



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Food & Beverage Operations

BMIH4002

Week 2: Food & Beverage Operations

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Week 2:

- FOH/BOH
- Roles
- Responsibilities
- Food and Beverage Operations
- Consumer Needs
- Food & Beverage Marketing
- Employee Lifecycle: Recruitment & Training
- Management Styles
- Skills
- Reference List



Learning Objectives:

Upon completion of this lecture, you should:

- Be able to list some of the front of house roles and responsibilities within food and beverage operations.
- To be able to differentiate commercial operations from non commercial operations.
- Have a good understanding of customer needs and how different businesses fulfil customer needs.
- Understand the fundamentals of management and the importance of good management to employee retention.
- Be able to explain the difference between hard and soft skills.

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Terminology

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FOH: Front of House

The front of the house, also called the FOH, refers to all actions and areas that a customer will be exposed to during their stay at a restaurant, such as the lobby and dining area.

BOH: Back of House

The back of the house, also known as the BOH, encompasses all the behind-the-scenes areas that customers will not see. This acts as the central command centre in a restaurant because it's where the food is prepared, cooked, and plated before making its way to the customer's table.



Terminology

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FOH: Front of House Team

This refers to the team working in the restaurant, serving customers. Employees who work in the front of the house should have excellent hygiene and adopt a professional, welcoming demeanour at all times.



BOH: Back of House Team

Usually referring to those behind the scenes, such as chefs and kitchen porters. All back-of-house staff should wear clean uniforms and aprons while on the job. The back of house also serves as a place for employees and managers to do administrative work.



Host

Servers

Food Runners

Bartenders

Supervisors & Team Leaders

Head Bartender

Who are the Front of House team?

Duty Managers

What do you think some of their responsibilities are?

Bar Manager

Assistant F&B Manager

Restaurant Manager

Food & Beverage Manager

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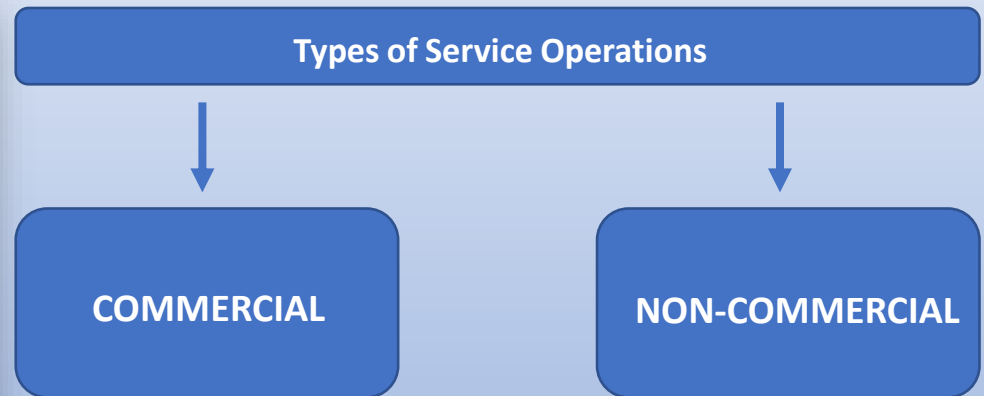
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Food and Beverage

The food and beverage services sector contributes a great deal to the profits in the hospitality industry. Food and beverage professionals work tirelessly to intensify customers' experience through their service.

Food and Beverage (F&B) Services can be broadly defined as the process of preparing, presenting and serving food and beverages to customers / guests.



Types of Food and Beverage Operation

01 Bistro

02 Brasserie

03 Coffee Shop

Which ones are you familiar with?

04 First Class Restaurant

05 Restaurant

06 Health Food and Vegetarian Restaurants

Which ones are you unfamiliar with?

07 International Restaurant

08 Themed Restaurant

09 International Destination Restaurant

10 Cafeteria

11 Popular Catering and Fast Food Outlets

12 Public Houses

13 Wine Bars

Customer Needs

Why do you visit a Restaurant?

Hungry or Thirsty?



