SALES POLICIES

1. For any enquiries, a reservation form is to be filled out and submitted to the banquet office for appropriate follow up.

2. Do not commit any venue or confirm any date to a client without the prior approval from the banquet co-ordinator or banquet manager

3. For any request, the banqueting department will handle the appropriate follow up with the client and keep the person who brought the business updated

4. Do not submit any quote or proposals to clients without prior approval from the banquet co-ordinator or banquet manager as from time to time the highest budget function will be selected accordingly from the waiting list

5. Do not turn down any function because of space restrictions or special requirements from clients without prior approval from the banquet co-ordinator or banquet manager

6. Do not submit any menus to clients without prior approval from the banquet co-ordinator or banquet manager - please remember that certain menus are tailor made and are valid for special functions only.

7. Room rentals, AV equipment rentals and corkage/ service fees shall in no circumstances be waived unless prior approval is obtained from the banquet manager

8. No entry shall be made in the banquet reservation book by anyone but the banquet co-ordinator or banquet manager

9. For any enquiry, a proposal letter is to be made and submitted to the client. The proposal letter must be signed by the Banquet manager

10. All prices quoted are in US dollar
    All prices are subject to 10% government tax and 5% service charge

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BANQUET RESERVATION BOOK

- The banquet reservation book is kept in the catering office and is controlled by the Banquet Co-ordinator

- In order to maintain a proper control of all the function space assignments, all requests are to be forwarded tot he banquet co-ordinator, whom will make the appropriate entries into the reservation book

- Tentative booking entries are made **in pencil** under the "T" column.

- Definite booking entries are also made **in pencil** under the "D" (definite status) column

- once a function has been confirmed by the client, the event order is prepared and the number of the event order is entered in the reservation book in **red ink**

- All tentative bookings must be reviewed at least twice a week in order to ensure proper follow up with the clients

- Should space be assigned to a function need to be released, the entry in the book is erased. A lost business report is completed.

- Information to be entered for each booking:

    1. Date booked
    2. Date confirmed
    3. Handled by
    4. Timing
    5. Function name
    6. Contact person - phone/fax number
    7. Function type
    8. No. of persons
    9. Status (tentative - definite)
    10. Remarks

Please find sample of the reservation book on the following pages.

LOST BUSINESS REPORT FORM   HANOI DAEWOO HOTEL

Function Date   _____   Today's Date   _____

Function Name   _____   Function Type   _____

Organisation   _____

Pax   _____   Estimated Revenue $_____

Price (s)   _____

Potential Account   Yes   No   Repeat Business   Yes   No

Reasons for lost business:

1.   Client obtained a better offer from:

2.   Facilities not considered suitable
       Explanation: _____

3.   Price considered to high
       Explanation: _____

4.   Client has a low budget
       Explanation: _____

5.   Space not available
       Explanation: _____

6.   Postponement
       Explanation: _____

7.   Others
       Explanation: _____

Date of Cancellation   Received by

Cancelled by   Clients telephone

BANQUET RESERVATION FORM

- In order to ensure proper follow up and avoid losing any business, the banquet reservation forms are filled out by anyone who receives enquiries from the client and are forwarded to the Banquet Manager.

- Information to be entered for each reservation form:

    1. Name of function
    2. Organiser name
    3. Telephone/Fax no.
    4. Address
    5. Date of function
    6. Type of function (starting time/ ending time, guaranteed & expected attendance, venue, status)
    7. Set-up requirements
    8. Menu
    9. Beverage
    10. Equipment
    11. Signboard
    12. Banner (wording & colours)
    13. Entertainment
    14. Flowers
    15. Terms of payment
    16. Remarks

- The person who took the booking should sign on the row written "Booking taken by"; The one who received booking should sign on the row written "booking received by" Banquet Manager or co-ordinator will sign on the "follow-up by"

    Please find a sample of a reservation form on the following page.

BANQUET RESERVATION FORM

CONTRACT PROPOSAL LETTER

For any private function request, a proposal letter (contract type) is prepared and submitted to the client.

The proposal letter content is based on the information obtained through the reservation form

The proposal letter is standardised but the content may differ according to requirements from the client

General terms must always appear on the proposal letter

The proposal letter serves as a legally binding agreement between the client and the hotel and requires therefore the signature of both parties

A sample is attached to the following page.

EVENT ORDER

For any functions confirmed by clients and the hotel once the contract proposal letter is signed by both parties, an event order is prepared and issued to all departments concerned.

The event order is prepared based on the information as agreed to in the contract

The format of an event order is standardised but the contents differs based on the requirements from the guest.

Event orders are for internal use only and should never be shown to clients.

Event order distribution list:
1. Executive office
2. F&B Office
3. Accounting
4. Sales & Marketing
5. Public Relations
6. Banquet Service
7. Beverage
8. Kitchen
9. Stewarding
10. Housekeeping
11. Flowershop
12. Engineering
13. Human Resources
14. Front Office
15. Assistant Manager Desk
Concierge

Daily Schedule of Events

The daily schedule of banqueting events is prepared and distributed during the afternoon of the preceding day.

The following information is supplied:

1. Function time
2. Function type
3. Venue
4. # of Pax
5. Function Name
6. In-house contact
7. Event order no.
8. Remarks

Distribution should include all Department Heads, All outlet managers and selected section heads.

The daily schedule will assist all related departments to keep track of the functions planned for the next day. Any last minute question can be discussed and quick action can be taken when needed.

