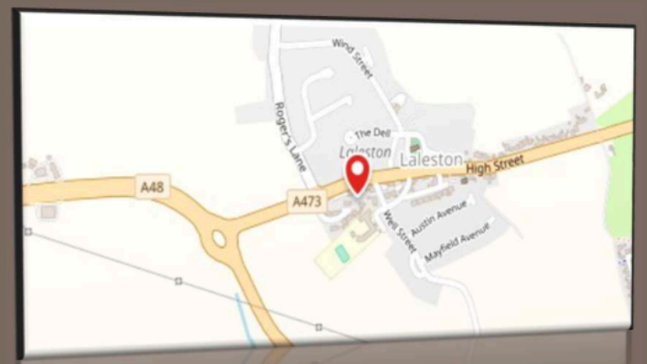
1. Food
2. Drink



PLACE

- Not in town centre
- Parking available

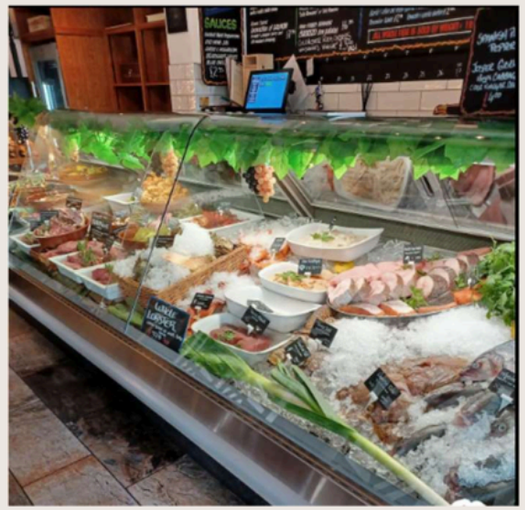




PRICE & TARGET CUSTOMERS

- Mid-range prices
- Families & couples







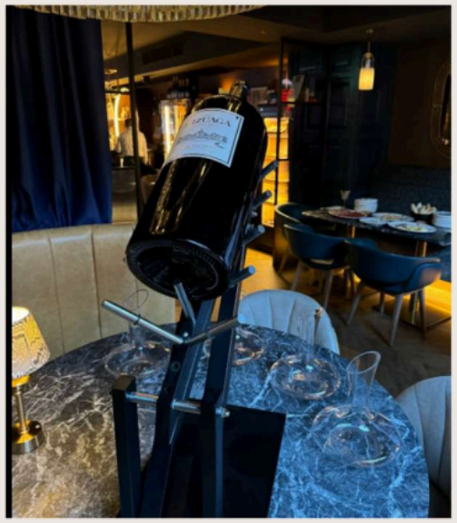
Promotion

Online booking
Website information



CUSTOMER VALUE & EXPERIENCE

Food
Service
Atmosphere







Pine and Gilmore (1998)

