

# Food Service Management

## Food Service

Foodservice (US English) or catering industry (British English) defines those businesses, institutions, and companies responsible for any meal prepared outside the home. This industry includes hotels, restaurants, school and hospital cafeterias, catering operations, and many other formats.

## Management

A combination of activities which are responsible for POLCA.

P = Planning

O = Organizing

L = Leading

C = Controlling

A = Assurance

## History

Morris and Johstan in 1981 put forward an argument about operation management (production, services) and they divide management of operation into three parts.

1. Management of material (building, equipment, raw material)
2. Management of information (material, method, temperature, time, all written work)
3. Management of people (HRM, labour, consumer)

## Elements of Operation

Keeping in view these three elements within an operation.

### (1) Food production system

A production system is organized to produce the right quantity of food at correct standard for the required number of people on time by using the resources of staff, equipment and material effectively and efficiently. For food production, we use 4 M. Manpower, Material, Machine and Method. By using 4 M technique three objectives are achieved.

(i) Time

(ii) Quality

(iii) Quantity

## **Elements of Food Production System**

1. Purchasing of raw material
2. Storage of raw material (Dry, cold, freeze storage)
3. Preparation
4. Cooking (Frying, steaming)
5. Holding
6. Degeneration (Thawing)
7. Dishwashing
8. Cleaning of production area

## **System of Food Service**

- (i) Table setting, hall setting, greeting and seating
- (ii) Taking orders
- (iii) Cooking department
- (iv) Cleaning
- (v) Billing

## **System of Customer Satisfaction**

- (i) Arriving
- (ii) Greeting and seating
- (iii) Ordering
- (iv) Receiving
- (v) Consuming
- (vi) Paying/ Billing

## **Sectors of Food Service Industry**

Depending upon the nature of customer, food service industry is divided into various sectors

### **1. Hotels**

A building or premises which provide food and drink together with accommodation e.g PC hotels, Awari hotel, Holiday Inn.

### **2. Restaurant**

A building or premises which only provide food or drink but not accommodation. Meals are generally served and eaten on premises but many restaurant also offer take away and food delivery services.

### **3. Fast Food Restaurant**

Provision of food and drink in highly specialized environment e.g. KFC.

### **4. Popular catering**

Provision of food and drink generally to medium price or with limited levels of services, e.g. Coffee shop, steak houses.

### **5. Take away**

Provision of food and drink quickly e.g. cafeteria, fast food restaurant.

### **6. Retail Stores**

Provision of food and drink according to retail price e.g. metro

### **7. Motorway service station**

Provision of food and drink together with other retail services, e.g. petrol, CNG.

### **8. Welfare catering**

Provision of food and drinks in universities, colleges, schools through established social needs. It is not profit oriented catering but for social need of the participant.

Those organizations which are not providing accommodation are differentiated on the basis of three criteria.

**(i)** Level of services

**(ii)** Price range

**(iii)** Extend of the menu