

Florin Oneamoise-4001. assessment 2

by Florin Oneamoise

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File name: 59542_Florin_Oneamoise_Florin_Oneamoise-4001._assessment_2_699431_1304799665.pptx (24.52M)

Word count: 537

Character count: 3211

Poco Poco restaurant

A secret customer review

Florin Oneamoise



The image shows the exterior of the Poco Poco Bar & Grill Restaurant. The building has a light-colored facade. A large, stylized logo is painted on the wall, featuring the words "POCO POCO" in a bold, blocky font at the top, a fish skeleton in the middle, and "BAR & GRILL RESTAURANT" in a curved font at the bottom. Below the logo, the word "Entrance" is written in a simple, sans-serif font. There are two green doors with white frames and transoms. To the right of the doors is a wooden menu board. A black outdoor lamp is mounted on the wall to the left of the entrance.

POCO POCO
BAR & GRILL RESTAURANT

Entrance

Introduction

- ▶ Mediterranean restaurant in Bridgend
- ▶ Casual dining concept
- ▶ Experienced as both customer and insider



(Poco Poco Restaurant, n.d.)



Product

- ▶ Mediterranean-inspired dishes
- ▶ Freshly prepared food
- ▶ Wide choice of food and drinks



(Poco Poco Restaurant, n.d.)

Place

- Easy to find
- Parking and transport nearby
- Located in Bridgend town centre



Mid-range pricing
Suitable for casual
dining
Good value for money

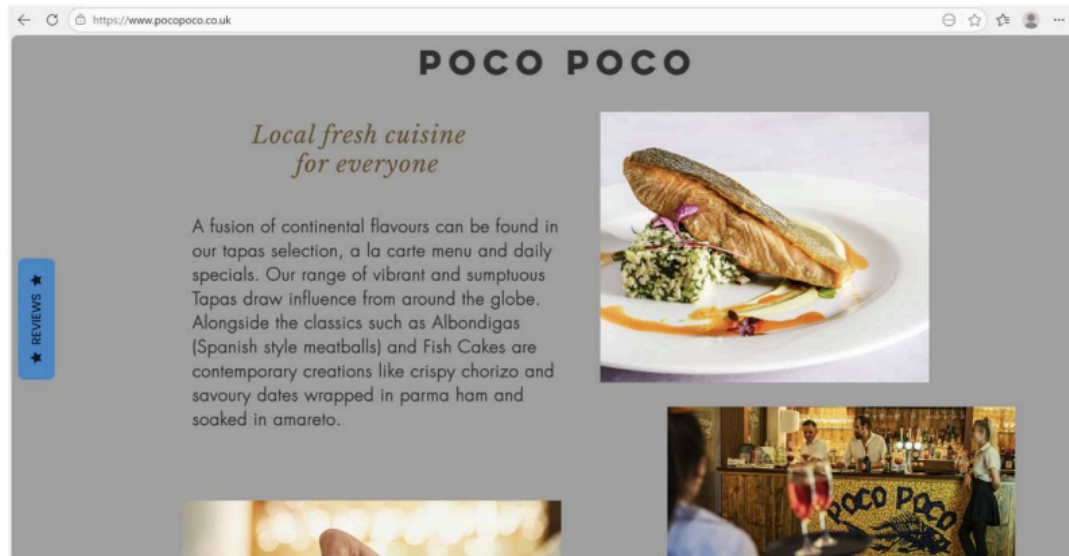
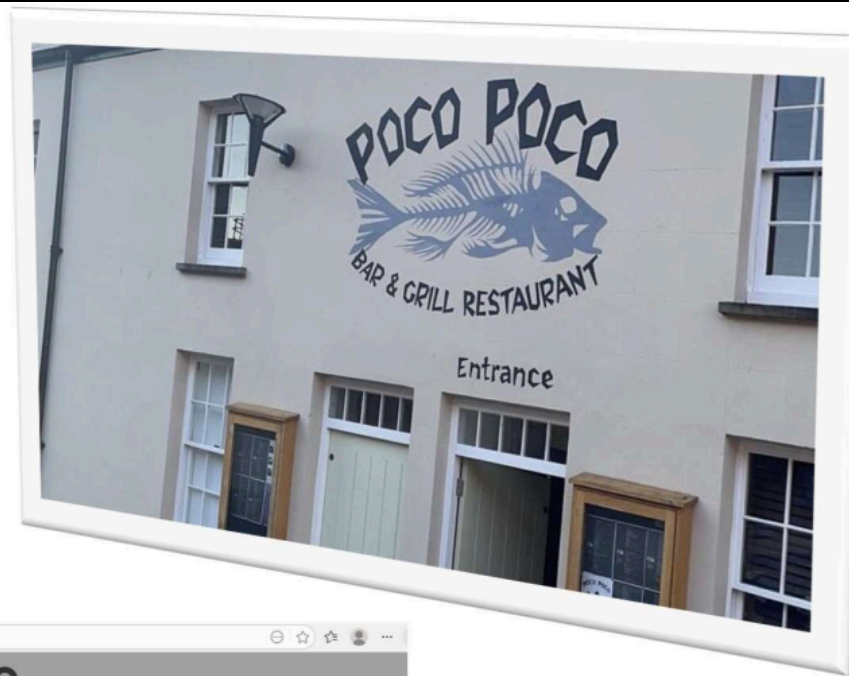
- Mid-range pricing
- Suitable for casual dining
- Good value for money