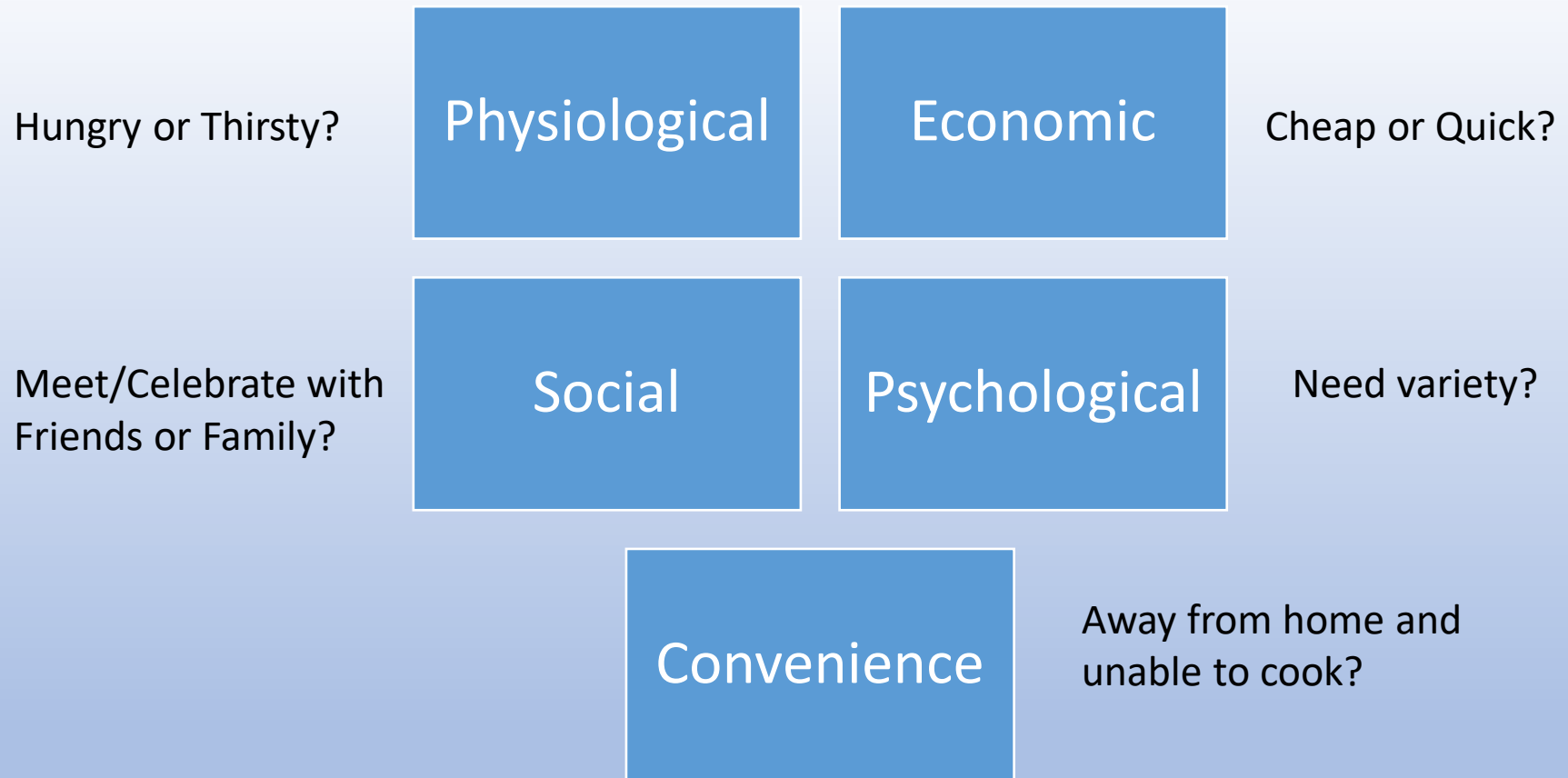
Cheap or Quick?

Meet/Celebrate
with Friends or
Family?

Need variety?

Away from home and
unable to cook?

Customer Needs



(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What need do you think McDonalds meets?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What need do you think a local pub meets?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



