

**FOOD AND BEVERAGE SERVICE AS A MARKETING TOOL IN THE
HOSPITALITY INDUSTRY.CASE STUDY OF NEPTUNE BEACH HOTEL AT THE
SOUTH COAST OF MOMBASA**

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**A RESEARCH DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS AND
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DECLARATION

I Kyalo Paul Muinde do hereby declare to best of my knowledge that this research work is a result of data collected from both primary and secondary data. This work is original and has never been submitted to any other University or any other institutions. The literature and citations from any other people's work have been referenced and acknowledged in the references.

Student: Kyalo Paul Muinde

Signature: 

Date: 19/5/2011

APPROVAL

This work is submitted with my approval as the supervisor and he is worthy for the award of Bachelor in Tourism and Hotel Management at Kampala International University.

Supervisor: Mr. Waako Fred

Signature: 

Date: 19/5/2011

DEDICATION

I dedicate this project to my parents, Mr. and Mrs. Wambua, my brother Wilson Wambua, My group members of 3rd year, my friends, my supervisor Mr. Waako Fred, and a host of others whose attention, comfort, assistance and unselfishness has driven me this far with all the problems we have gone through together. I respect you and cherish the need for you being around. I also extend my gratitude to all those persons whose assistance has guided me to this level of education.

May the Lord Almighty Jesus Christ, bless you.

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The success of this work is deemed to a number of individuals and the staffs of the four star establishments that happened to have been my case study, especially the food and beverage managers who allowed me to use their establishments for my research. But above all the greatest acknowledge goes to God Almighty.

“Majesty, power, glory and honor belongs to Him through His son Jesus Christ. He is the reason I live and the hope that I cling to. I thank him for the gift of life, favor, wisdom, knowledge and understanding he provided during my course of study.”

Thanks go to all my lecturers at the faculty of business and management. But special thanks go to Mr. Waako Fred who accepted to supervise my documentation. I thank him very much for tirelessly spending his time reading through my work, correcting and guiding me towards the desired goal.

I would like to thank my parents for providing finances for purchasing of the computer that I used to write this report.

Special thanks go to the following people; Pastor Kennedy Kirui of United Faith Church, and the entire church community for the moral, spiritual and emotional support.

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ABSTRACT

The world today is rapidly advancing in all aspects of life and business. These changes have therefore brought about competition between business entities which as a result organizations are work oriented rather than giving the best quality of output to the users. And this has called for reshaping of the service delivery in the hospitality sector.

The food and beverage services reviews the processes designed by management to ensure the reliability and integrity of information, compliance with policies and regulations safe guarding of assets economically and effective use of resources and achievement of goals and objectives in the hospitality sector.

The research work was to evaluate the food and beverage services and examine the relationship between its importance & how it influences the performance of the marketing process of a particular establishment. The two variables were Service (independent) and Marketing (dependent).

The study was carried out in Neptune Beach Hotel which is found in the south coast of Mombasa, Kenya.

Data was collected, analyzed and summarized and the following were the finding:

In Neptune Beach Hotel, food and beverage service plays their role effectively in marketing of their products hence reporting and ensuring that the human resource of the hotel are performing their duties effectively. But however it had been noted that further training is to be emphasized due to the changes in hospitality sector and keeping up with the technology advancement.

In line with the finding, the following recommendations were proposed:

A clear standard or service convention should be set-up, evaluation of performance during service and job description should be clearly understood, alignment of Sequence of service should be put across clearly to improve performance and including every employee should be well vast with the basic skills in food and beverage service.

Executive Summary

The Research study was about food and beverage as a marketing tool in the hospitality industry in Neptune Beach Hotel. The main purpose of this research was to find out and learn the relationship between food and beverage service and its effectiveness on increasing the volume of the market in the hospitality industry. The research took place in a four star hotel in the southern Coast of Mombasa.

The tools that were used to collect data from the respondents were questionnaires, observation, interview and sampling which were presented to the hotel staff. After the completion of the research the deduction are presented by the researcher as it would have been found from the field work.

This style of service was to help us to find the impact the hotel industry has in terms of increasing of the volume of the market through using the food and beverage service methods and styles. These researches are recommendations and conclusion which will assist the hotelier's the use of food and beverage service methods and styles on effectiveness to receive increasing in the volume of the market.

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

This chapter was about the background of the study, it was also about the statement of the study which includes the definition of Food and Beverage in relation to Hospitality Industry and what I hoped to find as the effect of the food and beverage service as a marketing tool in the hospitality industry. There were research questions; objectives of the study were by both general and specific were put up. Scope of the study, included time, geographical and subject scope were looked at plus the significance of the study.

1.1 BACKGROUND OF THE STUDY

Food and Beverage are products that are usually offered to guests. Mainly they are food, drink and all the types of service offered to guest. In these capacity food and beverage service is categories in two the captive and non-captive establishments. Where by the captive are build for profit purposes, examples are hotels, restaurants and fast food, while the non-captive offer service of food and beverage but not at a profit making establishments such as welfare catering.

As well as under that we have the following types of service offered, these are table services, assisted services, self service, single point service and specialized service.

Eventually to be successful in food and beverage service requires the blending of four key things, which are sound product knowledge, well developed interpersonal skill, a range of technical skill and ability to work as part of the team.

Global region overview is that food and beverage service are continuing to enjoy tremendous improvement and development together with considerable advancement in quality. The demand for food and beverage away from home has increased and with a broader spectrum of the population eating out, customer need have diversified. Food and beverage styles of service are

also diversifying to meet the challenges of demand being made by increasing knowledge and value conscious customers.

Increasing competition has also meant quality style and perceived value of the experience customers are the main differentiator between operations who are seeking to attract similar customers. Expansion of the industry has generally meant greater choice their together with potential skills shortage and drive for efficiency has a streaming of food and beverage service operation.

There are sophisticated service techniques. Well developed interpersonal skill competence and ability to work as a team. Modern food and beverage service professional cannot be under estimated.

Good food and beverage service in any sector is achieved in the maintenance of clearly identified standard of food and service goals.

1.2 STATEMENT OF THE PROBLEM

Food and beverage is the most important part in any hospitality establishment, as it is acquired through experience, training and study. Therefore as a marketing tool, the food and beverage service must be provided with a range of technical skills, with an aim of increasing the market share of the hospitality establishment. Ineffective food and beverage service may limit the volume of market thus leading to poor marketing performance.

Ineffective food and beverage service can be brought about by lack of co-operation between the staff during service time. Lack of sound product knowledge, as well as lack of well developed

Inter-personal skills

The research aimed at establishing the relationship between the food and beverage service and the volume of marketing in the hospitality industry.

1.3 OBJECTIVES OF THE STUDY

Specifically, the study sought to:

1. To identify different food and beverage service styles used in four star hotels.
2. To establish the sequence of service as a marketing tool.
3. To determine the basic technical skills in food and beverage service.

1.4 RESEARCH QUESTIONS

This study was guided by the following research questions:

1. What are the different food and beverage service styles used in four star hotels?
2. What is the sequence of service as a marketing tool?
3. What are the basic technical skills in food and beverage service?

1.5 SCOPE OF THE STUDY

The study was carried out at a four star hotel within Kwale district, found at the southern part of Mombasa in Kenya; Neptune beach resort. It involved five departments and these were Human resource, Marketing, Production, Information technology and Finance. The study duration time was two years that is the 2009-2010.