(Poco Poco Restaurant, n.d.; Zeithaml, 1988)



Promotion

- Website and online presence
- Social media
- Online reviews



(Poco Poco Restaurant, n.d.; TripAdvisor, 2025)



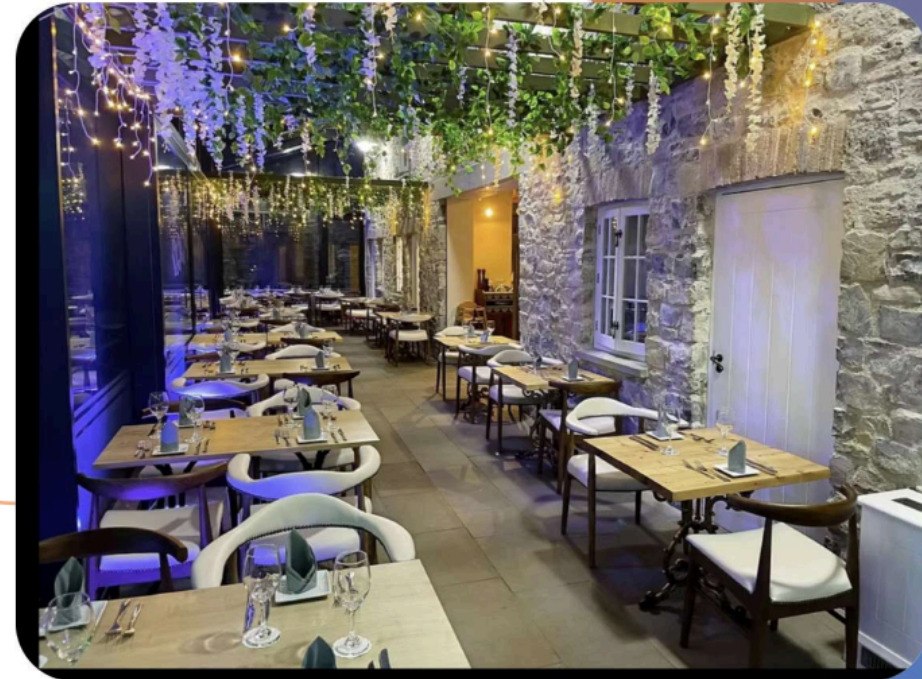
Customer Experience

- Friendly staff
- Smooth service
- Comfortable experience



Ambience

- Warm lighting
- Relaxed atmosphere
- Comfortable space



(Bitner, 1992)

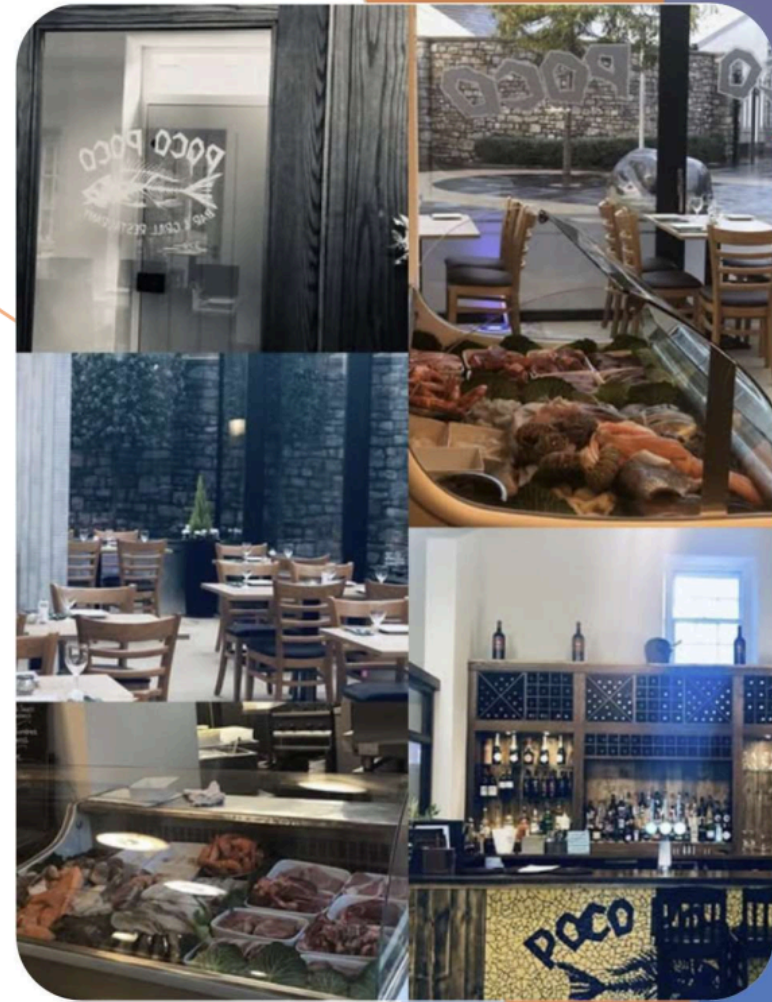
Clean or not?