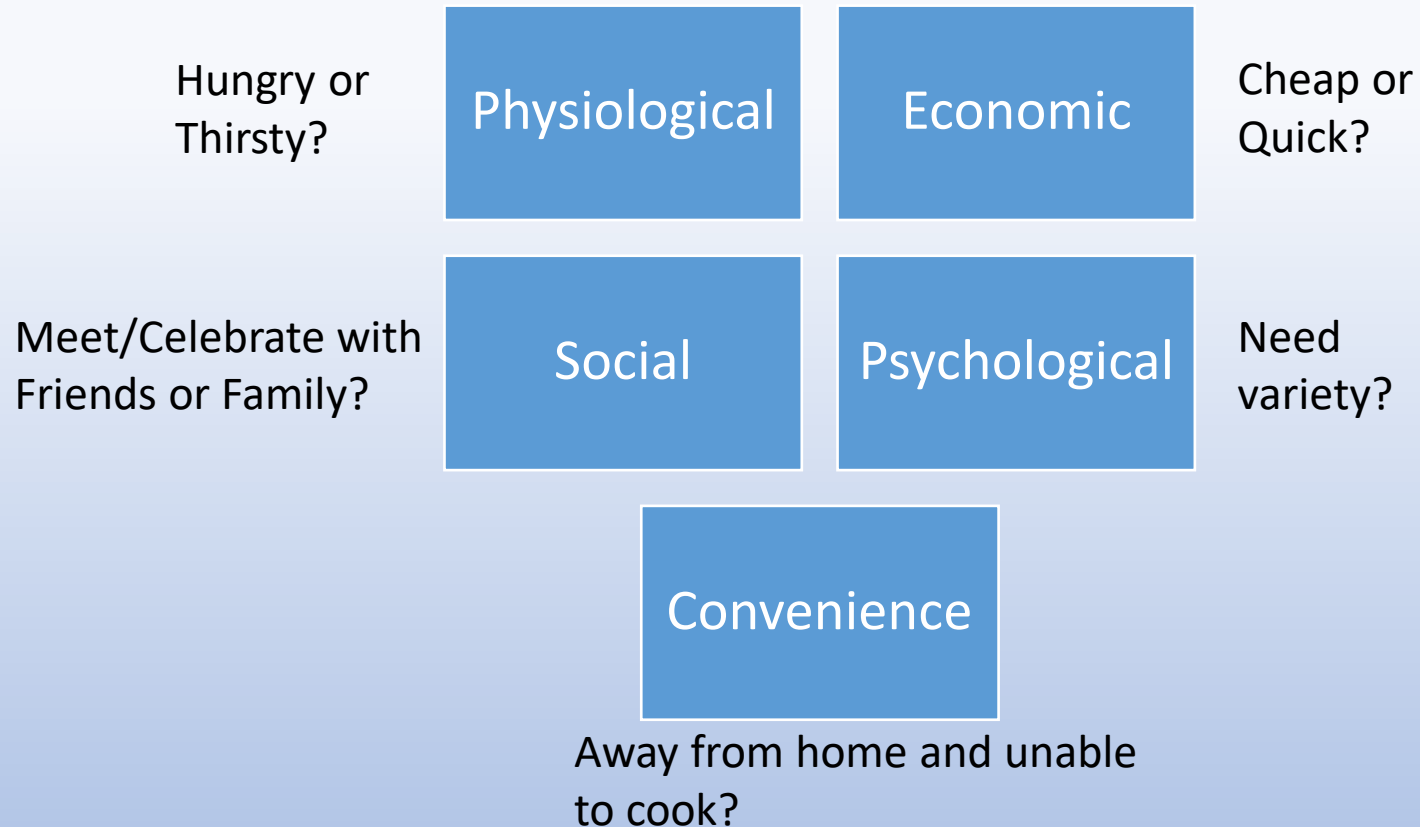
What need do you think a Michelin star restaurant meets?

Let's have a look at a short clip...

(Cousins and Weekes, 2020)



Customer Needs



Now that we know what needs customers need us to fulfil, how can we make sure they know our restaurant can fulfil their needs?

(Cousins and Weekes, 2020)

Restaurant Marketing



What marketing or advertising have you seen recently of F&B establishments in your local area?

Who are these adverts targeting? Do you think they are effective?



RAY'S GRILL RESTAURANT



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Food & Beverage Marketing



Branding



Internet
Marketing



Advertising



Public
Relations



Sales
Promotions



Food & Beverage Marketing



Digital Marketing

- Social Media
- Mobile Technology
- Gamification



Personal Upselling



Employee Life Cycle



What do you think an employee lifecycle is?

Employee Life Cycle



Employee Life Cycle

Development

- Encourage external learning
- Assess knowledge and skills together
- Encourage team members to be responsible for own development
- Reward employees who learn in own time

Retention

- Hire the right people
- Cultivate great relationships with team members
- Openly communicate organizational mission & team aspirations
- Seek employee feedback & measure team morale frequently
- Understand what motivates your employees

Separation

- Understand the reasoning behind the resignation
- Remain positive
- Ask for honest feedback
- Remind the team to keep looking ahead

Employee Life Cycle



Is there a staffing crisis in Hospitality?

How can businesses retain staff?

Service Profit Chain

The conventional service–profit chain (SPC) proposes that a firm's financial performance can be improved through a path that connects employee satisfaction, customer orientation, customer satisfaction, and customer loyalty.

Employee Satisfaction	Added value to product/service	Customer Satisfaction	Customer Loyalty	Profit & Growth
From: Good recruitment and high quality support and training	From: Satisfied loyal and productive staff	Because: Happy with product or service	Because: Customers are satisfied with product or service	Due to: Happy customers retention and loyalty

(Davis et al., 2018)

Any Questions?





**People don't leave
bad jobs, they leave
bad bosses.**

Do you agree?

