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1. IDENTIFY THE TYPE OF RESTURANTS

Most of the population might only visit high-end establishments for special occasions, such as an anniversary, birthday, or wedding. The majority of fine dining restaurants can be characterized by the following:

1.Fine dining etiquette

* Formal dress code and fine dining etiquette
* High-end decor and a formal atmosphere
* Staff members are generally more attentive and follow certain etiquette for taking and serving meals
* Menus may feature exotic or interesting dishes and ingredients
* Some fine dining restaurants have sommeliers to help you with food and wine pairings

### 2. Casual Dining

The ambiance of casual dining restaurants varies greatly based on the brand and intended customer base, but most share the following qualities:

* Moderately-priced menus
* Table service
* Low-key atmosphere
* Unique decor

### 3. Contemporary Casual

Recently, contemporary casual restaurants have emerged. These types of eateries are modern and trendy with a distinct brand. Many follow eco-friendly protocols and serve unique, healthy food options featuring fusion cuisine.

* Usually table service
* Modern casual yet trendy atmosphere
* Emphasis on visuals with Instagram-worthy decor and food presentatio

### 4. Family Style

Some family style restaurants only feature shareable platters. Other restaurants offer a family style option along with the option for individual dishes. Below are common attributes of a family style restaurant:

* Food served on large platters for parties to share
* Table service
* Guests typically pass around the dishes and serve themselves
* Many boast a casual atmosphere, though upscale family style restaurants exist as well

### 5. Fast Casual

[**There is a rising number of fast casual restaurants**](https://www.webstaurantstore.com/blog/2582/fast-casual-dining-trends.html) that cater to people looking for a quick bite that's healthier than fast food but more affordable than sit-down, casual restaurants. Most fast casual restaurants have the following characteristics:

* Quality of food and prices are usually higher than fast food but lower than casual dining
* Counter service
* Casual, contemporary environment and decor

### 6. Fast Food

You're likely familiar with the most popular fast food restaurants, like McDonald's and Taco Bell. Below are the characteristics shared by most fast food places:

* Focus is primarily on quick service
* Counter service or drive-thru
* Usually a chain and serves standardized meals made of processed food
* Casual ambiance
* Food served in [**disposable items, like plastic containers, paper food trays, and to-go bowls**](https://www.webstaurantstore.com/47255/disposable-take-out-containers.html)

### 7. Cafe

Whether you need a quick cup of coffee on your way to work or are catching up with an old friend, [**cafes provide a versatile space for different purposes.**](https://www.webstaurantstore.com/blog/2528/what-is-a-coworking-space.html) Most cafes have the following attributes:

* Usually serve coffee, tea, pastries, and small items for breakfast and lunch
* Casual, relaxed atmosphere
* Many people might work or socialize for periods of time at a cafe

### 8. Buffet

Buffets allow guests to customize their dining experience by providing an array of options to choose from. Some are referred to as "All You Can Eat" restaurants, and most feature a theme, such as buffets that specialize in Chinese or Indian food. Below are common characteristics of a buffet:

* A selection of food at a fixed price
* Food on buffet bars from which guests serve themselves
* Modest to extensive selection (might include salad, soup, appetizers, hot entrees, dessert, and fruit)
* Could feature one cuisine or multiple
* Usually a casual, yet elegant decor

### 9. Food Trucks and Concession Stands

Food trucks and concession stands can take various forms. This might be your city street falafel food truck, your baseball game hot dog stand, or your organic burger food truck. Food stands and [**food trucks are convenient options, as owners purchase a small unit (food truck or stand) instead of a large brick-and-mortar space.**](https://www.webstaurantstore.com/article/172/how-to-buy-a-food-truck.html) While the range of food types and quality of food differs, most food trucks and concession stands share the following characteristics:

* Normally serve a small menu of a singular type of food (hot dogs, ice cream, sandwiches, smoothies, etc.)
* These are normally outdoors at sporting events, fairs, or on city streets
* Food is partially or fully pre-made

### 10. Pop-Up Restaurant

[**Pop-up restaurants, bars, and stands are a new trend**](https://www.webstaurantstore.com/blog/2492/all-about-popup-restaurants.html) that allows owners, chefs, and guests to try new food and restaurant concepts and creations. Pop-up restaurants can be anything from a beer garden only open for the summer to a sit-down restaurant in an unconventional location that's briefly open for a month or two. Below are some of the qualities of a pop-up food concept:

* Operates temporarily from a few hours to a few months
* The location varies from shipping containers and old unused buildings to outdoor spaces and rooftop gardens
* Creative, contemporary concept
* May include counter service, food stand or food truck service, or full table service
* Depend on technology and social media to spread the word

### 11. Ghost Restaurant

[**Ghost restaurants are also known as virtual restaurants or delivery-only restaurants.**](https://www.webstaurantstore.com/blog/2348/what-are-ghost-restaurants.html) Ghost restaurants minimize overhead costs, so owners and chefs can focus on efficiency and developing quality culinary creations. They have more flexibility to alter their menus, as they don't need to change physical copies and only need to update their online websites. Most ghost restaurants have the following features:

* Delivery only
* Partner with third-party delivery services, like Grubhub or UberEats
* No brick-and-mortar location
* Range of food types
* Strong website and social media presence
1. EXAMINE THE CHALLENGES THESE RESTURANTS ARE FACING AGAINSY THE NAMES OF THE FOUNDERS

## **Common Problem 1: The Menu**

One of the most common problems restaurant owners face is the menu. A good menu is a balancing act. Do you have too many or too few menu items? Are your dishes priced appropriately? Does your menu have a coherent theme?

Keep your menu size in check. Instead of offering a five-page menu, consider offering a smaller number of dishes and doing them really well. People need to know what your restaurant is about – keep your menu aligned with your restaurant’s unique proposition.

Lacking focus, large menus take longer to order from. They also require more ingredients. The more items on your menu, the more ingredients you have to buy.

A too-large menu means longer ticket times. When you have too many different dishes cooking at the same time and not enough of the same items in the same pans, you’ll spend more time producing orders. Each table takes longer to serve, and you’ll turn them over at a slower rate.

Concentrate on the layout of your menu. Is it easily readable? Here are some tips for your restaurant menu:

* Group your most profitable items together.
* Don’t use dollar signs.
* Let your menu be a tour guide. This can be accomplished through photos and/or creative text. Consider hiring a copywriter to craft a compelling menu.
* Keep your menus clean – no grease and no food or water stains. Get rid of worn or torn menus.
* Update your menu and prices at least once a year.
* Build your menu around popular items.
* Make sure your staff is thoroughly trained and has memorized the menu.

Don’t forget to put your menu on your website and make sure it is easily accessible from a mobile phone.

Travelers using their mobile phones are more likely to visit your restaurant if they can see at a quick glance what you are offering.

## **Common Problem 2: Customer Service**

First impressions are important. Poor customer service is often a deal breaker for customers. Your food may be outstanding, your table settings exquisite and your ambiance delightful, but if your service is bad, customers will remember.

The key to success is happy customers who want to return again and again. To ensure your success, your entire team – from management to hostess to wait staff and busboys – must be dedicated to your customers’ well-being. Every contact your staff makes with customers must be pleasant, welcoming and accommodating.

The way you handle your customers along every step of their dining experience has an impact on whether you’ll retain that customer. If they weren’t greeted when they walked in and when they left, they might mention it in an online review. As the digital arena continues to grow, online reviews are consistently important to your success.

## **Common Problem 3: A Unique Selling Point**

Are you a bakery or a bar? A diner or romantic experience? Your customers need to know why they should eat at your restaurant and not at your competitor’s.

While a superb menu and excellent customer service are vital to your success, they are not a unique selling point. They are merely meeting the expectations of your customers. It is time to exceed them.

You need an original idea – something even better than great food and service. Come up with a unique reason for people to eat at your restaurant. Consider Sonic. They offer a nostalgic 50’s feeling. Burger King tells you, “You’ll have it your way.” Chipotle is known for integrity with its food.

A unique selling point offers your customers a feeling that enables them to remember you long after they are gone. Let your food, your service, **and** your unique selling point and identity make an emotional connection with your customers.

## **Common Problem 4: Management**

Don’t overlook one of the most important pieces of the puzzle – management. You need to know how to analyze your business to make sure it runs profitably. Many small restaurants don’t pay attention to the following items as they manage the day-to-day operation of their restaurant:

* How many customers are you feeding each day? Break it down by mealtime.
* Keep track of ordered menu items. No one ordering the fish fillet? Maybe it’s time to take it off the menu.
* What are your most profitable menu items?
* What does it cost to make each menu item? What’s the profit margin?
* Do you have a budget for labor? Are you sticking to it?
* How much do you spend on labor compared to your restaurant sales?
* How much loss is involved in your inventory?
* Do you have sales goals? Are you meeting them?
* What is your profit and loss for each week you are open?