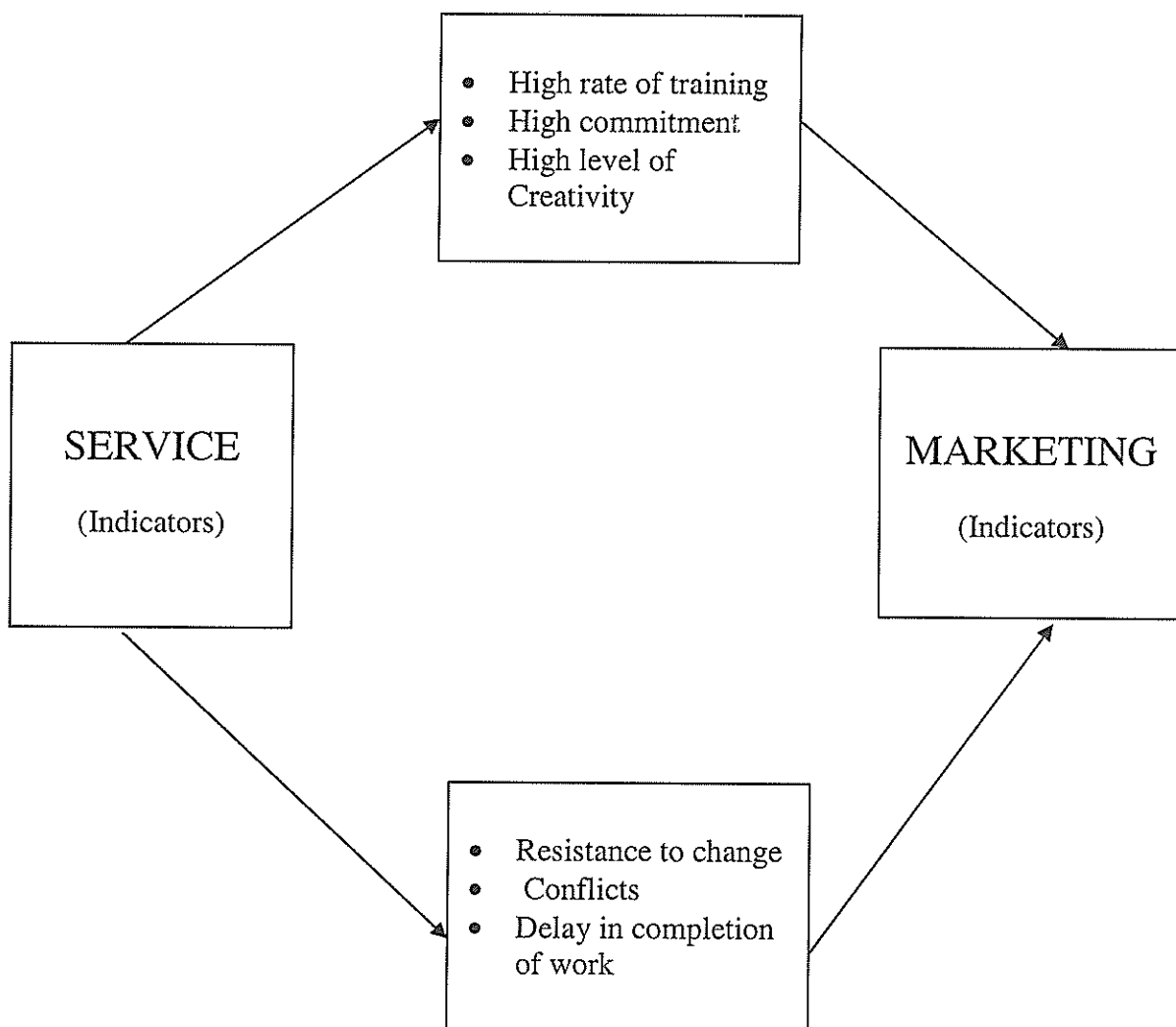
1.6 SIGNIFICANCE OF THE STUDY

The following were the significance of the study:-

- a) The value of the study was to help identify the food and beverage service style and their effectiveness to increase its marketing.
- b) It was to help south coast hotels from a future drop in marketing due to low quality food and beverage service style from this increase in market.
- c) It was to identify the effects of food and beverage service and their effectiveness in increasing the volume of marketing in any catering establishments.
- d) The study was to enable staff of the hotel to propose the better means of increasing market share to its customers, reducing workers in organizations without affecting their psychological well being.
- e) The study was to help the researcher to achieve the academic partial fulfillment for award of bachelors of tourism and hotel management.
- f) It was to enable different scholars to access different information about a certain topic researched that is to say it could help in literature review.

1.7 CONCEPTUAL FRAMEWORK

A conceptual framework defines the topic of research through the explanation of the variables and their relationship within each other. Independent variables determine, predict and influence the dependent variables. Dependent variables are prone to control by the independent variables. Intervening variables work hand in hand, sometimes with the independent variables to influence the dependent variables. For purpose of this research the conceptual framework can be illustrated with the aid of the conceptual model below;



Source: self initiated

EXPLANATION

For marketing to improve then there must be high level of training based on the different service conventions used in hotel marketability. This ensures that quality skills are brought into the organization that can perform highly. Commitment of employees should also be emphasized for employees to be equipped with ownership and satisfaction with the job and be able to perform highly and face future challenges in their jobs. There should also be high level of employee's participation that encourages them to feel freely and air out their ideas which lead to high level of creativity of the organization and act as a marketing tool for the hotel.

If the above measures are not taken into consideration then the hotel wouldn't achieve its goals and objectives. That is to say dysfunctional conflict should be eliminated, delay in completion of work and resistances encountered when faced with changes in technology. Finally if all that is considered the hotel gains competitive advantage and high market position will be identified.

1.8 HYPOTHESIS OF THE STUDY

It was all about to identify different services and styles used in hotels and their relationship between volume of marketing and effectiveness of the style used towards the room for improvement in the service style and method used.

1.9 PURPOSE OF THE STUDY

The research was set to find out and to learn the relationship between food and beverage service and its effectiveness on increasing the volume of marketing in hospitality industry.

1.10 LIMITATION OF THE STUDY

There were few predictable factors which hindered the smooth completion of research. They included:

I. Sample size

By interviewing very few people; might be limited even through a complete research needs much information from various personnel, this is still enough to support the objectives.

II. Data collection procedure

There will be several data collection methods where by interviewing is preferably the best but time might not be enough since interviewing is detailed and that number of personnel interviewed might be limited thus use of questionnaire will prove handy.

III. Length of study

The period of time allocated for research work might not be enough and the information might not be collected from very few sources.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter presents theoretical review, styles of service, sequences of service as a marketing tool, basic technical skills in food and beverage services, food and beverage service methods, basic tool required in food and beverage service, benefits of food and beverage service. It also aims at identifying and presenting all relevant sources of information and these are from books, journals magazines and the internet.

2.1 THEORETICAL REVIEW

Below are some of the definitions of variables as given by different authors.

According to Johners Peter L.M (1983) he defined food and beverage as the provision of food and drink reach for consumption away from home.

According to Graham Brown Karon Heppner and Deegan (1994) he defined food and beverage service as the customer needs the occasion, the type of customer is prepared to spend.

Nancy Loman (1998) defines food and beverage service as the offering of different concept of service to the customer. He argued that it is a vital important aspect to the operation that should be observed this is due to selection of the style of food and beverage service that most closely approximate in the operation. It establishes the quality service and consistent and identifies the result in value added service for quest.

Dennis Lillacrap, John Cousin and Robert Smith (1998) defined food and beverage service as the delivery system in any hospitality food outlet. In modern catering concepts food and beverage service focuses on products knowledge and customer interaction with less emphasis on traditional services, and skills which have toughen in the past years. They argued that the customer is less interested if you serve from the left and taken from the right, he/she requires good service interaction with the food service staff.

They argued that good service is about presentation, receiving your order in time, wine and drinks served with extra course being served by a knowledgeable polite waiter or waitress that this service matches. The type of restaurant customer service is also making the quest feel

comfortable having the right attitude being helpful and courtesy with a pleasing smile which he argued that it leads to reflecting the marketing volume of operation. He argued that an effective food and beverage service should offer the guest a variety of style of service and the need of operation profit.

David Feskett, victor Caserani and Ronald Kinton (2003) define food and beverage service as the sentential link between the menu, beverage and other service on offer in an establishment and the customers. They argued that for a particular food and beverage, service is designed, planned, undertaken and controlled and made taking into account volume of the demand the type and style of food and beverage service in operation, volume of thought, the nature of the establishment (non- captive). This is because to establish the effectiveness of style of service through marketing volume of operation.

