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1. *Outlet Name:* Cafe Promenade
2. *Location:* Ground floor, on the righthand side of the hotel entrance with entrance behind the grand staircase.
3. *Concept:* Coffeeshop with breakfast, lunch and dinner buffet and all-day dining menu a-la-carte. Features Continental and Asian food on both menus and buffets.
- Two function rooms to be used as additional seating capacity during high occupancy.

4. *Operating Hours:* The restaurant is open seven days a week from 06.00 a.m. to 12.00 midnight. A breakdown on the meal periods can be summarized as follows:

Breakfast	06.00 a.m. - 11.30 a.m.
Breakfast Buffet	06.00 a.m. - 10.30 a.m.
Lunch	11.30 a.m. - 03.00 p.m.
Lunch Buffet	11.30 a.m. - 02.30 p.m.
Afternoon Snack	03.00 p.m. - 06.00 p.m.
Dinner	06.00 p.m. - 10.30 p.m.
Dinner Buffet	06.00 p.m. - 10.00 p.m.
Night Snack	10.30 p.m. - 12.00 m.n.

5. *Marketing and Pricing*

Objectives:

The Cafe Promenade is the main dining restaurant of the hotel and will cater to any segment of guests.

Local residents are expected to patronage the restaurant for its wide range of flavours available set in a fresh environment with casual, unobtrusive service. With its product offer we aim at providing excellent value for money services in line with our nearest competitors.

The Cafe Promenade shall be the most affordable of all 5 restaurants, aiming at frequent return opportunities for its patrons.

6. *External Promotions:*

The following means shall be employed to promote this restaurant:

- ◇ Local media “Wine & Dine / Entertainment” section write-up
- ◇ Monthly Hotel Newsletter
- ◇ Special mailer to residents and corporations
- ◇ Food promotions with media invitation and press coverage

7. *Internal Promotions:*

- ◇ Outside entrance signage, display table and promotion poster stand
- ◇ Guest elevator signage and posters
- ◇ Guestroom service directory
- ◇ Weekly guest letter
- ◇ Flyers and give-away printing material
- ◇ Monthly Hotel Newsletter
- ◇ Cross-outlet flyer promotion

8. *F&B Architectural features:*

Water-feature at the entrance and inside the room carpet, marble and timber flooring. Permanent buffet counter for all day use.

Two function rooms which can be used for additional seating during busy periods. Function rooms feature separate colour schemes with separate entrance from the coffeeshop.

Terrace table set-up with two entrances from the main dining room. The main dining room is airconditioned for comfort year-round.

9. *Guest Profile:*

The Cafe Promenade will cater to any segment of guests. Concept wise this restaurant will be known as a PPR or popular priced restaurant suitable for any occasion.

The dress code for the restaurant shall be informal, however no slippers shall be allowed except on the terrace to accommodate poolside guests.

10. <i>Seating Capacity:</i>	Main dining Room:	6	tables of 4 pax	24 pax
		41	tables of 2 pax	82 pax
	Terrace:	8	tables of 2 pax	16 pax
	Total Capacity	53	tables	<u>122 pax</u>
	Function Room 1:	6	tables of 8 pax	48 pax
	Function Room 2:	6	tables of 8 pax	48 pax

11. *Music/ Entertainment:*

Light classical and light pop will be piped-in using the in-house music system.

12. *Merchandising:*

A-la-carte breakfast menu
2 page book fold, cover colourful laminate print, size 260x140
Printed in Seoul

A-la-carte All Day Dining menu
2 page book fold, cover laminate print with menu pages laser printed, size 220 x350
Printed locally

Chefs' Recommendations Menu
Single page laminated print with pockets for laser printed sheet, size 220x350
Printed locally

13. *Menu Policy:*

A-la-carte breakfast and all day dining menu
Chefs' recommendations menu
Seasonal promotion menus
Separate wine list
Joint beverage list with Palm Court - Lobby Lounge

Breakfast Menu Outline:

Breakfast sets
Yoghurt & Cereals
Eggs & Omelettes
Waffles & Pancakes
Fresh from the Bakery

13. *Menu Policy (cont'd)*

All Day Dining Menu Outline:

Appetizers
Soup
Salads & Sandwiches
Pizzas
Continental Main Course
Asian Favourites
Desserts

Wine List Outline:

Champaign & Sparkling wine
French White Wine
French Red Wine
White Wines of the World
Red Wines of the World
Wines by the glass
House wine Red / White

14. *Language:* Menu to be printed in English and Vietnamese with prices quoted in US dollar. Bottomline reference to government tax and service charges.

