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**Handout**

HIR2404 Menu Planning for Catering Business 3(3-0-6) Semester 2/2016

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**Unit 1**

**Introduction to Catering Business**

**Course outline and introduction**

* Introduction of course HIR2404 and Catering Business
* The menu: Food and beverage
* Menu Knowledge
* Methods of Cookery and Food Production Systems
* Pre-prepared convenience Foods
* Hygiene
* Nutrition
* Ordering of Foodstuffs
* Ordering of Foodstuffs
* Banquets and Functions
* Practical class

**When completed the chapter you should have basic understand of;**

* Understand the structure and organization of Banqueting and Catering Department
* Know the hotel departments which concern with Banqueting and Catering Department
* Know the ideas of contemporary hotel catering
* Understand the catering business

**Function operations:** or banqueting or catering is the term to use in function operating to describe the service of food and beverage to a number of people in the room or outsides for a set time.

**Guest’s reasons for having a banquet**

* Personal entertainment, for example wedding, birthday, and engagement
* Business entertaining, for example meeting, exhibition and conference

**Banqueting and Catering responsibility**

Banqueting operation can be mention two part;

* Banqueting Office, taking care of activities below;
  + Contracts agreement
  + Booking
  + Menus and arrangements
  + Guarantee
  + Filing system
  + Room layout and special arrangement
  + Functions orders/BEO
  + Food cost
* Service, the operational duties are cover the task below;
  + Staffing
  + Training
  + Housemen
  + Engineering
  + Housekeeping
  + Special service- florist, photographer, etc.
  + Set up
  + Trial run
  + Mise en place

**Banqueting and Catering Organization chart**

**Position Profile**

Director of Banqueting and Catering

* Technical skill
  + A thorough knowledge of F/B management including food preparation and service
  + Ability to sell conventions, functions, and banquets
  + Ability to produce a profit
  + Ability to develop individual and department sales and cost budgets
* Leadership skill
  + Lead a team of employees
  + Set departmental mission, goals, and objectives
  + Train the department members in all facets of operations
  + Set service standards
  + Ensure that the catering department is properly maintained
* Others skill
  + Be extremely creative and knowledgeable about food, wine, and service
  + Be very well versed in the likes, dislikes, and dietary restrictions of various ethnic groups, especially Jewish, Middle East, and European
  + Updating knowledge and trends of catering
  + Competitors research

**Duties of staffing**

Banquet manager/Assistant Manager, need the managerial skill as below;

* Managing
* Planning
* Organizing
* Controlling
* Operating

Sales Manager, the person who taking care is sale of catering facilities such as function room for the events, the task below are example of sale manager roles.

* Promote the events facilities an establishment
* Selling facilities
* Meeting with guest and the manager
* Making contract
* Servicing

Banqueting Supervisor, taking care overall of section in the function rooms including the task below;

* In charge of the event rooms operating
* Room set up controlling
* Job assignment
* Hiring or looking for casual staff
* operating

Banquet service staff, operation for all job task as below;

* Set up the room
* Mise en place
* Equipment set up
* Decoration
* Servicing and cleanliness checking

Administration officer, the person who is taking care in paper work, guest’s email, telephone call and the list below;

* Basic documents preparing
* Handling all incoming and outgoing mail
* Distributes all documents to concern department
* Record keeping
* Ensuring booking details for event are entered on the form

Concerning department, when operating the events, banquet department need to concern in other department to fulfill the guest’s need and avoid any mistaken. All departments in the hotel are concern with banquet department.

* Ex. Com.
* Human resources
* Front office department
* Food and beverage outlets
* Housekeeping
* Engineering
* Security
* Sales and marketing

Contemporary hotel catering, in contemporary hotel most of event are changing better and better. The innovations of event are created in order to compete with competitors.

* Creative events
* Off-premise banqueting/outside catering
* Maintaining guest contacts
* Information distribution
* Packages offering
* Competitors research

**Trends in functions**

* Globalization/international participation: more people are going aboard to attend meetings.
* Competition; competitiveness has increased among all places
* Technology; the industry needs to be more sophisticated.
* Shows are growing at a rate of 5 to 10 percent per year
* Creativity competition