Bod Brotehrn and Roy C Wood (2008) define food and beverage service as through the way it comes in all manner of shape and sizes, from cart and stall on the city street up to scale dining room in restaurants and private homes. They argue that it is a large diverse and internationally dispersed industry, that the variety comparing serving customers in variety of locations and setting both the profit and non-profit making.

Vailer Sailer, Pondicerg (2008) define food and beverage service as a term used to describe the manner and method in which food and beverage is served to guests in the operation.

According to U.K. University (2008) define food and beverage service as food flow from the purchasing of food to the service of the customer's mainly concerned with delivery and presentation of the food and beverage to customer after completion of the food production sometimes, it involves transport ants if there is separation of production and service facilities

Food and beverage service started in the early 19th century, during the slave trade and barter trade. Food and beverage services came up through the building of inns these were small quests room built along the road which provided room for guest and breakfast to those traders who were going to different places to do the barter trade of slaves and food items.

In the 1930s the development of the food and beverage service was through opening of cafeterias and fast food in London to serve the big population of people who were in need of food and beverage service during the day at work.

While in the 1950s and beyond the development of hotel industry in the world as more hotels were open to serve the need of food and beverage service for the people. This has lead to the development of hospitality industry which in return broadened the food and beverage service. This is where several styles of service came up such as plate service, buffet service and silver plate service. Food and beverage service is a component of hospitality industry.

Currently it is a huge industry with millions of employees in various sections of food and beverage services, for example the food and beverage managers, restaurants managers, chefs, cooks, waiter and barmen in various hotels in the world.

According to John Cousin et al (2002), he gave the following choice of food and beverage service and method. He argued that it depends as much on the customer service specification as on the capability of the service staff and equipment available.

Different style of service method will also determine the speed of service and time the customer takes to consume the meal, which in turn will have impact in the through put of customers.

Graham brown et al (2003) gave a different opinion that within food and beverage service their variety of ritual or convention that are usually observed, these conventions exists to help the service of food and beverage process go well and all of them logical operational reasons for their existence.

The following are the theories that exist in food and beverage service.

- **Using standard lay up**

The lay up on the table gives indications of the type of meal being taken, the sequence of course or what stage the customers are within the course of meal. There is a standard convention that lay up are placed as if for right handed people and most techniques for service are based on this principle. It makes for neatness and consistency but there is no implied discrimination here.

- **Using order notation techniques**

Helps the server with identification, in that which member of the party is having what items of food or drink so as to save on confusion.

- **Taking order through**

There is a common courtesy that host is usually paying for the meal and agreement need to be obtained for any item that have been served.

- **Service of a party from the right of the host with the host being last**

Honoured guests are usually seated on the right of the host at function.

- **Service of food from the left of the guest**

This means that the service dish is nearer the plate for ease of service and prevent food being spilt on the customer, also the customer can more easily see the food being served, and make choice if necessary, and service staffs are also able to see and control what they are doing.

- **Clearing from the right of the guest**

This means that the plate can be removed from the guest with the right hand and stacks the plate(s) behind the customer's chair in the left hand. It is neater and if there is an accident it goes to the floor rather than over the customer.

Mr. M.N Ahmed (2005) also gave different opinion of the conventions observed during the food and beverage service process, and they were as follows:

- **Serving plated food from the right of the guest**

Some reasons as to why clearing from the right is that the additional plates to be served are held over the floor behind the customer. It is neater and reduces the risk of the food being dropped on the customer.

- **Service of beverage from the right of the guest**

Glasses are usually placed on the right hand side and therefore the service of beverage follows from this. Also for individual drinks and other beverages any trays are placed behind the customer on the left hand while serving with the right hand.

- **Not Leaning over customer**

Mainly this is courtesy and respect for physical space. It is also worth remembering that no matter how clean the service staff are, food smell tend to stick to service uniform.

- **Service of cold food before hot**

When the hot food is served the service is complete and customers can enjoy the meal without ordering for additional items, for the same reasons, accompaniments should automatically be offered and served at the same time as the food.

- **Serving wine before food**

Similarly as aforementioned a customer doesn't want to wait for wine service with hot food going cold and they want to enjoy it with the meal.

- **Sequencing of banqueting function**

The people serving the guest and stations furthest from the service door must be first into the room. This is courtesy and operational senses otherwise people can fall over each other. This ensures that there is always someone in the room to attend to guests and monitor the services over all whilst others are clearing and bringing in food and beverage orders.

Bad Brothman and Roy (2008) gave different opinions of the factor that was initially recognized. They argued that good service did not have confined to a particular type of service style. In other words, good service is not defined by use of high level technical skill. As for food and beverage service the key requirements for staff are:

- | | |
|------------------------------------|--|
| I. Sound Produce knowledge. | III. Well developed social skill. |
| II. Competence is technical skill. | IV. Ability to work as part of a team. |

2.2 STYLE OF SERVICE

There are five styles of service recognized both internationally and locally. Vail Sailer, Pondicherry (2008) identified five styles of service and are as follows:

- I. Russian Service- these types of service is the same as that of French service. However the food is fully prepared and pie arranged on silver platter by the chef and serves the food to the individual plate of quest service cutleries.

Advantages

- Only one waiter is needed to each station
- Elegant and entertaining
- No extra space is needed for that equivalent (Expectation for side stand)

- It guarantee equal portion because the food is precut and already served.
- Gives the guest personal attention

Disadvantages

- It requires a big initial investment in silver equipment.
- If any guest is served from one platter, the last one to be served may see a rather less attractive display.
- If every guest is in party order different dish like steak or fish, the waiter must carry very heavily, loaded tray to the dining room.

II. Buffet Service – this is also called self service and is normally used in banquet function and in some restaurants. Food is attractively arranged on the long table. Classified placed on a soap tureen and the hot centers in chafing dishes to keep warm. Some equipment like dinner plates and sauces are laid down right on the buffet table. Instead of the waiter serving the guest, or the guest going to the buffet table to pick up a plates, cutlery and napkins and all other items and serves themselves of their own choice.

Advantages

- It's a fast service
- It requires less staff to render the services needed
- The preparation of the different dishes can be appetizing.

Disadvantages

- It may result in shortage of food especially when the early ones may serve themselves more; thus very little food is left for the late comers.

III. English service – this type of service is also known as family style of service, the soup tureen is placed before the host alongside the preheated soup plates and hands them to the waiter. Indicating the person to be served. The same procedure is followed by the main entrée. If so desired the party filled dinner plate is presented to the host who serves the vegetables from large serving dishes placed before the guest. This type of service is usually found in coffee shops, family restaurants, and counter service.

Advantages

- It is first phase foods are served immediately at the proper temperature.
- It is relatively cheaper.
- It requires no special equipment.

Disadvantages

- Less showmanship in terms of skills.
- Reduces personalized attention to the customer.

IV. American service – it is usually called plate service because the food is already placed in the phase in the kitchen ready to the guest. The type of service is used in coffee shops where is a demand for quick simple service. It requires minimal training for staff.

Advantages

- It is fast and simple service.
- Relatively cheaper in that one person can serve many guests and on special service equipment is necessary.
- It does not require highly trained staff that demands for higher pay.

Disadvantages

- Less showmanship in terms of skills.
- Reduces personalized attention to the customer.

IV. French Service – differs from others that all food is served from guerdon. This is rolling cart the same height as the guest table. The guerdon is covered with a cloth and is a placed side by side with the table. It is equipped with small alcohol store or réchauffé, that is used to keep the food warm for the preparation in the kitchen and completed by the chef or head waiter in full view of the customer. French service of this type requires not only technical expertise on food preparation but also a good showmanship. The chef carries out certain activities like carving meat, preparing flammable with flair and showmanship.

Advantages

- The guest is given personal attention thus making him/her feel important
- It makes the guest feel that he is receiving a royal treatment.
- The service is elegant and entertaining.

- It contributes to the income due to the cost of preparation.

Disadvantages

- If every guest in a party order different little steak or fish, the waiter must carry very loaded tray to the dining room.