15. *Table setting*

Breakfast:

- Placemat
- Napkin
- Flower vase/ flowers
- Salt & Pepper Shaker
- Ashtray w/matchbox
- Tentcard stand/check holder
- Jam stand, sugar bowl
- Dinner knife/fork/spoon
- Coffee cup/saucer/teaspoon
- Bread & butter plate/ knife

Lunch & Dinner:

- Placemat runner
- Napkin
- Flower vase/ flowers
- Salt & Pepper Shaker
- Ashtray w/matchbox
- Tentcard stand/check holder
- sugar bowl
- Dessert fork/knife
- Dinner knife/fork

		Dessert fork/spoon
		Bread & butter plate/ knife
16. <i>Manning:</i>	Manager (Local Expatriate)	1
	Assistant Manager	2
	Captain	4
	Hostess	2
	Waiter/waitress	
	Busboy/busgirl	18

Local labour laws specify that employees shall work 48 hours per week excluding 2 meal breaks of 30 minutes each.

17. Working Schedule:

Breakfast Shift (A, B, C)

	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Manager (1)					█	█	█	█	█	█	█	█
Assistant Manager (1)				█	b	█	b	█				
Captain (1)					B	█	B	█				
Captain (1)					B	█	b	█				
Hostess (1)					B	█	B	█				
Waiter/waitress												
Busboy/busgirl (3)				█	B	█	B	█				
Busboy/busgirl (6)					B	█	B	█				

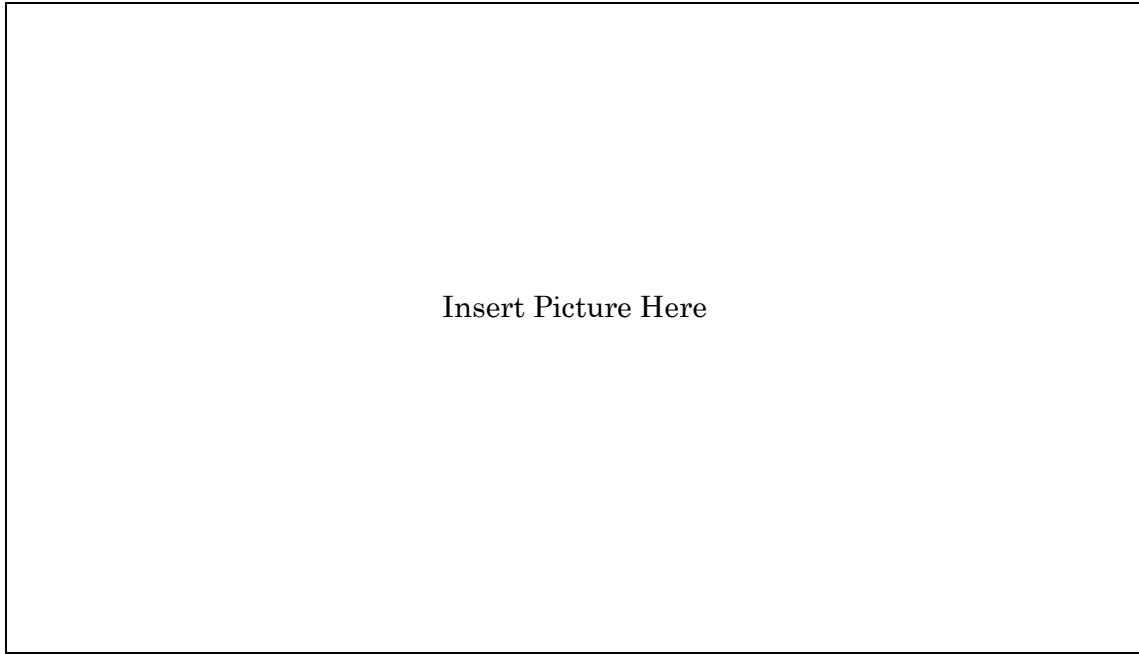
Afternoon Shift (D)