Leadership Vs Management

Leadership

vs

Management

Leadership refers to an individual's ability to influence, motivate, and enable others to contribute toward organizational success. Influence and inspiration separate leaders from managers, not power and control (Nayar, 2013).

Management consists of controlling a group or a set of entities to accomplish a goal (Nayar, 2013).

Whether we are managing or leading we all have different styles, let's explore ten of them briefly

Management & Leadership Styles



Management Styles

There are three broad categories of management styles:

- Authoritative
- Persuasive
- Paternalistic

Autocratic



- Consultative
- Participative
- Collaborative
- Transformational
- Coaching

Democratic



- Delegative
- Visionary

Laissez-faire



Autocratic

1. Authoritative

- Managers dictate exactly what they require their subordinates to do and punish those who do not comply.
- Employees are expected to follow orders, not question the authority of management, and perform their tasks the same way each time.

2. Persuasive

- Managers use their persuasive skills to convince employees that the unilateral decisions that the manager implements are for the good of the team, department, or organisation.
- Rather than ordering employees to perform tasks, managers would invite questions and would explain the decision-making process and rationale behind policies.

3. Paternalistic

- The manager acts with the best interests of their subordinates at heart.
- The organization will refer to staff as 'family' and ask for loyalty and trust from employees.



Democratic

1. Consultative

- Managers ask for the opinions and thoughts of their team, consulting the viewpoints of every member of their team.
- The manager will make the final decision, but they will consider all of the information given by team members before they do so.

2. Participative

- Managers and staff are all active members of the decision process.
- Staff are given access to more information about the company and its goals, and are encouraged to innovate solutions.

3. Collaborative

- Management creates an open forum for ideas to be discussed extensively before making decisions based on majority rule. Staff is empowered to take ownership of outcomes, which can lead to increased engagement, innovation and creativity.



Democratic

4. Transformational

- This style of management is agile and growth-focused.
- Managers focus their efforts on pushing their staff to ever greater accomplishments through encouragement, pushing them past their comfort zones regularly, and consistently motivating their teams to raise their bar for achievements.

5. Coaching

- Managers see themselves as the coach and their employees as the valued members of their team.
- The manager's job is to develop and guide their team, putting their team's professional development at the forefront of their priorities. Long-term development is valued above short-term failures in this style, and the manager wants to promote learning, upskilling and growing in the workplace.



Laissez-faire

1. Delegative

- The Manager is only present to assign tasks, although they still are responsible for tasks being completed successfully. Once the task is assigned, then the employees are empowered to do their work as they see fit.
- After the task is complete, the manager steps back in to review the work and give advice about how to improve future projects.

2. Visionary

- Managers lead through inspiring their staff.
- They explain their goals and the reasons behind them, convincing their team to work towards executing their vision.
- Team members are motivated by their manager, then allowed the freedom to achieve their tasks with minimal interference.



Management Styles

Have you used any of these management styles?

Have you been managed by anyone using one of these styles?

- Authoritative
- Persuasive
- Paternalistic

Autocratic



- Consultative
- Participative
- Collaborative
- Transformational
- Coaching

Democratic



- Delegative
- Visionary

Laissez-faire



Any Questions?





What is a skill?

- A skill is the ability to **perform an action with determined results** often within a given amount of time, energy, or both.
- Skills are developed through **life and work experiences** and they can also be learned through **study**. There are different types of skills and some may be easier to access for some people than others, based on things like dexterity, physical abilities and intelligence.



VS.



- **Hard and soft skills** matter in the hospitality job market and how to show **strengths** in each area.
- They are highlighted on CV's and often will make the difference between a strong and a weak candidate

But what are they? And what is the difference between Hard and Soft skills?

What are hard skills?

Skills learned in school or training courses and that bring clearly defined value.

Think of an example

Raise your hand to share your idea



- Uni /college degree
- IT proficiency
- Languages
- Training/industry-specific certifications

What are soft skills?

Talents and abilities you've picked up more organically through past work experiences and interpersonal relationships.

Showing hard skills on a resume is relatively easy, but soft skills are 'show and tell' skills

Think of an example

Raise your hand to share your idea



- Problem-solving
- Ability to work well in groups
- Communication skills
- Strong work ethic
- Time management
- Team leadership

(Institute of Hospitality, 2021)

Skills

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What skills do you think are
needed to become...

1. Food Runner
2. Server
3. Bartender

What skills do you think are
needed to become...

1. Restaurant Manager

Job Descriptions

When you're looking for a job, what do you look for?



- Pay
- Description of duties
- Recognisable businesses
- Benefits
- Experience requirements
- Education requirements

Let's have a look at
some examples

Any Questions?



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