Graham Brow Karon Heppner and Alan Deegan (1994) added other information about service style which includes:

- V. Silver Style – they argue that this form of service is the technique of transferring food from service dish to the guest phase from left with the use of service cutlery. This usually means a serving spoon and fork, but occasionally it consists of knives especially fish knives. Silver services require the waiter to be able to serve the food with one hand. Professional silver service depends on mastering the techniques of using service cutlery held in one hand to transfer items to the guest, plate from service dish held in the other hand.
- VI. Plate Style – They argued that traditional plate service requires food to be served to the left of the guest and the empty plates should be cleared from the right. In made plate service however plates are both placed and cleared from the guest unobtrusively placing a plate of food in front of the guest from right. While holding other plates in their left hand safely behind the guest and clear from the left. Modern plate service does not interfere with beverage service as food and beverage service do not take place at the same time.
- VII. Buffet Style – In this style they argued that this is where hot food or cold is presented attractively on separate tables away from the guest and they may come to the table to select what they require. Usually service staff serve the guest with food they have selected but sometime buffet are arranged so that the guest can help themselves. When service staffs present the food for them stands behind the buffet and assist the guest by plating their food from them as they select it. Hold the guest clean plates in your left hand, transfer the food items selected from the serving plate to the guest plate. When guest are helping themselves it is usually for them to select one course at a time and come back for more. Food service staff should maintain the arrangement of food on the service to ensure that the buffet is always attractively presented. They should also make sure there are plenty of plates and cutlery and that the guests have all they require including drinks.

2.3 SEQUENCES OF SERVICE AS A MARKRETING TOOL

According to Foskett, Victor Caserain and Ronald Kiton (2003) gave three stages of service sequence as follows:

1. Preparation of Service

Within the service area a variety of tasks and duties to be carried out in order to ensure that adequate preparation has been made for the expected volume of business and the type of service which is to be provided the activities include:

- Taking and checking bookings
- Checking and ensuring the cleanliness of glassware, crockery, flatware and cutlery.
- Dealing with linen and paper items.
- Undertaking housekeeping duties.
- Arranging the laying up the service area
- Stocking hotplates workstations, display buffets
- Setting up bars and bar areas
- Arranging the laying up of large areas
- Briefing of staff to ensure that they have adequate knowledge of product and the service.

2. Taking orders from customers

There is food and drink as they wish to take time. The order taking process is part of longer process, which feeds information to the food production or bar area and provides information for the boiling method. Whatever type of system is used watered manual or electronic it will be based on the one of the three basic ordering taking methods these are:

- **Duplicate:** order taken and copied to supply point and second copy retained by server and subsequent billing.
- **Triplicate:** order taken and copied to supply point and cashier for boiling, third copy retained by server for service.
- **Service with order:** taking and serving to order as used in bar service or take away methods. Within the order-taking procedure there are many opportunities for exploiting the potential for personal selling that can be carried out by service staff. Personnel selling refer

specifically to the ability of the staff to contribute to promotion being undertaken service staff must therefore be trained in selling and also be well briefed on the special offer.

3. The service of food and beverage

The various service methods are determined by the choice of service specification, the capability of the staff, the capacity of operation and the time the customer takes to consume the meal. Good food and beverage service is achieved where management continually reinforces and supports service staff and maintenance of good service this primarily depends on teamwork, not only among service staff, but also amongst and between staff in other departments. The above is seconded by John, Concerns, David and Gillepik (1995) and adds the other sequence of service as follows:

i) Billing - The various billings found in food service operations

- Bill as check – second copy of bill used as bill.
- Separate bill – bill made up of duplicate check and presented to customers.
- Bill with order – service to order and billing at the same time, for example bar or take away methods.
- Prepaid – Customer purchase ticket or card in advance for specific meal or specific value.
- Voucher – customer has credit issued by third party for example luncheon vouchers or tourist agency voucher or tourist agency voucher, for either specific meal or specific meal or specific value.
- No charge – customer not paying
- Deferred – Refer to function type catering for example, where bill is paid by organiser.

The choice of billing while dependant in the type of the operation. However, the billing system is also a long process linked first to order- taking method and second to revenue control procedure.

ii) Clearing

The various clearing methods found in food and beverage service may be summarized as follows:

- Manuel – the collection of soiled ware by waiting staff to dish wash area.
- Semi self clear – The placing of soiled ware by customers to strategic places example is a trolley within the dining area for removal by operation.

- Self clear – the placing of soiled ware by customer on galvanised tray collection system for mechanical transportation of dish wash area.
- Self clear and strip – the placing of soiled ware into galvanised dish wash basket by customers for direct entry of basket through dish wash.

The choice of clearing method, whether manual by staff or involving customers will be dependant not only on the type of operation but also on the nature of the demand being met. In captive situations for instance it is possible to have greater customer involvement.

iii) Dishwashing

The capacity of dishwashing should always be greater than the operational maximum required. This is because dish washing increases the amount of equipment required to be in use at a particular time and increase the storage required in service area.

iv) Clearing following service

After the service there is a variety of tasks and duties to be carried out, partly to clear from the previous service and partly to prepare for the next. The efficient management of clearing stage have a climate impact on the potential reuse of an area.

2.4 BASIC TECHNICAL SKILLS IN FOOD AND BEVERAGE SERVICE

According to Brow, Heppner and Deegan (1999) gave two basic technical skills as follows:

Use of knives for service

Two knives preferably fish knives are sometimes used for the service of soft or large items, for instance a folded omelette that requires more support that can be given by serving spoons or folks.

- Hold the two knives in the same way as though holding the spoon and the fork.
- Fan out the knives to give greater support to the item you will be moving.
- Place the knife under the food item, supporting it while you transfer it to the guest plate.

Use of Spoon and Fork

- Place a fork over a spoon in your right hand facing up; they should rest across your middle finger, leaving the index finger and the thumb free to move the cutlery. The handle should not produce beyond your little finger.

- Slice your index finger between the fork and spoon, and hold the fork between the tips of your thumb, raise the fork from the bowl of the spoon keeping the end of the handle of fork and spoon together with your little finger.
- At one time allow the index finger and thumb to slice more than half way up the handle of the cutlery.
- You can now lift food items with the spoon and hold them firmly in place with the fork while you transfer them to the quest plate.
- Pick the food up from the side drawing the cutlery towards you as you lift it.
- If the item to be moved is small then you can remove your index finger. This enables the fork to press more tightly against the spoon, holding the item firmly. To release the items insert the tip of your finger to separate the cutlery.

Dennis Lillacrap, John Consins and Robber Smith (1998) gave the following basic technical skill:

Carrying glasses

They argued that when carrying glasses during services they should be placed in the right way to reduce the risk of toppling over. When being placed on the table, the waiter should hold the stem and place the glass at the top right hand corner of the cover and the correct way up. These ensure that the bowl of wine glass is not touched.

Carrying trays

The trays are used for:

- Carrying food from the kitchen to the restaurant side board.
- Service in the room
- Clearing from such boards
- Clearing from the tables (when the customers are not at the table)
- Carrying equipment

Carrying plates

The skill is necessary in carrying plates of pre-plated food as well as for clearing. To be able to clear correctly ensure speed and efficiency around the table, avoid the possibility of accidents and create minimum inconvenience to guests.

In turn it also ensures the staking of dirty plates neatly and correctly on the side board with minimum delay. The correct clearing to tea house enable more to be cleared, in less time and in fewer journey between side board and table. In the long term this speeds up the service process and allows for greater seat turn over.

Using of service salver

A service salver is a round silver stainless steel tray with a napkin on it. It may be used in a number of ways.

- For carrying clean glasses and removing dirty ones from the table
- For removing clean cutlery and flatware on the table
- For placing coffee service on the table
- As an under plate when silver serving vegetables

2.5 FOOD AND BEVERAGE SERVICE METHODS

There are several types of service used in food and beverage service in catering industry. Dennis Lillacrap, John Cousion and Robert Smith (1998) identified three types of service as follows:

- I. Table service** - Service to customers at a laid cover service by waiter or waitress
- II. Silver/English** – Presentation of food and beverage to a customer by waiting staff from a food flat or dish.
- III. Family** – Main course with vegetables, placed in multi portions dishes on tables for customers to help themselves, sauces are usually offered.
- IV. Plate or American** – Service of pre-placed food to customers now widely used in many establishments and banqueting.
- V. Butter of French** – presentation individually to customers by food service staff for customers to serve themselves.
- VI. Russian** – table lay with food for customer to help themselves also sometimes confusingly used indicate guerdon or butter service.
- VII. Guerdon** – Food is served on the customer's plate at side table or trolley also may include carrying, cooking and flambé preparation of salads and dressing and fish filleting.
- VIII. Bar counter** – Service to customers seated at the bar counter often U- shaped on tools.