	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Captain (1)									█	B	█	B
Busboy/busgirl (2)									█	B	█	B

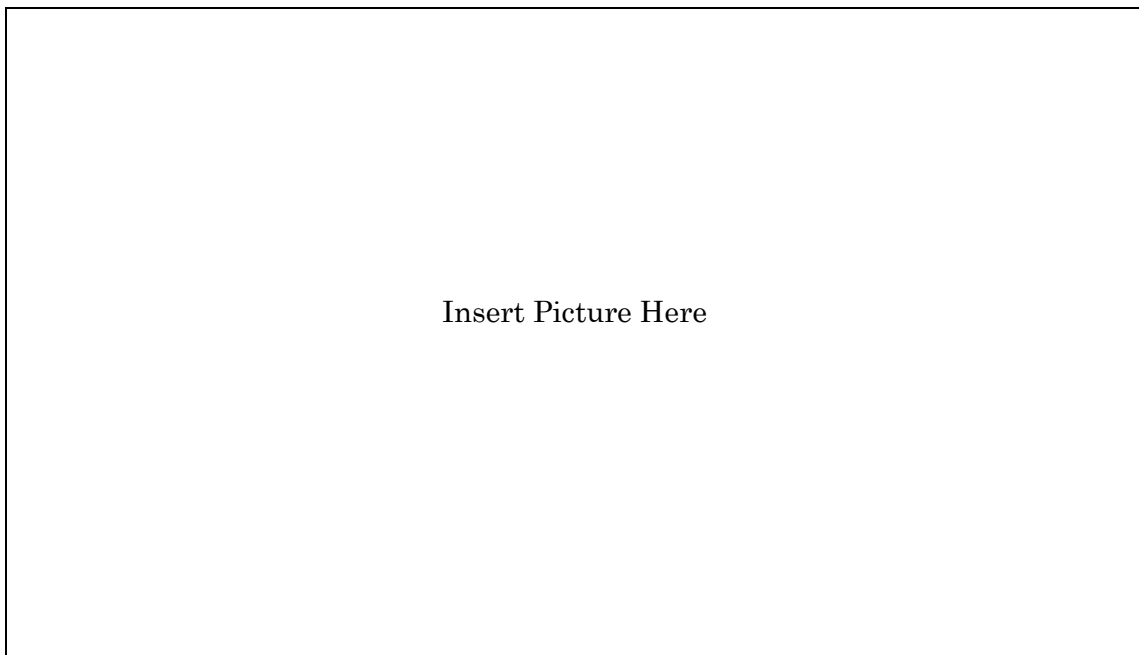
Evening Shift (E, F, G)

	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Assistant Manager (1)		█								B	█	B
Captain (1)		█								B	█	B
Hostess (1)									█	B	█	B
Waiter/waitress												
Busboy/busgirl (3)		█								B	█	B

