

Module Title: Managing Food & Beverage Operations

Module Code: BMIH6002

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Introduction

The food and Beverage department is one of the significant components of any hotel or restaurant that enhances the productivity of any business. Hilton Hotel-Croydon is a four-star hotel that has been in operation in the UK for the years. In this hotel, The Larder Restaurant is full of a menu of international and British cuisines, a breakfast buffet, with room service. I have been placed in this hotel, which provides excellence in service in the international Hilton brand. The hotel is aimed at business travelers and leisure clients, including the newest facilities with classic hospitality. The F&B team works in coordination with other departments to make sure that the Hilton does not compromise on the quality and satisfaction of the guests. The hotel also incorporates corporate events and personal functions where they serve particular clients and offer them banqueting services.

Main Body

In my placement at Hilton Hotel-Croydon, I was in the Food and Beverage division, where I was able to see the application of theories learned in the earlier modules in practice. The experience provided me with interesting lessons as to how the efficiency of operations, sustainability, and the quality of service are ensured in a busy hotel setting.

The Ansoff Matrix determines four strategies of business growth, such as market penetration strategy, product development strategy, market development strategy, and diversification strategy (Banka *et al.*, 2022). These strategies enabled the F&B department at Hilton Croydon to be more competitive, attract customers, and be aligned with the sustainability objectives of the company, which is reflected in my placement. The Larder Restaurant had frequent promotions and benefits for Hilton Honors members to come back (Hilton, 2025). The primary strategy of the hotel was market penetration, where the emphasis was on the promotion of existing services to existing customers. Singh *et al.* (2023) argue that keeping service quality and customer engagement high is the only way to retain market share. Hilton did not fail at this, as there was a consistent service provision and attentive staff.

Hilton Croydon also uses product development by updating the menu according to the changing tastes of the customers. This has introduced new vegan, vegetarian, and gluten-free meals in an attempt to encourage healthy and sustainable food consumption. Working at breakfast and dinner service, I witnessed that the customer reaction to these alternatives

proved to be positive, and it is possible to innovate and remain sustainable in hospitality. Market development is another area in which a department intervenes through marketing its services outside the hotel premises (Setianingsih and Nursaidah, 2023). The restaurant has now ventured out in providing services to customers by hosting events, private functions, and association with local companies. I assisted in the arrangement of tables during a corporate lunch, where I noticed the way the team changed its strategy towards various client groups.

The digital innovations of the hotel are an indication of this strategy, even though diversification was not as apparent. Hilton Croydon launched online ordering systems, which decreased the amount of paper consumed and improved operational efficiency. I supported customers in using these tools as I learned how technology can help to increase sustainability and customer satisfaction. Nevertheless, I observed that there was some uncertainty among the staff members about these systems, which implies that additional digital training would enhance uniformity and response time to service.

The CAGE Model is an assessment of the Cultural, Administrative, Geographic, and Economic variables that influence the performance of international business (Küçükaltan, 2021). The application of this model enabled me to learn the way Hilton Croydon, as a global brand, adapts corporate standards to fit the local market and different guests. The F&B department is especially subject to the cultural dimension. Hilton Croydon accommodates both locals and foreigners, and, therefore, the hotel must be sensitive to different cultures and tastes. The menu will consist of various foods, vegetarian food, and other international foods so that the expectations of the guests are fulfilled. Guan *et al.* (2022) found that understanding culture contributes to guest satisfaction in the international hospitality business. In the multicultural team, I had to understand how to communicate effectively and respectfully, particularly when it comes to guests of other backgrounds. The administrative aspect is the regulations and norms of how the hotel should operate. Food hygiene and food safety measures should be adhered to, and this should be aided by regular audits. I took part in the routine temperature checks and cleanliness routines, which demonstrated how compliance is the means of guaranteeing guest safety and brand consistency. Nevertheless, I noted that when making amendments to the menu or proposing an event, the approval process might sometimes, and with further autonomy of the local management, might enhance efficiency.

Hilton Croydon has F&B operations that are also determined by geographic factors. The restaurant has extended hours of service and take-away services so that guests who have early or late flights can satisfy their diverse needs. Local sourcing of food also helps the hotel to cut transport emissions and maintain sustainability. I assisted in the morning delivery of local suppliers, which is where local sourcing made the products fresher and with less impact on the environment. The customer spending patterns that affect service delivery are emphasized in the economic aspect of the CAGE Model. Targeted at the business and family clientele, Hilton Croydon provides inexpensive set menus along with high-quality products.

My Hilton Croydon placement experience demonstrated the relationship between theory and professional practice. Ansoff Matrix and CAGE Model demonstrated how Hilton can expand by using innovation and sustainability, and the influence of culture, policy, and economy on service management, respectively. They both discussed the manner in which Hilton integrates global strategies with local expectations. I outlined areas of improvement. Training and workshops may help staff to be more aware of sustainability goals. Communication between different departments, and especially between the kitchen and the service staff, could be better to avoid delays during peak times. Furthermore, Hilton might intensify its market in the local market by improving its online marketing and collaborating with the locality to draw foreign patrons. I have developed my analytical skills, decision-making process, and teamwork, which will support my future work in hotel management and sustainable service provision.

Conclusion

My experience at the Hilton Hotel was dynamic and invaluable, as it allowed me to develop my skills and learning. Working in this department, I have increased my communication skills, decision-making skills, teamwork work and understanding of the business operations of the hotel. The CAGE analysis revealed that cultural knowledge, administrative system, geography, and economy had an impact on the decisions made on operations. On the same note, the hotel has successfully implemented market penetration and product development strategies to be competitive and embrace sustainability and innovation. These two frameworks also help to understand the various factors of the hotel business and its F&B department. The key findings consist of the fact that Hilton is doing well in terms of its service quality, menu innovation, and sustainability initiatives, but it could improve communication and the participation of its staff in its environmental objectives. In this

respect, it is better to invest more in sustainability training, local collaboration, and invest in more digital coordination tools in order to be more efficient. Overall, the placement helped me to develop my professional competencies and have a broader perspective on how international hospitality brands can be uniform and adaptable to the local market demands.

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