IX. Assisted service – combination of table service and self service assisted.

- A commonly applied to car very type operations. Some part of the meal is served to seated customers, other parts are collected by customers, and other parts are collected by customers also used for breakfast services.
- Buffets where the customers select food and drink from the display or passed trays, consumption is either at tables, standing or in lounge area.

X. Self service

- Cafeteria counter this is whereby customers cue in line formation past a service counter choosing this menu requirements in stages and loading them on the tray (may include a revolving stacked counter saving space)
- Free flow involves selection as in counter (above) but in food service area where customers move at will to random service point and usually exit via a till point.
- Echelon refers to a series of counter at angles to the customer flow within a free flow area, thus saving space.
- Supermarket refers to island service point within a free flow area (note, some call order production may be included in cafeterias.)

The above is seconded by David Foskett, Victor Caserani and Ronald Kiton (2003) and adds other types of service which includes:

XI. Single point service – involves service to customers at a single point whereby they consume on the premises of the take away.

- Take away whereby customers orders are served from single point, usually at a counter-customer normally consume the food off the premises.
- Drive thrust refers to take away where customers drive the vehicle past a payment point then make a collection point.
- Fast food normally services at a counter, service is quick. Take away or consume on premises, menu offered usually wide ranging.
- Vending refers to the automated retailing of food and beverage products.
- Kiosks service involves provision by outstations during peak demand in specific locations.

- Food court is a group of autonomous counters' where customers may both order and eat or but from a number of counter and cut in separate eating area or take away.
- Bar is a selling point for consumption of intoxicating liquor in licensed premises.

XII. Specialized (in situ) – service of customers in areas not primarily designed for service.

- Tray is the service of meal or part of meal in tray to the customer in situ for example hospitals or aeroplanes.
- Trolley service of food and beverage from a trolley away from dining area used on an aircraft and in trains.
- Home deliveries where by food and beverage are delivered to customers home or place of work. For example Pizza delivery and sand witches to offices.

2.6 TOOL REQUIRED IN FOOD AND BEVERAGE SERVICE

According to John Cousion, David Foscett, and Galilen Gillepic (2002) gave the following tools:

Tray - a flat piece of plastic, wood, or metal with a raised edge, used for carrying or displaying light objects.

Service cloth - a piece of fabric used for a particular purpose, e.g. a dish cloth.

Fork - a small, usually metal utensil with a handle and two, three, or four prongs, used for eating or for preparing food.

Knives - a tool, usually with a sharp blade and a handle, used for cutting, slicing, or spreading.

Glasses - a container without a handle made from glass, for drinking from.

David Foscett, victor Caserani and Ronald Kiton (2003) and add other tools as follows:

Surface plate - a flat or shallow object, usually round and made of earthenware, china, glass, plastic, or metal, from which food is eaten.

Service salver – a tray, especially a silver one, used to serve food or drinks, or to present things such as letters or visiting cards.

Opener – a device for opening containers such as cans or bottles.

Lighter - a small typically gas-filled container with a flint or other spark-producer that produces a flame used for lighting something that is smoked, e.g. a cigarette, cigar, or pipe.

2.7 BENEFITS OF FOOD AND BEVERAGE SERVICE

1. Increasing volume of business

This is done through increasing additional service to provide through for instance increasing the number of stations in the restaurant. This is much the same as opening of additional check out to deal with the demand increasing.

While in food and beverage service there is possibility of changing the style of service, such change are usually driven by the need to improve resources, increase sales and efficiency needed to provide for higher volume of business. An example is breakfast service, there can be provided through conventional table service at any of your business at the same time increasing the volume of sales through serving many customers. To reduce cost, especially the staff cost, is the main thing behind moving to a buffet style of service as to reduce cost but to gain the increasing of volume of sales through the buffet style of service.

2. Promote team operations

At a large restaurant hotel to preserve a smooth and quick level of food and beverage staff is often divided into teams. Each team is made up of number of staff needed to handle the service of food and beverage at a complete table. For example table setting of ten guests may require a team of five waiters. The team of five and itself divided into two groups of two. The runners are responsible for picking up the plated food items from the kitchen and their transfer to the service area within the dining room. The service waiter collects the plates / items from the service area and serves then directly to the guest. When the table is served the whole team of runner waiters move on to another table. Clearing is done in the same way. The number of table a service team can handle depends on the complexity of the menu, the style of service and facilities at the menu. A food and beverage service team of five, plate style of serves up to twenty tables of ten guests up to 200 guests.

3. Improved food and beverage co-ordination

It is essential that the service of food and beverages should be co-ordinated. The food waiter and wine waiter must communicate if they are to provide a co-ordinated sequential service or the style of service to be used.

The sequence of service requires both the food and beverage to be served at the appropriate time throughout the meal without interfering with each other.

- Before the menu is presented to the guest they are offered aperitif (per- dinner milk) so stimulate the appétit.
- Because the wine are selected to complement the food chosen the wine test is usually presented after the food order has been taken.
- The wine selected to accompany each course is served just prior to food in that course.
- Remove the desert wine when the desert is being served. Desert wine is usually sweet, and complements sweet dishes.
- Order for dinner alcoholic beverage is taken before coffee is served. This allows the coffee and other after dinner drinks such as port, cognac or liquors to be served at the same time.

4. Increasing sales

The area where the table service are used the style of service will have an effect on the potential on increase of sales. The higher the level of service usually the higher the price leading to increase of sales through the price and the style of service which from the table service.

5. Provides food and beverages to guests

A range of food and drinks are on offer. Availability of special items and quality service of food and beverages to guests.

6. It a source of employment

It creates employment for a large group of people through being employed in various establishment of catering industry such as a waiter, barman, restaurant manager and supervisors.

2.8 PROBLEMS FACED IN FOOD AND BEVERAGE SERVICES

a) Overcharging of customers

Not easily checked in busy restaurant if done frequently enough, the waiter or barmen can end up with spare bottle or other items of the stock. Now days can end up with spare or other items of stock. Now days, a receipt should be preferred.

b) Under charging of friends

If this appears to be taking place, a careful watch is necessitated. A triplicate system should be used and enforced by the management.

c) Difficult to control pilferage

This is mostly common at the bar, beverages can go missing or be written off as waste while the bar staff have consumed without ever being dictated as pilferages.

d) Short measures

Whereby cocktail, tot and other mixed beverages are not mixed according to the right portion by the barman sometimes this is detected by observation or usually by complaints from the guests.

e) Low quality services

This is where the service waiter and barman offer poor service to the guest for example a guest stands for long time at the counter before being served. Use of style of service that the staffs are not familiar leading to offer a slow and poor service to guest.

2.9 SUMMARY OF THE OBJECTIVES

According to Foskett et al (2003) gives the service sequence as the preparation of service taking and checking docking, taking orders, there services of food and beverage, billing the guest, clearing , dishwashing and clearing following as the procedure to be followed during the service of food and beverages.

According to categorizing of food and beverage service method the style of service as follows by Dennis Lillacrap et al thereby include table services which contain silver style of services, plate style of services and guerdon as well as bar counter. They went ahead and gave assisted service which contain the self service, and buffet style of services.

They also gave single point service which contain take away where people are reserved from a single point thus also included vending machines and fast food where services is at the counter. Also all these authors gave specialized or situs service there is the service of food and beverage in areas where primary not designed for services such as service of food and beverages in air craft's.

About the dealing with the management of volume of food and beverage service the different authors suggested that conventional table service should be used on breakfast to increase the

volume of business at the same time increasing the Volume of sales through these styles of service.