16. *Uniforms*

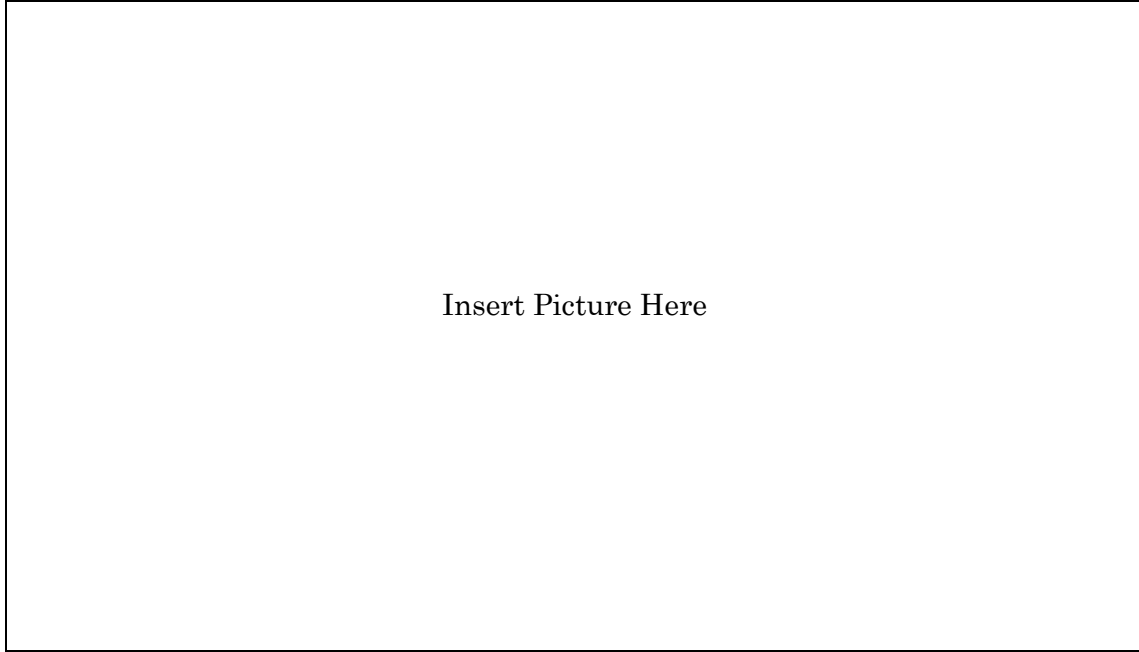


Manager

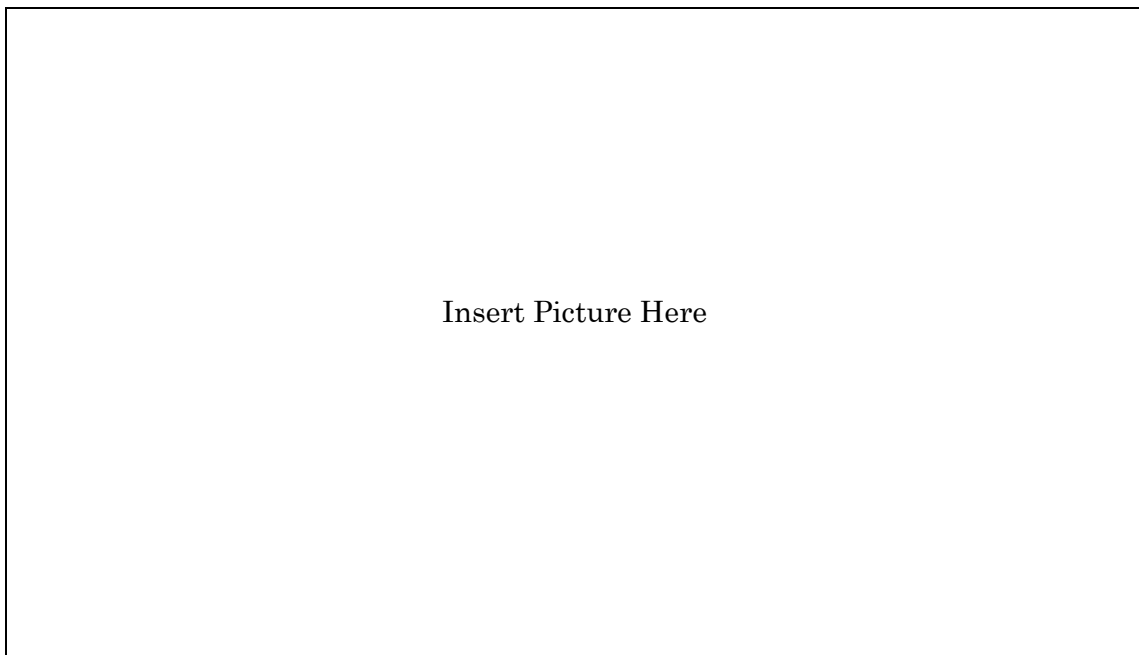


Assistant Manager

