

ASPECTS OF THE MANAGEMENT OF THE ACTIVITIES DEVELOPED WITHIN PUBLIC FOOD SERVICES UNITS, CASE STUDY OF THE REGAL CIMPENI EVENT HALL

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Abstract

Public nutrition comprises the whole production and distribution of food and beverages, respectively as the case, preparation of culinary foods and pastry - confectionery products, supply of goods, consumption of products on-site or outside of units, as well as the creating a friendly environment for relaxation and recreation for customers.

Expert opinion regarding to the quality in services of public nutrition start with Juran, the parent of quality management, starting from the use of the product defines the "aptitude for use", continues with Deming: "the price have no sens without quality, and the quality is meaningless if it does not reflect consumer requirements".

In the paper we analyzed the Financial situation of a public food unit owned by SC Rivaly Ch Srl.

Key words: professional training, advertising actions, specially appointed persons

INTRODUCTION

The analyzed restaurant is a classic one, a food service unit with a high facility degree, having a recreation and entertainment character, is a restaurant with national and international specificity through the specific dishes served. By location and arrangement it is representative for the local style of construction, including the respective endowments. The whole furnishings, dishes, interior ornaments, workers' clothing, textile inventory symbolize the specificity of the unit. Also, specialties of cuisine are representative for local food habits.

The environment in which the business has grown is one suitable for the development, proof being the constant number of customers the restaurant has. In spite of the financial crisis that has affected the entire world, wages or the number of unemployed, whose number is growing, SC Rivaly Regal ChSrl manages to keep on the market and even to make profit,

due to the specificity, the favorable location, the high quality of services products, customer loyalty and strong marketing strategy.

MATERIALS AND METHODS

Method of operation used in this paper was the study of the existing situation in the field, data collection, analysis, processing and interpretation.

RESULTS AND DISCUSSION

The production process varies over time and uses different raw materials to make the final product. In principle, they are of animal and vegetable origin, except for alcoholic beverages that don't require production time, but only sales. Sausages, spiced minced meat, smoked meat are prepared in the restaurant or brought from renowned companies once every 3-4 days to keep their savor and freshness. Meats of chicken, beef, pork and fish, as well as vegetables are bought daily from the best places. A key point is the location of the restaurant in the village, alongside an agri-food market with a wide and varied range of fresh products.

The raw materials required for the production process are purchased by specially appointed persons who not only deal with the purchase of the products but also deal with their storage and stock records. Goods are deposited according to their type. Vegetables and fruits are stored at temperatures that prevent their perishability and allow keeping their freshness and quality. The meat is kept in holding freezer and stored separately depending on the type of meat.

As time, the production process takes between 15 minutes (vegetable and fruit salads) and 1h and 45 minutes. (eg steaks). The production process requires different machines (ovens, grills, stove, etc.) and is carried out in a room of about 40 m².

The main suppliers of the restaurant are:

- SC Safe Way Srl
- SC Metro
- SC Selgros
- SC ElitSrl
- SC CopilulMoşuluiSrl
- SC InterfructSrl
- SC Coca-Cola Srl
- SC TuborgSrl

Supplies are made with their own means of transport to save time and financial resources. Managing inventories and controlling them will be done by the business manager.

Like at any restaurant, competition is not missing here either. Thus, in the category of competitors of the Regal restaurant, enters:

- Tulnic SRL - a traditional Romanian food unit
- S.C Balea SRL - specialized in organizing events, weddings, baptisms, conferences
- Ela&Cătă SRL - object of activity tourism, restaurant, accommodation, wedding room
- S.C Panago SRL – food service unit, restaurant, pizza

The Regal Restaurant has thus attempted a competition detachment by using competitive advantages such as:

- new preparations and occasional discounts
- the quality and professional training of the staff and the quality of the services provided, courtesy to the clients
- developing long-term relationships with customers
- Influencing consumer perceptions and attitudes by increasing confidence towards them
- promotional and advertising actions, substantial discounts on the occasion of organizing events in the restaurant
- fast preparation, superior to the competition, using freshest products
- the use of advanced technological means in performance to increase production capacity and streamline activities

Analyzing the company's balance sheet and the profit and loss account, we noticed that the company is profitable. Over the past three years, profit has been steadily rising.

Source: company registers

In 2014, the company had a profit of 102,833, the smallest of those in the 3 years analyzed because that year was the first time the restaurant started to operate in its current form, had 30 events contracted. Most of the company's profits are made from the events held in these two locations.

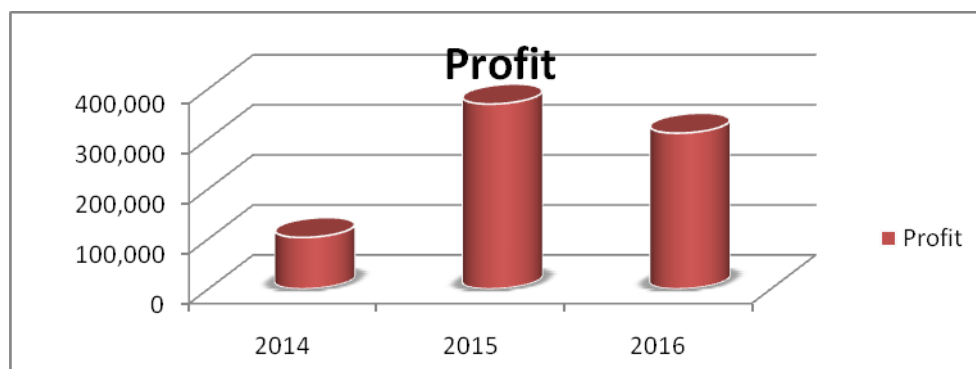
In 2015, we can notice that profit has increased considerably. This increase is due to the large number of events that has increased from a year to another with a difference of 70-80 events per year.

In 2016, the increase is evident compared to 2014, but we can notice that compared to 2015 it decreased by a difference of 58,187 lei. This fall in profits is due to the fact that events contracted with at least a year earlier haven't taken place and because were made renovations that have been interrupting the activity for 3 weeks in September a peak period in terms of specific events. But we can see that profit is balanced and keeps on the same trend.

Profitability of the firm

Table 1

Year	2014	2015	2016
Income	21.255.862	20.834.170	21.600.485
Cost	21.153.029 1	20.464.665	21.289.167
Benefit	102.833	369.505	311.318



I also made an analysis for May 2017 at the Regal Restaurant (Table 2) where I wrote the expenses and income earned by the company. Even this month, which I considered representative, is profitable.

Cost and sales may month 2017

Tabel 2

Electricity	15.769 lei
Salary	32.076 lei
Taxes	7.222 lei
Water	80 lei
Amortization	3.065 lei
Sales	241.215 lei
Benefit	66.763 lei

Source: company registers

As can be seen from the table, the representative month analyzed of 2017 is profitable and the profit obtained is considerable if we relate to the previous year's profit.

CONCLUSIONS

It is essential the practice of efficient management that needs to be maintained basic standards of the restaurant about cost and quality to ensure the best possible experience for customers.

Key responsibility of the activities conducted in the service sector, as in the other sectors, relate to customer satisfaction, with a particular emphasis on personal service. The type of service offered is related to what the customer wants. Thus, for a fast food, customers expect cheap and fast services.

All activities which takes place in the restaurant have as a permanent objective the obtaining of a profit as the basis for maintaining the activity, launching new products and services, expanding the activity and rewarding the efforts and risks of the owners and of workers' activity.

Respecting all these aspects we have seen that this restaurant is profitable, which is a good thing for owners.

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