The researcher identified knowledge gap in the following areas poor performance, poor motivation system and poor conditions of work due to lack of expertise and competence of employees and analyzed that employees require more training to improve on their performance. The researcher also learnt different skills required in research writing and the relationship that exist in Neptune beach hotel.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter was addressing the research design and data collection methods and instruments that were used during the research. It was also indicating the study population, sample size, techniques and the procedures of data collection and analysis.

3.1 RESAERCH DESIGN

The research was to be a survey. It was a comparative study type. It was to be done in Neptune beach Hotel, a four star hotel within the coast province of Kenya. The respondents of research were the Human resource, Marketing, Production, Information technology and Finance departments.

The research gave comparison on how effective food and beverage service increased marketing performance, volume of the market, in hospitality establishments.

The researcher expected the food and beverage manager to give information based on the type of food and beverage used regarding its effects on marketing performance.

As for the barman, he was expected to give information concerning the difficulties faced during the service of beverages, and the effect of low quality service of beverages.

The waiter was expected to give information based on his duties during the service of food and beverage. As well the technical skill that one should have during service of food and beverage in any hospitality establishment.

3.2 STUDY POPULATION

The population would comprise of all those potential participants that could make up the study and contribute to the researcher getting more information on food and beverage service as a marketing tool. The total population of employees was 300 in five (5) departments of Neptune beach hotel. The table below shows how the sample was to be distributed among the different categories.

3.2.1 SAMPLE SIZE

Departments	Population	Sample size
Human resource	53	30
Marketing	67	34
Production	70	41
Information technology	60	33
Finance	50	31
Total	300	169

Source: Martin Amin (2005)

3.3 SAMPLING TECHNIQUES AND PROCEDURE

The researcher used both probability and non probability sampling techniques. Stratified sampling was used to come up with a representative sample. According to Amin (2005) tables have been developed which the researcher can rely onto to obtain a sample size which was appropriate for the target population the researcher intends to carry out his research. In this case therefore the population study was 300 and therefore the sample size taken to be 169.

3.4 DATA COLLECTION

The data that was used for the purpose of the study comprised of both primary and secondary data. This was obtained directly from the employees and recording staffs.

Questionnaires and interviews were used for getting the effects of service on marketing. This was collected from already available data literature. Relevant documents and records were used like journals, and other internal records.

Secondary data was used to supplement the primary data in attempt to answer the research questions.

3.4.1 DATA COLLECTION METHODS AND INSTRUMENTS

3.4.1.1 Questionnaire

These were for all employees. It contained both open ended and close ended questions. The researcher used a questionnaire because it helped in collecting a large amount of data within a very short period of time and involving a large number of respondents.

3.4.1.2 Interviews

These were used in line with an interview guide to enable the researcher obtain the supplementary information necessary to reach the conclusions. It was believed that by using the interviews, the researcher would be in position to get detailed data on all the aspects concerning food and beverage services as a marketing tool.

3.4.1.3 Observation

This was used with an observation checklist to enable the researcher obtain primary data which could be observed easily and did not require the use of questionnaire and interviews. Others include papers and pens.

3.5 DATA PROCESSING AND ANALYSIS

Data obtained was edited, coded, arranged and thereby analyzed by using percentage and ratios. The data was analyzed according to objectives in such a way that each objective was analyzed separately using descriptive statistics and tabulated by use of tables and graphs.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF THE RESULTS

4.0 INTRODUCTION

In this chapter the researcher involves presentations, interpretations and the analysis of the collected primary data. The presentation is done in tables with illustrations to make sure that the research biases are eliminated. The study is entirely about analysis of the relationship between food and beverage service as a marketing tool. The data was collected across all departments in the hotel and the results are presented expressing both the views of the quantitative nature through percentages and frequency distributions and the group interviews and documentation analysis. The characteristics of the participants which helped in putting on board an understanding of the type of respondents, the researcher dealt with through the study.

4.1 PRESENTATION, ANALYSIS, AND INTERPRETATION OF RESULTS ARE DONE UNDER THE FOLLOWING THEMES

4.1.1 Style used in Neptune beach hotel

The study revealed that table service and which include plate service and buffet style are mostly used other than that they also used bar counter style of service in the different restaurants within the establishments. And during special functions they use buffet style of service. This research was carried between years 2007-2010.

Table (1): The styles of services in different years

STYLES	FREQUENCY	PERCENTAGE (%)
Russian	30	17.7
Buffet	50	29.5
English	25	14.7
American	45	26.6
French	19	11.2
Total	169	100

Source: field finding

As it can be observed in the table above, the result indicated that the highest style of service was buffet which recorded 50, American 45, Russian 30, English 25, and the least was French 19.

The researcher inquired from the respondent on whether they believe buffet was the most highly used style. The results are indicated in table (2).

Table (2): The response from employees whether they believe buffet was the most highly used style

Categories	Frequency	Percentage (%)
Strongly agree	41	51
Agree	17	20
Neutral	24	29
Total	81	100

Source: field finding

According to table (2), majority of the respondents were strongly agreed that Buffet was highly used that is 41(51%) strongly agreed, 17 (20%) Agreed, while 24(29%) were neutral.

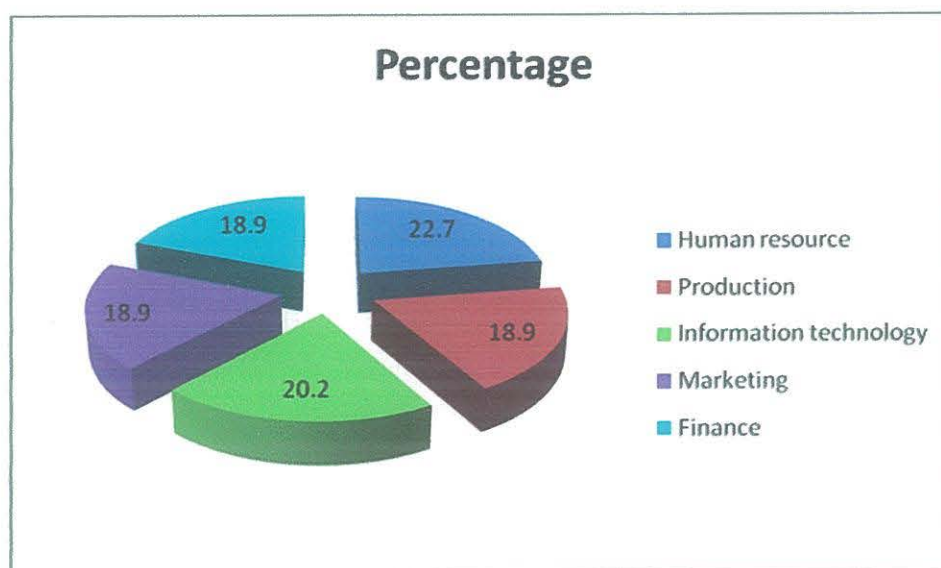
The researcher also wanted to know whether the employees were satisfied with the styles offered in the hotel.

Table (3): The Response of the employees to know whether they were satisfied with the styles

Department	Frequency	Percentage (%)
Human resource	36	22.7
Production	30	18.9
Information technology	32	20.2
Marketing	30	18.9
Finance	30	18.9
Total	158	100

Source: field finding

Chart (1): The Response of the employees to know whether they were satisfied with the styles



Source: field finding

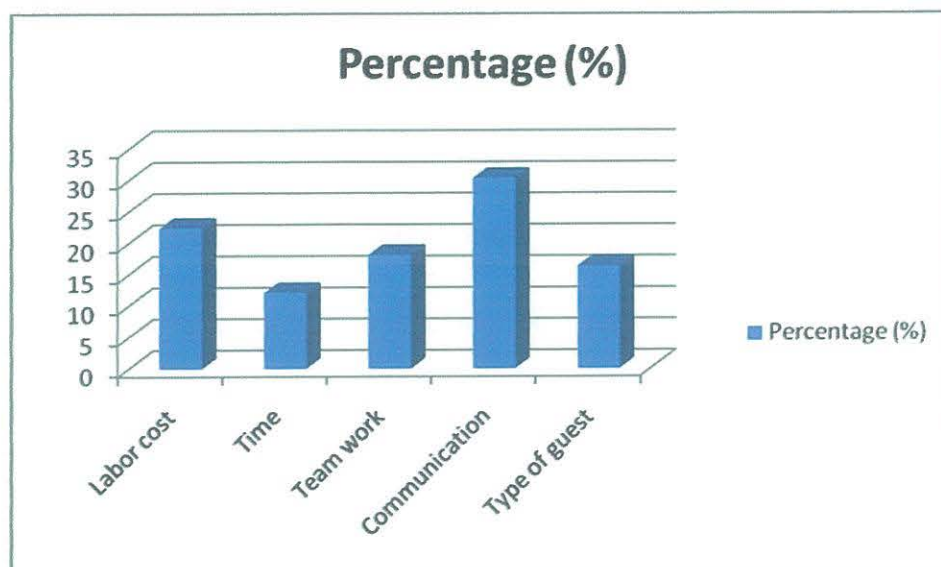
According to chart(1) all the departments had the following results; 22.7% Human resource, production 18.9%, Information Technology 20.2%, Marketing 18.9% and finance 18.9% indicating that majority accepted the buffet style.

