

**Module: Food & Beverage Operations**

**Module code: BMIH4002**

**Assignment 1 Student Journal**

**Student Name: EDDYSON FERNANDES**

**Student ID: 2245647**

## Table of Contents

|                                   |   |
|-----------------------------------|---|
| Introduction.....                 | 1 |
| Identification of Key Skills..... | 1 |
| Skill Development Strategies..... | 1 |
| Real-Life Examples.....           | 2 |
| Challenges and Solutions.....     | 2 |
| Conclusion.....                   | 2 |
| References.....                   | 4 |

## Introduction

Service quality is crucial for most industries. Restaurants are no exception. Service quality is the major way to satisfy clients and keep them coming back to the restaurant. Not maintaining service quality might lose restaurant patrons. Service quality is crucial for restaurants because excellent service may please consumers and bad service can result in unfavourable reviews and fewer customers (Cousins, 2020). Thus, ongoing service quality improvements are crucial.

## Identification of Key Skills

**Communication:** Having strong communication skills is essential for the employees of a restaurant to provide them with proper services (Cousins *et al.*, 2011).

**Time Management:** This skill is also important for a restaurant business to ensure the timely delivery of services to the customers (Johnston, 2012). If customers cannot get services in time, they may put negative reviews for the restaurant.

**Conflict Resolution:** In a restaurant, customers come from different social backgrounds, and sometimes some conflicts are raised between them or between the customers and employees (Davis *et al.*, 2018). So, the employees of a restaurant need to have proper conflict resolution skills to resolve these kinds of conflicts.

**Empathy:** Employees of restaurants with a strong empathetic sense can show empathy to the customers and also maintain a good bond with other employees (Foskett *et al.*, 2021). This can help them maintain mutual respect within the organisational environment.

**Product Knowledge:** Customers always rely on the employees. As multiple cuisine options are provided in a restaurant, customers may ask for details about the products (Zutshi, 2019). So, employees need to have the proper product knowledge to provide them with the details of each product offered by the restaurant.

## Skill Development Strategies

Restaurant applicants must improve the aforementioned abilities. Candidates can find techniques online and use them to improve. Additionally, people can enrol in skills development courses given by various companies to improve their specific talents (Howard and Gutworth, 2020). For instance, applicants who lack communication skills must identify and attend a communication skills development course, candidates who lack time management skills must discover and join an inexpensive time management programme, etc. In addition, several restaurants

provide official training courses to help new hires improve. For workers to improve the above abilities, several organisations offer regular skills development courses (Joshi et al., 2019). Employees can also learn from these opportunities. Over time and with customer service expertise, these talents increased organically. Over time, employees can improve skills and earn experience by serving consumers.

## **Real-Life Examples**

A popular UK restaurant, Greggs, serves breakfast, drinks, snacks, and salads. This firm was the most popular restaurant in Q4 2022. Costa Coffee, a popular UK coffee business, is next (Statista, 2023). Companies have focused on improving service quality by providing friendly service with good employee communication, fast service with good employee time management, and healthy food choices by improving product knowledge (Motarjemi and Lelieveld, 2014). Restaurants train new hires, offer skill development programmes at regular intervals, manage staff with guidance from experienced managers, and so on to improve employee skills (Zutshi, 2019). By following these techniques, eateries have become the most popular among industry competitors.

## **Challenges and Solutions**

While implementing their communication skills in the restaurants, the staff may face problems due to communication barriers, like language, cultural or perceptual barriers. Time management can become a major problem if the load of customers increases. Conflict resolution skills may face a problem if a conflict turns into a personal problem (Davis *et al.*, 2018). Staff can face problems in showing empathy if they need to deal with customers with a lack of interpersonal skills. Restaurants need to hire workers with the appropriate credentials, training, and experience, as well as employees that support cultural diversity and have knowledge of many languages (Zutshi, 2019). This will allow the restaurants to address the challenges that arise from these types of situations. In addition to that, the eateries are obligated to serve consumers in accordance with their capacities and so on.

## **Conclusion**

This study has dealt with the restaurant industry and what is the need to improve the skills of the employees in the restaurant. In this aspect, it mentioned different skills that are needed to develop within the employees of restaurants, how employees can develop the skills, what challenges they may face while implementing the skills within

the restaurant along with some examples of restaurants that have implemented the skills successfully within their organisation and get good reputation by satisfying the customers.

## References

Cousins *et al.*, 2011. *Food and beverage management: For the hospitality, tourism and event industries*. 3rd ed. Oxford: Goodfellow.

Cousins, J., 2020. *Food and beverage service*. 9th ed. London: Hodder Education Group.

Davis, B. *et al.*, 2018. *Food and Beverage Management*. 6 edn London: Routledge.

Foskett, D. *et al.*, 2021. *The Theory of Hospitality and Catering*. 14th Edition. London: Hodder Education Group.

Howard, M.C. and Gutworth, M.B., 2020. A meta-analysis of virtual reality training programs for social skill development. *Computers & Education*, 144, p.103707.

Johnston, R., 2012. *Service operations management: improving service delivery*. 4th ed. Harlow, England: Pearson.

Joshi, V., Biswal, L. and Panigrahi, C.M.A., 2019. A Detailed Evaluation of the Impact of Learning & Development on Employee Performance & Productivity in IT Sector in Pune. *International Journal of Advanced Science and Technology*, 28(16), pp.1537-1552.

Motarjemi, Y and Lelieveld, H., 2014. *Food safety management: a practical guide for the food industry*. Illustrated edition. Amsterdam: Academic Press.

Statista. 2023. *Most popular restaurant brands in the UK 2019* | Statista. [online] Available at: <https://www.statista.com/statistics/950444/most-popular-restaurant-brands-in-the-unit-ed-kingdom-uk/> [Accessed 11 Oct. 2023].

Zutshi, A., 2019. 'How to develop well-informed and assured teams to embed food safety compliance in the UK catering and hospitality industry', *Perspectives in Public Health*, 139(6), pp. 294–295.