## **Common Problem 5: Hiring and Training Staff**

Most successful restaurant owners know the importance of hiring and training the right employees. Yet, a common problem exists as many restaurants hire the wrong people and have a high turnover rate. An incompetent staff can also irreparably damage your current and future customer base.

When you put great emphasis on your staff, you’ll reduce costs over time and enhance your diners’ customer service experience. Pay extra attention to finding the perfect employees and don’t settle for a warm body. Once hired, train your staff and offer training manuals, checklists, goals and incentives.

Inspire your staff as well as your management team. Train them to address any situation, good or bad, that arises. Make sure they are enthusiastic and motivated to pursue your goals and adhere to your restaurant’s unique concept.

Establish and maintain a solid management structure so everyone knows and understands their own, as well as their team member’s responsibilities. Your management team should be exemplary, committed, motivational and adept at running the restaurant in your absence.

## **Common Problem 6: Marketing**

Many owners fail to pay enough attention to marketing making this a common problem in the restaurant world. Following are a few areas to attend to now in order to avoid the pitfalls that not-enough marketing incurs:

* Formalize your brand standards. This includes mission statement, logo, graphics, guidelines, etc.
* Make a marketing plan. Daunting? Start small and work up to a six month or yearlong plan.
* Get a responsive website that looks great on desktop, tablet and mobile phone.
* Engage in social media and digital marketing.
* Start an email database.
* Create a customer loyalty program.

Be creative with your marketing. Whatever your budget, there are inexpensive ways to market your restaurant.

## **Common Problem 7: Capital**

Finally, we come to an area where many restaurant entrepreneurs run into big problems. This looming problem is capital, and more specifically, a lack of it. Restaurant owners need enough capital to run their business so it can fully establish itself. Owners should plan to have at least enough money to run for one year. Additionally, restaurant owners need to have enough financial resources to cope with unexpected costs and increases

### **1. Keeping up with market trends**

Before a potential business owner decides to open a restaurant, he or she must [become familiar with the market](http://www.r-innovations.com/ReasonsRestaurantsFail.html). In addition, conducting periodic research into current and projected future trends is critical to staying a step ahead of competitors. A comprehensive analysis of existing trends and the viability of similar restaurant ventures in the community is a good way to forecast potential revenue in each quarter.

### **2. Having enough capital**

An area where restaurant entrepreneurs can run into big trouble is capital, and specifically, a lack of it. Not having the capital needed to run a business long enough so that it can establish itself can have a negative impact on the longevity of an establishment. Owners should be sure that they have at least enough money to run for the first year, and should have enough resources to cope with unexpected cost increases.

### **3. Providing health care coverage**

Individuals who own or operate restaurants also need to factor in [health care expenses](https://www.vsag.com/tectonic-shifts-and-challenges-facing-restaurant-owners-and-operators/). Many parts of the 2010 Affordable Care Act have gone into effect. Starting in 2015, the Employer Shared Responsibility Payment provision of the Act stipulates that businesses with more than 50 full-time employees must provide health care coverage, or face financial penalties. Restaurants with 100 or less full-time employees can start purchasing group contracts through state exchanges in 2014. Traditional health insurance companies have begun to offer private exchanges to compete with the state exchanges. Navigating through this process to understand the law and the options is difficult. [The National Restaurant Association](http://www.restaurant.org/Home) has a resource center on their website to help. The site is updated frequently with new information and tools to help employers implement these complex rules. Your state restaurant association can also be used as a resource.

### **4. Effective inventory management and menu pricing**

Restaurant owners should keep a keen focus on managing expenses. One crucial component of keeping costs low is [effectively managing inventory](http://www.r-innovations.com/ReasonsRestaurantsFail.html). Those who fail to do so may face unforeseen expenditures and supply overages or shortages throughout peak business periods. People managing the inventory and menu pricing should fine tune the ordering process to limit waste and to continuously monitor fluctuating costs which impact gross profit on menu items. It is very important to know how much ingredients cost, as these expenses can fluctuate. Menu pricing should be as fluid as possible. Frequent and small increases in menu prices are easier to sell to customers than larger more noticeable increases done infrequently.

### **5. Hiring permanent and seasonal staff**

Successful restaurant owners know the importance of having the right employees. An organization must be sure to have a good team in place during all seasons, but specifically during times of the year where customer volume increases, like the summer time. Placing greater emphasis on finding and training staff can reduce costs over time

3) ENUMERATE THE CHENGES THAT TOOK PLACE AFTER RENOVATION AND REPAIRS.