Table (4): Factors to consider in the choice of the style of service

Factors	Frequency	Percentage (%)
Labor cost	38	22.4
Time	20	12.1
Team work	30	18.1
Communication	50	30.3
Type of guest	27	16.3
Total	165	100

Source: field finding

Graph (1): Factors to consider in the choice of the style of service



Source: field finding

The major objectives are to establish the effectiveness of food and beverage service styles as a sale tool. According to Neptune beach Hotel the factor that led to the choice of style of service were the Communication 30.3% , labor cost 22.4%, Team Work 18.1%, the type of quest expected which was at16.3% and time 12.1%. With communication being the highest factor then more interactions between the staff should be emphasized.

4.1.2 Sequence of service as a marketing tool

This part of study aimed at examining the sequence of service as a marketing tool.

Table (5): Whether employees are aware of the sequence of services

Response	Frequency	Percentage (%)
Yes	60	41.5
No	70	58.5
Total	130	100

Source: field finding

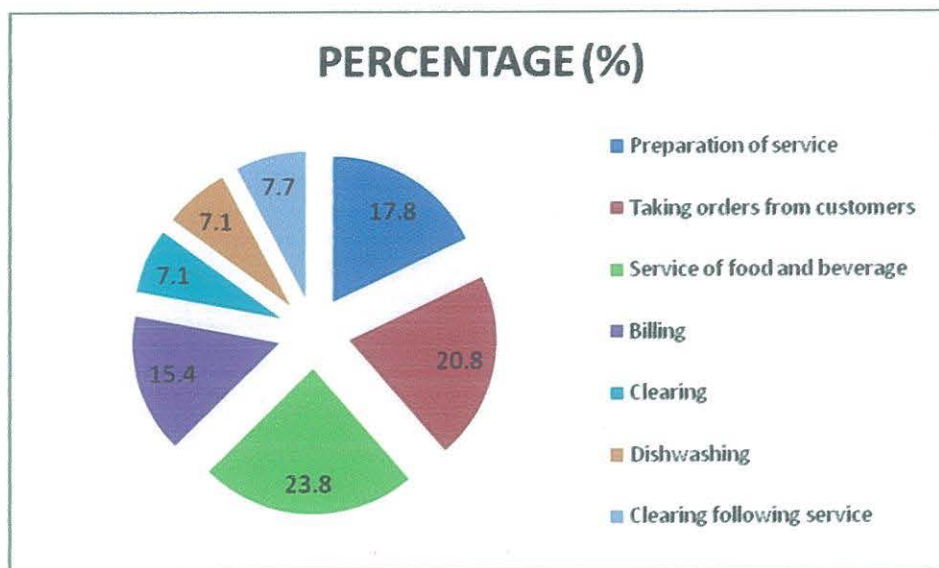
From the entire above table (5) 41.5% of the total respondent accepted that they were aware of the sequences of services employed in the hotel while 58.5% didn't know about the sequence. This indicates that there is need of training.

Table (6): Whether employees understand the sequence of services as marketing tool in a hotel

SEQUENCE	FREQUENCY	PERCENTAGE (%)
Preparation of service	30	17.8
Taking orders from customers	35	20.8
Service of food and beverage	40	23.8
Billing	26	15.4
Clearing	12	7.1
Dishwashing	12	7.1
Clearing following service	13	7.7
Total	168	100

Source: field finding

Chart (2): Whether employees understand the sequence of services as marketing tool in a hotel



Source: field finding

The researcher found out that 23.8% new about service of food and beverage, 20.8% new about taking orders from customers, 17.8% new about preparation of services, 15.4% new about billing, 7.1% were both dishwashing and cleaning while 7.7% new about clearing following service. The results indicate that employees are not aware about the sequence that should be followed to offer the best services in marketing the hotel.

4.1.3 Basic technical skills in food and beverage services

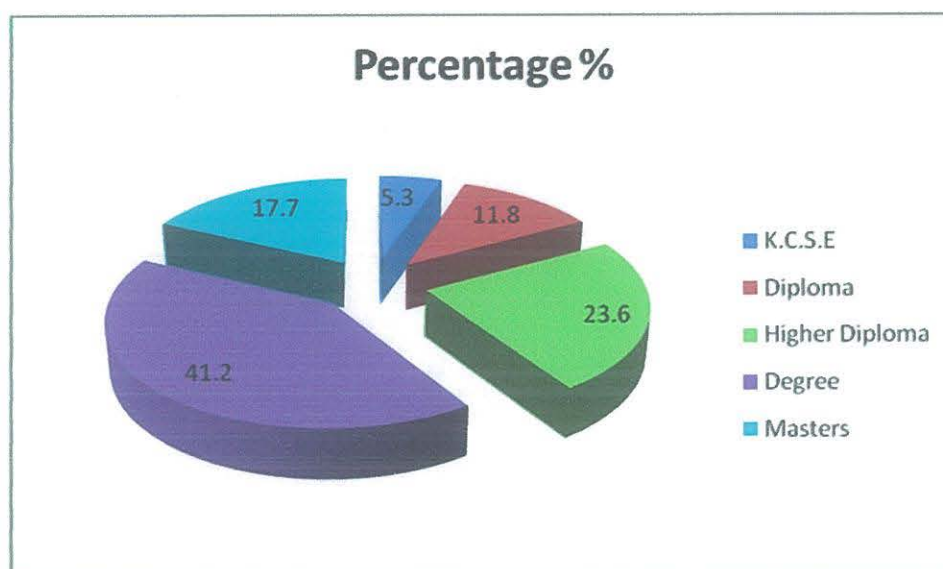
This part of the study aimed at examining the ways in which basic technical skills of food and beverage prove to be a productive in marketing process of the hotel.

Table (7): Level of academic qualification needed to offer the basic skills needed.

Education	Frequency	Percentage %
K.C.S.E	9	5.3
Diploma	20	11.8
Higher Diploma	40	23.6
Degree	70	41.2
Masters	30	17.7
Total	169	100

Source: field finding

Chart (3): Level of academic qualification needed to offer the basic skills needed.