16. *Uniforms (cont'd)*

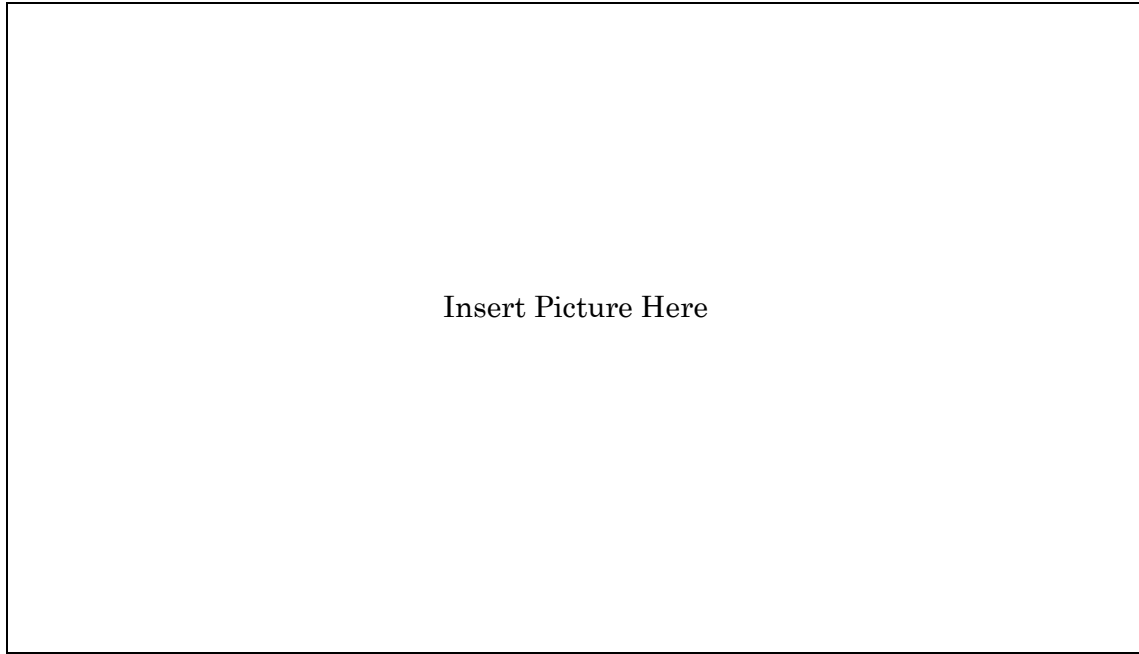


Captain (Female)



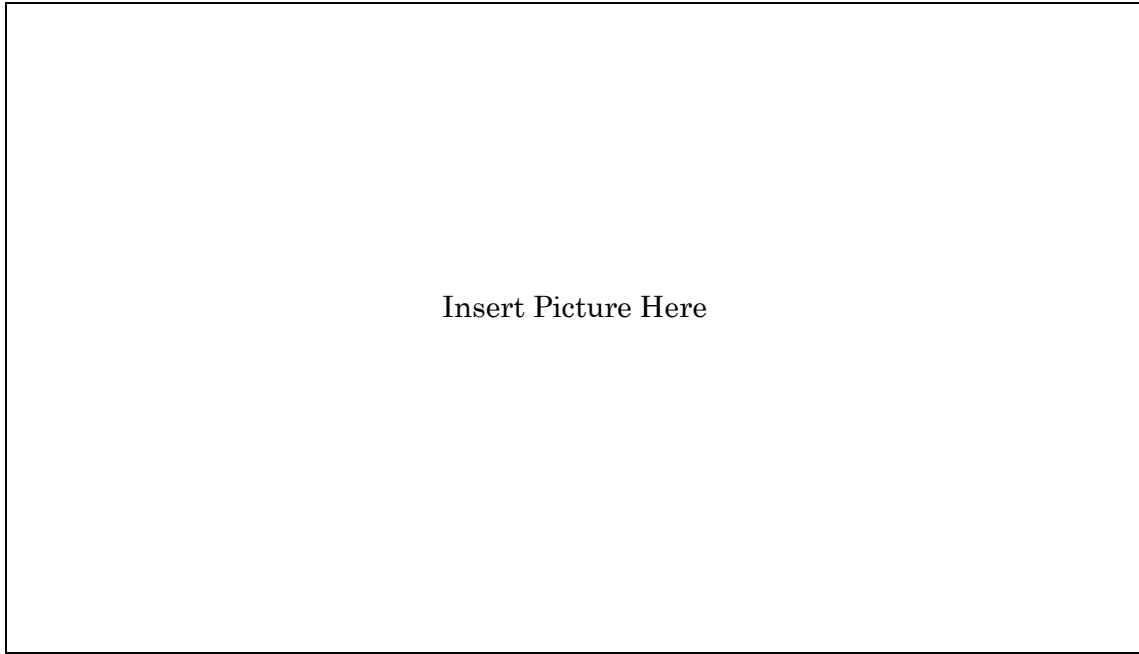
Captain (Male)

