

Management and Catering Planning

General objectives:

This course aims to prepare participants to plan, manage and coordinate all production operations, restaurant service and catering. Organize, manage and supervise the work teams, implement and monitor the supply of food and beverage department. Perform technical kitchen tasks and commercially articulate with customers and other stakeholders.

Specific objectives:

At the end of the course, participants will be able to:

- Plan, manage and coordinate all production operations, food services and catering;
- Develop the organizational chart of the Food and Beverage department and respective responsibilities and functions;
- Supervise service standards and implement systems to monitor the fulfillment and to continuously improve;
- Manage the suggestion system / customer complaints, to promote a quality service;
- Designing and implementing promotional activities and sales for different market segments;
- Manage and coordinate all production operations, food services and catering;
- Develop analysis of the latest market trends and apply them to the offer;
- Manage human resources department to ensure a safe and appropriate environment for customers and employees.

Target Audience:

The recipients of this course are all professionals with interests or responsibilities in catering management and all interested in organizing events of personal or professional level.

Hours:

30 hours.

Program Contents:

• Module I - The sale of Catering

- ✓ Sale;
- ✓ Knowing the customer;
- ✓ Direct and intermediate customer;
- ✓ Customer Needs;
- ✓ Aspects related to the Sale;
- ✓ Seller versus Attendant;
- ✓ Image and decoration;
- ✓ Protocol Notions;
- ✓ Contact form;
- ✓ Brief presentation;
- ✓ Development of menus;
- ✓ Follow Up;
- ✓ Customer Loyalty;
- ✓ banquet themes;
- ✓ Contracts.

• Module II - Planning and Economics

- ✓ Organization of banquets;
- ✓ Outside Catering;
- ✓ Banquets and meals groups;
- ✓ Care in banquets organization;
- ✓ Places, spaces and equipment;
- ✓ Logistics;
- ✓ Timings and unforeseen events;
- ✓ blueprints and circuits Analysis;
- ✓ Meetings, Presentations;
- ✓ Audiovisual Material;
- ✓ Furniture, Linen and crockery;
- ✓ Hiring external services.

• Module III - Service Development

- ✓ Service Development;
- ✓ Types of special services;
- ✓ Service Order;
- ✓ service delivery forms;
- ✓ Services flywheels, buffet;
- ✓ Presentation buffets;
- ✓ service delivery Types;
- ✓ The briefing;
- ✓ The course room service;

- ✓ Service Highlights;
- ✓ Customer relations;
- ✓ Relations with other sections;
- ✓ Relations with third parties.

• Module IV - Management

- ✓ Banquet Management;
- ✓ Team management and staff;
- ✓ Preparation of technical sheets;
- ✓ Budgeting;
- ✓ Definition of sales prices;
- ✓ Control;
- ✓ Deviations Analysis.

• Module V - Food Safety Management Systems

- ✓ 1 - Food Law;
 - Law - Legal framework / international standards.
- ✓ 2. Pre Program - Requirements for the implementation of HACCP;
 - General requirements of manufacturing sites;
 - Health Plans;
 - transport car of foodstuffs;
 - Health and Personal Care;
 - Pest Control;
 - Food Waste;
 - Preventive maintenance of equipment;
 - Traceability;
 - Datasheets of food;
 - Quantification of suppliers.
- ✓ 3. General Understanding of Food Microbiology;
 - Factors that control microbial growth in food;
 - biological hazards;
 - Food Diseases;
 - intrinsic and extrinsic factors to food;
 - Sample witness;
 - Pathogenic bacteria.
- ✓ 4. HACCP (Hazard Analysis and Critical Control Points);
 - Definitions according to the Codex Alimentarius;
 - microbiological, physical and chemical hazards;
 - Principles and Stages of HACCP;
 - Decision Tree (Codex Alimentarius);
 - Critical Control Points;
 - HACCP Benefits;
 - Simulation of practical cases.