Weekly Banquet Forecast

Similar in set-up and serves the purpose of efficient planning and organisation as sufficient notice is being given to all departments to ensure the success of their roles during functions.

Weekly and monthly forecast assist with the planning of manpower, necessary purchases and equipment rental, to name but a few. Although both are subject to last minute changes, it is eminent that only event orders are being used as ultimate guidelines regarding functions.

 Samples are herewith attached.

DAILY BANQUET FORECAST

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WEEKLY BANQUET FORECAST

House Use Notice

For any functions organised in-house by a department, a House Use notice is completed. This replaces the usual event order form.
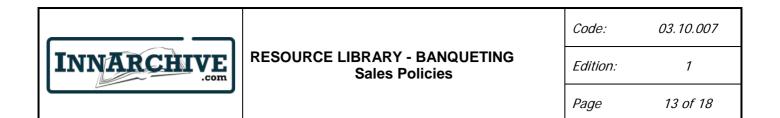
Only directly concerned departments and sections are taken up on the distribution list.

The form looks as follows:

MEETING USE NOTICE FORM

Date: _____

Department/Section _____

_____

Day & Date _____

Time _____

Venue _____

Attendance _____

Set-up _____

_____

_____

A/V Requirements _____

_____

Distribution: Banquet Service, Housekeeping, Executive Chef, Engineering, Concerned Department head, F&B Office, Banquet Office

Correspondence

In order to maintain a consistent high quality standard on correspondence a number of standard letters have been set-up to be able to reply properly at any given time.

Naturally all correspondence is personalised and a certain amount of literary freedom is applied to refrain from giving our correspondence an automated look.

Hereafter the following letters/faxes have been included:

1. Thank you letter
2. Guest Questionnaire
3. Reply to Cancellation
4. Reminder two weeks after first contract send

Month-end Report

By the first week of each month, a Month-end report has to be completed by the Banquet Department for future reference.
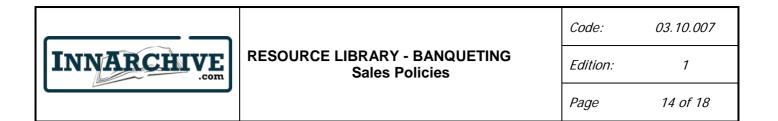
The following is included in the report:

1. Revenue report and comments on achievements
2. Forecast for the next month
3. Employee manning and other related matters
4. Monthly cancellation report
5. Additional equipment purchased/received
6. Activities past month and next month

Banquet Filing System

Maintaining a proper filing system is crucial to serving our guests properly. Only when we are constantly aware of who we are dealing with and what we have served them in the past will we be able to maintain a consistency in services.

Banquet client files all contain historical data of local or overseas business with active future potential. Details of previous functions, records of correspondence, including solicitation for business are thus kept in order.

The most efficient way of setting up a filing system is by way of colour coding which allows easy classification and identification. The following breakdown is recommended:

- Airlines
- Associations
- Banks
- Consulates
- Delegations
- Government Related
- Travel Agents/ Tour Groups
- Industry by segment (Computer, Construction etc.)
- Others (recorded A to Z)

Naturally in the Banquet Office there exists also a filing system for in-house correspondence which is structured as follows:

- Event order master file (by E.O. number)
- Purchase Requisitions
- Banquet month-end report
- Outgoing correspondence
- Incoming correspondence
- Receiving record
- Lost business record
- Advertising/ flyers
- Equipment
- Working schedule
- Banquet daily forecast
- Banquet weekly forecast
- Banquet monthly forecast

- Filing by department/ section

Banquet Sales Policies and Procedures

Prior to Sales Executives placing calls, thorough training is required to prepare the Executive as best as possible. However once a call has been placed, appropriate action needs to be taken to record the call and instigate the sale.

As most Sales Executives are out on the road, it is hard for a manager to control their actions. Prior to leaving the office, an Executive should list those companies and people with whom appointments have been made for the day. Upon returning at the end of the day a Call Report needs to be submitted reporting the success (or failure) of the call.

Planning is the key to success, therefore a weekly activity plan needs to be submitted every Saturday by 3 p.m. for revision and approval of the Banquet Manager. Similarly at the end of each month a Productivity report will have to be made, summing up the results of a hard months' work.

Only through accurate recording of sales calls can the management keep track of all the clients and determine new potential for the future.

<div align="center">

DAILY BANQUET CALL
ACTIVITY REPORT

</div>

Account Executive: _____   Date: _____

Time	Company	Address	Contact Person

Total Calls for the day: _____

BANQUET CALL REPORT

Date: _____

Call Frequency (Days) 30 60 90 120

Account Type:

EBS: INT"L ☐   Volume ☐   Local ☐

By: _____   Others: _____

Company Name _____

Address _____

_____ Telephone _____

Nature of Business _____

Overseas offices _____

PERSON CONTACTED: NAME	TITLE	RM	BQT	OTHERS
_____	_____	☐	☐	☐
_____	_____	☐	☐	☐
_____	_____	☐	☐	☐
		☐	☐	☐

COMMENTS:

_____

_____

_____

_____

_____

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BANQUET PRODUCTIVITY REPORT

Month of _____

Sales Executive	Total Revenue Produced	Remarks

CC. Executive Director, General manager, F&B Director, Director of Sales & Marketing

WEEKLY ACTIVITY PLAN