

Catering Management

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the essential comprehensive guide to successful catering business management catering is more than simply creating and executing a great menu it's knowing how to successfully market your business keep costs in line and make sure the entire operation runs smoothly catering management offers professionals and aspiring caterers detailed advice on all of the crucial business aspects of the subject for on and off premise catering updated to address the needs of this fast growing industry the second edition covers many current topics such as the latest trends in cuisine and meal concepts marketing techniques for the home replacement food business and new special events service concepts fresh information on menu design and pricing comes complete with all new menu examples illustrating a full range of menu possibilities and styles the book also offers concrete tips on using the latest computer software to maximize your functions sales and profits catering management also provides basic information on how to establish a new catering operation or incorporate catering into an existing foodservice business hire and train both service and food production staff institute food and beverage

operational controls that guarantee high standards of quality service and presentation

eating habits of man have changed right from the stone age to the modern age in ancient days men used to take their meals at home whereas today people are required to spend most of their time in offices and other establishments this has created a relative shortage of domestic help and working women can no longer entertain at home easily the size of homes has also become smaller and this has created a demand for facilities for entertaining outside this demand provided in impetus to catering establishments to extend their services and provide package deals in the form of complete arrangements for parties festivities and the like the development of the country in different spheres of education tourism health care and modes of travel from road to railway and air has tremendously changed the requirements of people for eating outside their homes and has generated the need for well planned catering facilities along with the change in peoples requirements for eating and entertaining outside the home there has been an escalation in the number and types of catering establishments these have sprung up in an organised manner as well as unorganized one off operations in the vastly competitive catering environment of today it is imperative for one off operations to become organised and for organised establishments to enlarge the scope of their activities in a professional manner the catering industry is one of the largest foreign exchange earners for the country in addition to providing employment opportunities to people of varying skills the nature of the industry also has the potential of providing avenues for self employment to run any catering establishment one should have the complete know how of catering management to ensure a fair deal to the customer the plan of this edition remains unchanged and contains eight independent units which have been updated where necessary the units cover the complete range of activities in any establishment unit i explains the principles functions and tools of management and methods of optimising the use of resources unit ii provides complete information on spaces like kitchen storage and services areas unit iii discusses the essential equipment required in an establishment of any size and suggests methods of selection installation operation purchasing and maintenance of equipment unit iv explains the characteristics of food and how best they can be purchased stored and used for food production and service unit v discusses the financial aspects of management and accounting emphasis has been laid on food cost control measures and pricing unit vi provides complete information on personnel management recruitment of staff employee benefits and training unit vii is devoted to hygiene sanitation and safety measures necessary for maintaining the health of customers and staff unit viii focusses on future trends in catering appendices have been provided on different aspects of catering and a glossary is also included for the benefit of those not conversant with indian vocabulary the book has been specially designed to assist the managers of catering establishments restaurants cafeterias lunchrooms and kiosks to operate at high levels of efficiency it also meets the requirements of home science colleges catering colleges and vocational training institutes offering food craft and catering management courses besides it provides ideas in catering for self employment for entrepreneurs or unemployed graduates it is hoped that this book will serve as a source book for all those involved in managing catering establishments

practical professional catering management is essential reference reading for anyone wanting to understand exactly how to set up and run a catering business or service it has stood the test of time

because of its solid reliable factual data developed around the chronological sequence of catering operations its practical approach is in contrast to many of its newer competitors who offer more generalised theories the largely rewritten new edition prepares the practitioner and the student for the challenge of delivering service of the highest quality to the increasingly discerning international customer its focus remains on the catering cycle the backbone of catering operations it is updated to include changes in legislation and best practice practical professional catering management is aimed at students in further education and universities studying for nvq gnvq hnd hcima ba and bsc courses in catering and hospitality and practitioners already working in the hospitality and catering industry

mit diesem buch erhalten sie das e book inklusive personalmanagement das abhebt wer wissen möchte wie deutschlands größte airline auch in zukunft zu höhenflügen ansetzt ist hier genau richtig das buch gewährt einen umfassenden einblick in den globalen transformationsprozess den personalvorständin dr bettina volkens mit ihrem team durchführt die planungs und umsetzungsschritte des internen kulturwandels werden hier ebenso analysiert wie stolpersteine und misserfolge personalentwicklung tarifstrategie und maßnahmen zur stärkung der beschäftigungsfähigkeit aller lufthansa mitarbeiter sind nur die ersten schritte auf dem weg in die zukunft des luftfahrtsektors der sich heute schon um seine attraktivität für die mitarbeiterinnen und mitarbeiter von morgen kümmert

this catering management book was created to help professional caterers manage and track business goals inventory and items purchased this would make a great gift for someone who prepare and prepare meals this is a 6x9 planner comes with 100 pages extra notes pageprinted on premium paper

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