16. *Uniforms*

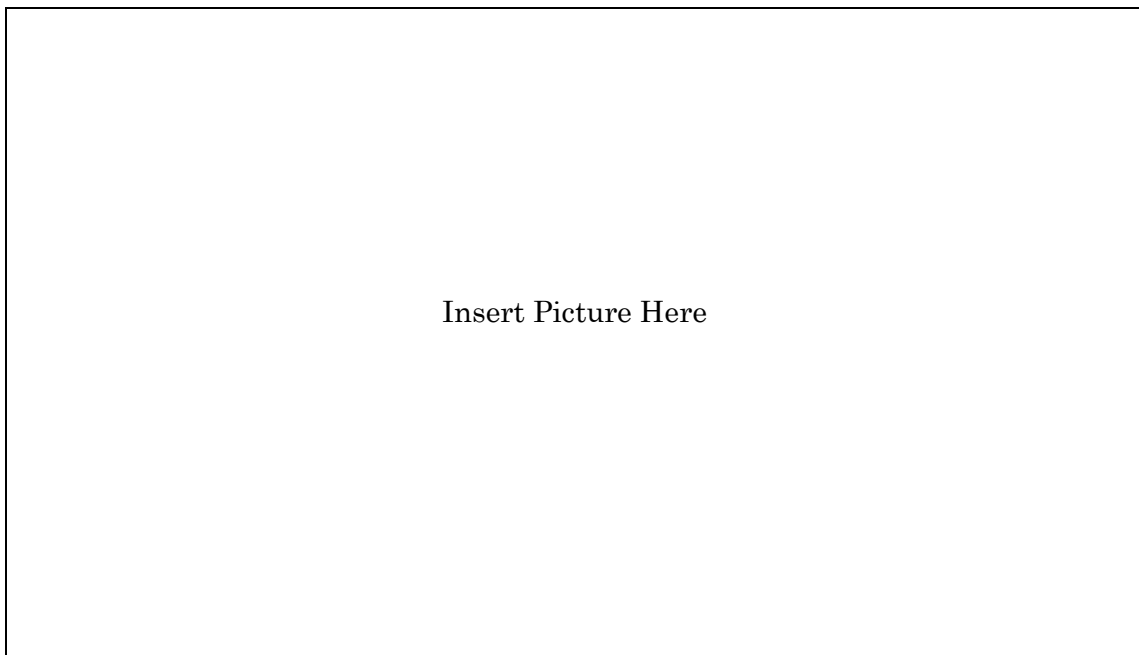


Hostess

16. *Uniforms (cont'd)*

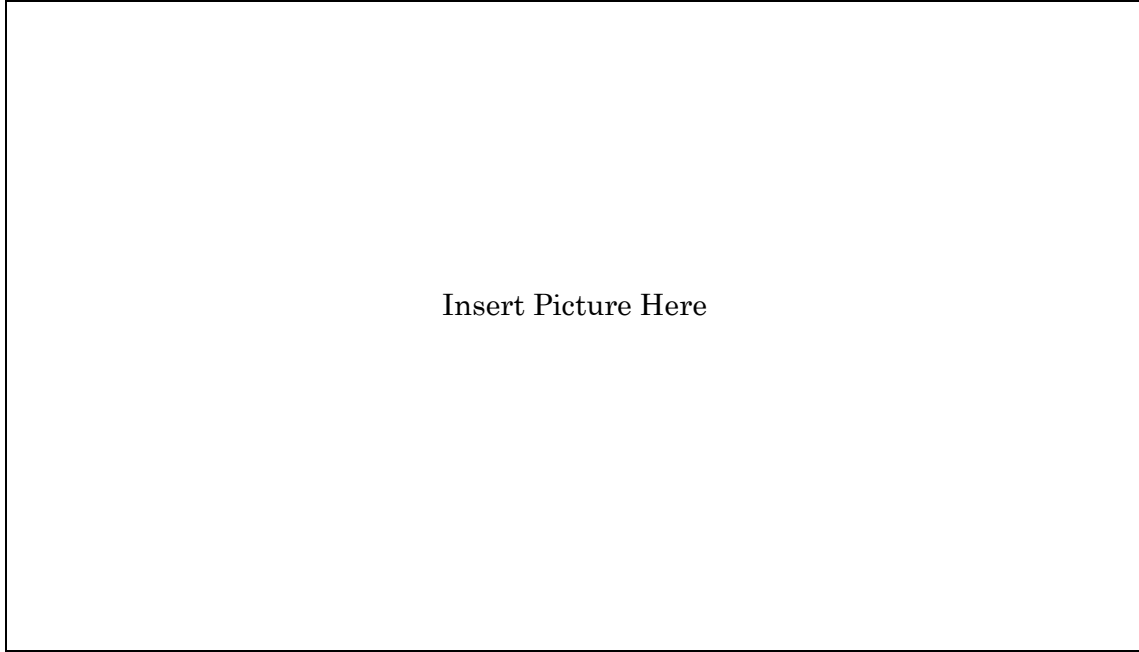