- The dinning area looked clean during my visit
- A food hygiene rating was clearly visible
- This made me feel more confident eating there



My opinion

- Positive overall visit
- Good food and ambience
- Small areas for improvement



Customer Re

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Overall Opinion

- ▶ Helps customers decide
- ▶ Builds trust
- ▶ Shapes expectations

(Luca, 2011; Chevalier & Mayzlin, 2006)

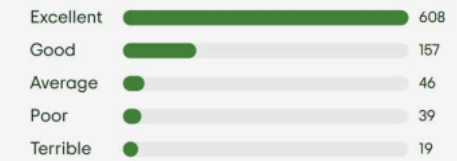
Reviews

[Insider tips/Q&A \(19\)](#)

4.5

Very Good

●●●●● (869)



references

Remember to include the date accessed.

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- **Zeithaml, V.A.** (1988). *Consumer perceptions of price, quality, and value.*
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•**Chevalier, J.A. and Mayzlin, D.** (2006).

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Service quality, customer satisfaction and loyalty.

European Journal of Marketing.

Available at: [The servicescape as an antecedent to service quality and behavioral intentions | Journal of Services Marketing | Emerald Publishing](#)

•**Ryu, K. and Jang, S.** (2008).

Influence of restaurant physical environment on customer behavior.

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Available at: [The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions - ScienceDirect](#)



Thank You

Florin Oneamoise

Florin Oneamoise-4001. assessment 2

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

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

40/100

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Text Comment. Remember to include the date accessed.

GRADING FORM: BMGM4001D GASTRONOMY #2

FLORIN ONEAMOISE

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ENGAGEMENT WITH LITERATURE /10



You have provided 14 references and 15 were required. Remember to include the date accessed for the website references. Please follow the Harvard Reference Guide. It is very important to include in-text citations within the PPT presentation (written) to support your points made during your presentation.

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KNOWLEDGE & UNDERSTANDING /25

 You have demonstrated some knowledge and understanding, however, more academic sources are required to support many of the points discussed during your presentation. For example, you mentioned that the ambiance was pleasant and the lighting was nice, however, it is important to provide more detail as to why this is the case and by comparing to other restaurants. More specific details are required to provide a comprehensive restaurant review, as many of the points were general. For example, it was mentioned that the staff were friendly and your meal was nice. It is important to provide examples of these (evidence and support), to demonstrate enhanced knowledge and understanding.

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COGNITIVE & INTELLECTUAL /25

 More analysis and evaluation of the concepts and principles of restaurant reviewing are important to demonstrate. For example, by discussing how food, service, ambiance, lighting etc., affects customers and sales/profits, is important, to demonstrate enhanced cognitive and intellectual skills. When discussing your food (meatballs), it is important to be as specific as possible and to explain quality and value using academic sources for support. Overall, more specific details and academic support is important to provide.

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PRACTICAL APPLICATION /30

 During your presentation, you spoke confidently and at a steady pace, however, the sound was not as clear as it could have been, which meant that you had to repeat a few times, when asked. It is

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very important to check that the microphone works properly before a presentation. More detail, specific examples and academic support are required to demonstrate enhanced practical skills.

TRANSFERABLE SKILLS /10

 It is very important to write more content within the PPT presentation. Remember to include a title page with the name of the module and details. Many of the images are relevant, however, it is important to ensure they support your words/content. Many of the images look to be stock images, rather than personal photos taken, which helps to make the review more personal and relatable.

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