MY FAMILY VISIT EXPERIENCE

Family visit
Positive experience

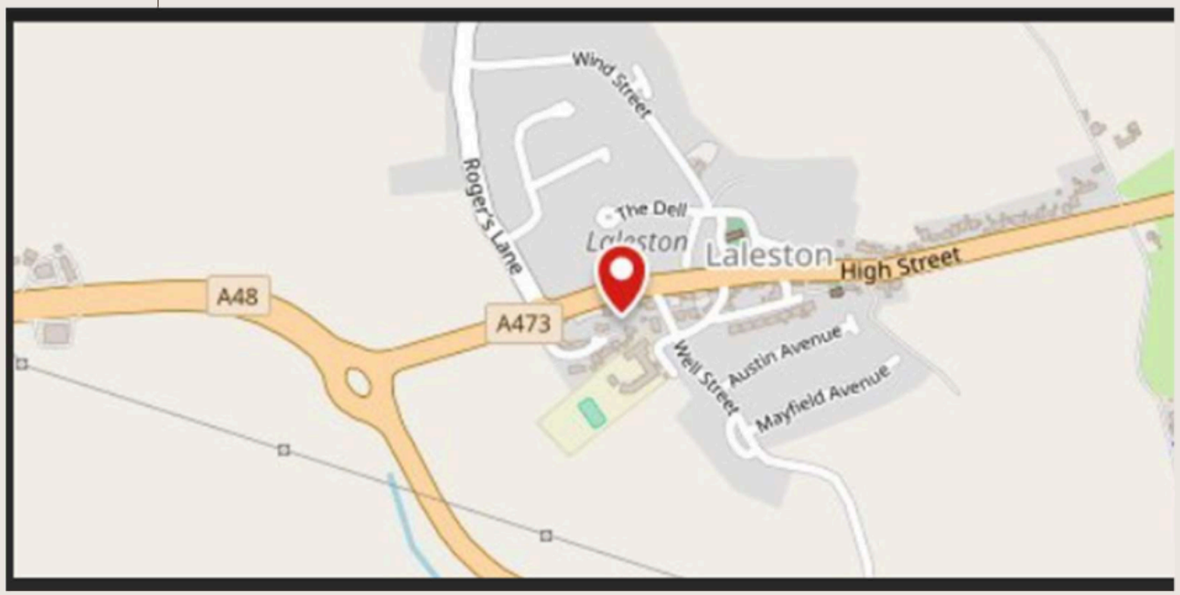






PROBLEMS NOTICED

Location
Waiting time







Food Hygiene Rating: 5

CLEANLINESS & FOOD HYGIENE

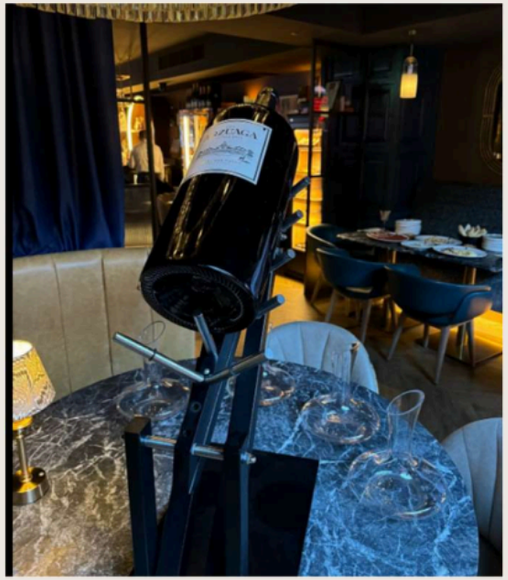




(Food Standards Agency, 2025; Food Standards Wales, 2024)

FINAL OPINION & INFLUENCE

Overall rating: 4/5
Would I recommend it?





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Remember to include the date accessed.

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  Available at: https://www.google.com/maps
- **British Hospitality Association (2023).**
  Customer experience in hospitality.
  Available at: https://www.ukhospitality.org.uk

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  Available at: https://www.el-prado.co.uk/

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GRADEMARK REPORT

FINAL GRADE

40 /100

GENERAL COMMENTS

This submission was IV'd by Jess Newport who agrees with the mark given by Antoinette Milne.

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Text Comment. Remember to include the date accessed.

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Text Comment. Remember to include the date accessed.

GRADING FORM: BMGM4001INTRO TO GASTRONOMY #2

IONUT MOLDOVAN	**40**

ENGAGEMENT WITH LITERATURE /10

It is important to provide more content on the slides including in-text citations to support your points. You have given 14 references and 15 were required. Remember to include the date accessed	**4**

(please see in-text comments). Remember to include the references without the author or website as a title (please see the Harvard Reference Guide).

KNOWLEDGE & UNDERSTANDING /25

You have demonstrated some knowledge and understanding of the concepts and principles of restaurant reviewing. More detail, specific examples and academic sources/evidence to support your points are required to demonstrate enhanced knowledge and understanding. For example, it was mentioned that the staff were friendly and the restaurant was calming, and it is important to provide details of why you felt this was the case. Only when asked about the time you waited and what you had eaten, did you provide more detail. More discussion of the concept is important, to address the assignment fully.

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COGNITIVE & INTELLECTUAL /25

More analysis and evaluation of the concepts and principles of restaurant reviewing is required to demonstrate enhanced cognitive and intellectual skills. Much of the presentation was descriptive. It is important to discuss for example, how the food, service, ambiance etc., in restaurants affects customers and sales/profits, using academic sources for support.

10

PRACTICAL APPLICATION /30

You spoke clearly and at a steady pace during your presentation, though you were mostly reading and it can be helpful to consider looking into the camera/audience to establish more of a

12

connection. Your hand was over your mouth at the beginning, which made it difficult to hear you. The presentation was a little short at 10 or 11 minutes, rather than 15 minutes.

TRANSFERABLE SKILLS /10

It is important to provide more content on the slides including in-text citations to support your points. Remember to include a title page with the module details. Most of the images are relevant, though it is unclear whether these are stock images or personal. It is helpful to include personal photos to make the review more personal and relatable.

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