### **1. Start with A Foolproof Plan**

While answering the question of how to renovate your restaurant well enough, you must analyze your restaurant with a foolproof plan. Analyze how various brands have successfully achieved their goals after renovating. Talk to your peers and ask your customers (a contest or giveaway might help in extracting the best suggestions from your customers). You can also seek help from a survey company or a brand management specialist. The plan devised after considering realistic data will not only be foolproof but will also be easily accepted by your customers. At the same time, ensure that the core concept of your restaurant is not lost in the renovation unless re-branding the image is your target. Take your target audience, concept, brand image and format into account before finalizing any changes.

### **2. Pair Up Your Plan with Your Restaurant’s Vision And Functionality**

There is cutthroat competition in the restaurant space. To stand out, you don’t only need to set up your vision and functional speciality, but also ensure that your restaurant’s ambience matches these two perspectives of your brand.

For example, if you want to lead the Chinese cuisine restaurants in your area, interiors representing Punjabi or Mexican theme might not appeal to your customers and might set them off. On the other hand, putting up local souvenirs and impressions on the walls and playing traditional Chinese music will create the perfect ambience!

### **3. Set Up A Budget**

Next on the restaurant renovation checklist is setting a budget. Remodelling projects always cost more than what you expect them to be. They also have an influence on your profits. So, setting up a budget for your restaurant needs special attention and sometimes, professional assistance as well. Hire a professional if you are not experienced in planning a budget.

### **4. Select The Right Architect, Designer Or Contractor**

Restaurant renovation may require special considerations in regards to lighting, wiring, heating, air conditioning, painting, ventilation systems, water, parking, and many other factors. Hence, look for professionals who have worked on similar projects before. Request references from places they have worked at in the past, look for online reviews and visit their previous sites to gauge their quality of work.

### **5. Establish Your Goals**

Restaurant renovation will always leave an impact, which is why you must have a set purpose for renovating your restaurant. Ask yourself the reason behind renovating – whether you want to notch up your décor or rebrand yourself. For instance, Indigo-famed restaurateur cum chef Rahul Akerkar’s Tote On The Turf shut down, as according to Rahul himself, he didn’t think of the food properly and there was a host of other problems that failed to attract customers. Rahul got the place renovated and opened up Neel (the Hindi name for Indigo), that serves Awadhi and Mughlai cuisines and is getting rare reviews since it has opened.

Hence, when you decide about how to renovate your restaurant, think about why your restaurant needs it?

### **6. Prioritize The Critical Issues**

Sometimes, during the restaurant renovation process, the appeal of aesthetics might be too strong and win over the convenience of your customers. However, critical issues should always be taken care of first.

For example, if you have issues like a leaking basin or congested parking, address them first and then jump to other aesthetic improvements.

### **7. Keep A Check on the Latest Trends**

This renovation checklist would not be complete without laying emphasis on the need to look at relevant trends. If you haven’t renovated for years, you might need a complete redo rather than add just a twist. Analyze the latest trends in your industry and come up with a renovation plan that is not only modern but also differentiates you from your competitors. Even if you have a traditional, family restaurant business, you can still incorporate the new-age facilities and technologies in your plan.

### **8. Don’t Forget To Let The World Know**

After spending too much time on solving the question of how to renovate your restaurant, you should know enough about marketing and the world around to make a presence. Therefore, you must advertise the fact that your restaurant just underwent a renovation. Announce it on all your social media profiles and through digital marketing campaigns such as promotional SMSs and emails. You can also come with social media campaigns or organize giveaways to get the word out. Your [restaurant management software](https://www.posist.com/products/restaurant-marketing-app/) can help you achieve the same. seen in the sales of restaurants that had undergone a recent renovation.  Set the right objectives and goals and contact the right people to help you out, and you are all set to reap the benefits of your restaurant’s renovation.

4)DISCUSS TWO RESTAURANTS IN YOUR AREA CHALLEGES AND REQUIRE REPAIRS AND TEAMS THAT CAN EFFECT A CHANGE IN YOUR CHOICE OF RESTURANT.

1) Kilimanjaro restaurant yenagoa

This is a fast casual restaurant brand born out the quest to satisfy both your local needs.

2)crunchiest fried chicken bayelsa

this is a first grade quick service restaurant that offers the best varieties of quality fast food

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