Source: field finding

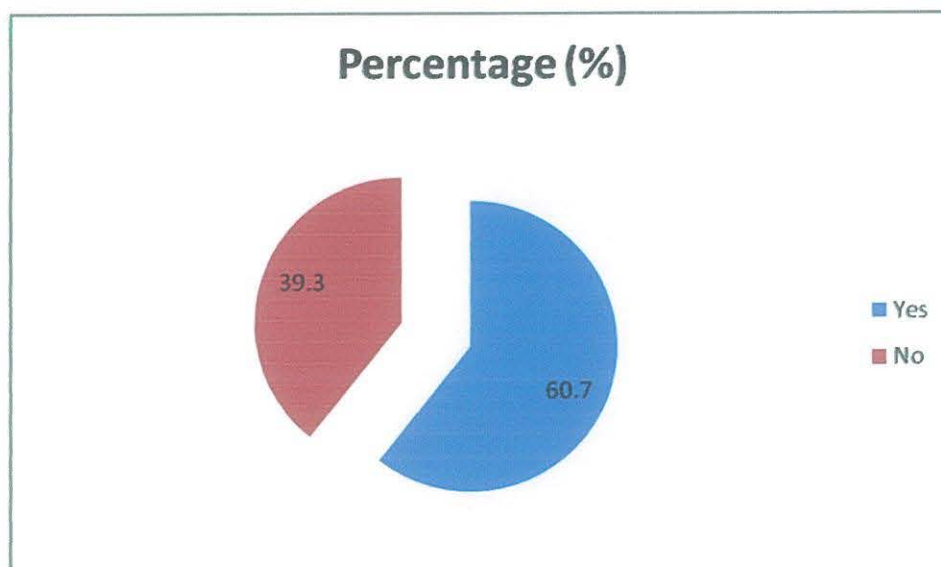
According to chart (3) it indicates that 41.2% preferred degree qualifications, 23.6% preferred high diploma, 17.7% masters, and 11.8% diploma and only 5.3% suggested certificates. The above chart proves that degree qualification is the rightful level of education for one to offer the needed skills.

Table (8): Are employees aware of the significance of the above skills

Response	Frequency	Percentage (%)
Yes	102	60.7
No	66	39.3
Total	168	100

Source: field finding

Chart (4): Are employees aware of the significance of the above skills



According to the chart (4) it's clear that employees are aware of the significance of the skills as it is represented by the 60.7% agreeing as opposed to the 39.3% who were not.

4.1.4 The duties of a waiter

Duties of the waiters were revealed as to serve customers with food and beverage and ensure they are satisfied. In addition he/she was also expected to maintain hygiene needed for food and beverage including clearing after each course as well as carrying cutlery and crumpling down after the meal and welcoming and sitting down the guests at the table.

4.2 ANALYSIS OF THE RESPONDENTS

The respondents of the research were qualified personnel in their position. This infact made it easier to get accurate information from them as they knew what the researcher required from them in terms of information.

In this case questionnaires were presented to them at their place of work where they were filled. The respondents of research were the Human resource, Marketing, Production, Information technology and Finance, while the duration of the research was two years.

4.3 PROBLEMS ENCOUNTERED DURING RESEARCH

Some respondents were not professional as information given was not consistent. Some personal were busy as they could not get time to answer the questionnaires.

4.4 FOOD AND BEVERAGE SERVICE OBJECTIVES OF NEPTUNE BEACH HOTEL

There were objectives to satisfy customer need, to make profit, and detailing with the management of volume of food and beverage service, also to utilize the resources available.

4.5 WAYS IN WHICH THE VOLUME OF MARKET CAN BE IMPROVED USING SERVICES STYLES

The volumes of market can be increased by using the buffet style of service which can hold a larger capacity of guest at once thus leading to service to guest being carried out for a very short period of time, this then give the hotel serve a large number of guests during service and hence leading to increased volume of market. This is achieved by presenting the dishes in the shuffling where guests themselves and leave to sit, instead of silver style of service where every service of dishes is done by the waiter.

4.6 CHALLENGES FACED DURING THE SERVICE OF FOOD AND BEVERAGE

These are the problems encountered in the service of food and beverage:

In the restaurant section the following problems are encountered

Some waiters/waitresses didn't know how to use the service style procedure, i.e. whether to serve from left or right, what is to be served first or second. There we normally select the best waiters/waitresses so that to give guest best impression.

Delay of food and beverage service during time as well insufficient food portion to guest. Therefore we normally ensure that the food is checked by the chef on portioning during the services.

Accidents such as spillage and breakages; therefore we normally avoid over washing small and large equipment in one place thus also we avoid over loading our trays.

Dealing with rude guests, we try as much as possible but not to quarrel or argue with them or we forward the matter to the senior personnel to handle. When the matter is very sensitive then we report to the head of department the food and beverage manager.

In the bar section the following problems are encountered

Over flowing of guests at the counter, we therefore increase speed of service also we ask them to queue to avoid congestion as well as employing more bar men.

Accidents such as spillage and breakage.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.0 INTRODUCTION

This chapter presents summary, recommendations and conclusions derived and drawn from the study after having presented, analyzed and discussed the finding of chapter four. The focus was the styles of services and how they are as seen from the research information data.

5.1 SUMMARY

The study showed that the entire establishments use similar methods in almost all sections on the service area in their restaurants within the hotel. These styles of service included the buffet, plate and bar counter styles of service. The objective of the hotel is to satisfy customer's needs, to make profit and utilization of the resources available. In the establishment the food and beverage percentage hotel sales were 33% and the rest was sublimed by other establishments around in the same venture.

5.2 RECOMMENDATIONS

To make the service of food and beverage to be efficient on the delay in service of food and beverage as well insufficient food portions. It is the role of the management to employee qualified staff from well recognized institutes for example Kampala International University whom are well equipped with food and beverage service skills and portion management.

To make the waiters to be able to use the correct service procedure when doing service of food and beverage it is the role of management to organize a training development programs for the staff during low seasons. So that they can acquire the food and beverage service skills required during service. There is mainly to enable them to offer quality food and beverage service to the guest.

It is the role of each staff to cope with the complaining guest to make the guest feel appreciated that there is some body listening and correcting the mistake done. There is mainly done to make the guest enjoy their stay at the hotel and revisit thus increasing marketing of products.

5.3 CONCLUSIONS

The research found out that different hotels use the same styles of service in all the sections. The style of service found to be used mostly includes buffet style of service during breakfast, lunch and dinner. The plate style of service was used only in the sea food restaurant due to the fact that the cash was not for all inclusive while bar counter was used in all the bars.

For the above to be achieved then some of these reasons need to be emphasized to the staff as per the respondents:

- Communication
- Team Work
- Reduction in labor cost
- Time

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APPENDICES

APPENDIX I: INDICATIVE BUDGET

ACTIVITY/ ITEMS	
FIELD ACTIVITIES	
Supervision (of the research assistant)	5,000.00
Research assistants (3)	10,500.00
Research tools/instruments (pens, exercise books, erases sharpeners)	4,500.00
STATIONARY	
Printing papers	6,000.00
Photocopying	3,500.00
Computer services	7,000.00
TOTAL	KSh 36,500.00

APPENDIX II: QUESTIONNAIRE

I am a student of bachelors in tourism and hotel management in Kampala international university. I am carrying out research on food and beverage service as a marketing tool at Neptune Beach hotel. The questions are designed to gather specific information about the said topic. The information is purely for academic purpose and confidentiality is fully guaranteed.

SECTION A: Styles used in Neptune beach hotel (tick appropriately)

1. What styles of services have been used over the years you have been working here?

Russian []

Buffet []

English []

American []

French []

2. Do you believe whether they believe buffet is the most highly used style in service at your hotel?

Strongly agree []

Agree []

Neutral []

3. Are you satisfied with the style(s) of service at the hotel?

Yes []

No []

4. Which of these factors do you consider in the choice of the style of service?

Labor cost []

Time []

Team work []

Communication []

Type of guest []

5. Are you sure of the styles used in Neptune beach hotels?

Yes []

No []

SECTION B: Sequence of service as a marketing tool (tick appropriately)

1. Are you aware of the sequence of services at you renowned hotel?

Yes []

No []

2. Do understand any of any of the sequence of services as listed below and its importance as marketing tool in a hotel?

Clearing following service []

Preparation of service []

Taking orders from customers []

Service of food and beverage []

Billing []

Clearing []

Dishwashing []

3. How do you use the sequence of service to increase on marketing of the food and beverage products within the hotel?

.....

.....

SECTION C: Basic technical skills in food and beverage services (tick appropriately)

1. What Level of academic qualification do you think is needed to offer the basic skills needed in service conventions?

K.C.S.E []

Diploma []

Higher Diploma []

Degree []

Masters []

2. Are you aware of the significance of the above skills?

No []

Yes []

3. What are the common complaints you gather from guests during food and beverage service?

.....
.....

4. What do you think can be done to make food and beverage service more effective in your establishment?

.....
.....

THANK YOU FOR YOUR CO-OPERATION