Waiter

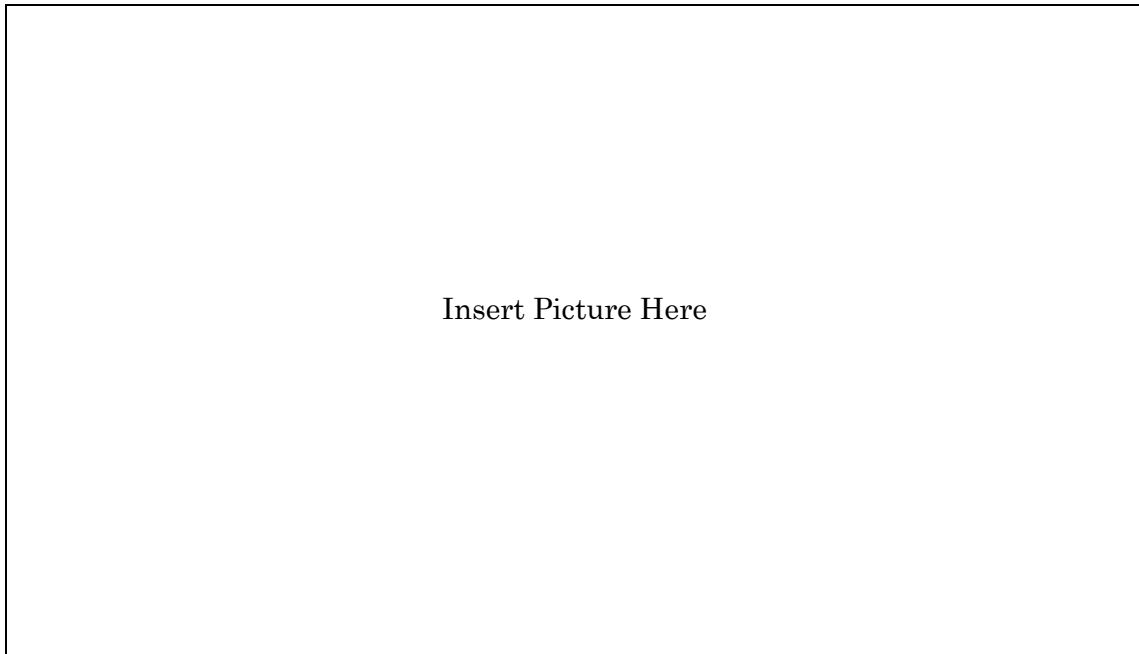


Waitress

16. *Uniforms (cont'd)*



Busboy



Busgirl