

## IKEA FOOD COURT DESIGN V/S OTHER FOOD COURTS

#	IKEA Food Court	Other Food Courts
1.	<p>A sequential procedure has to be followed by everyone:</p> <ol style="list-style-type: none"> <li>1. Take a tray</li> <li>2. Choose food and beverages</li> <li>3. Pay at check - out</li> <li>4. Enjoy meal</li> <li>5. Return the tray at the tray station</li> </ol>	<p>No such process is followed, anyone can take whatever at anytime from anywhere.</p>
2.	<p>A queue is maintained for the <b>entire journey</b>, which has to be followed by everyone.</p>	<p>A queue is maintained only for the ordering purpose.</p>
3.	<p>Food is ready to be served, i.e. zero waiting time.</p>	<p>Food is not ready, waiting time is large.</p>
4.	<p>Unique small things to make the ambience more appealing:</p> <ol style="list-style-type: none"> <li>1. Plates/ Cups/ Glasses stand (spring mechanism)</li> <li>2. Rotating stands to keep cakes/ pastries</li> <li>3. Different sitting styles for every corner</li> <li>4. Tree shaped furniture for hanging stuff</li> <li>5. Play area for kids</li> </ol>	<p>Here, to make the ambience more appealing:</p> <ol style="list-style-type: none"> <li>1. Lightings are used</li> <li>2. Lavish Furniture (flooring/sitting)</li> </ol> <p>These are not unique.</p>
5.	<p>Two separate regions for the same type of eateries to manage well.</p>	<p>One type of food can be received from only one fixed point.</p>
6.	<p>People serving there seemed to be more qualified than what their job required and were doing their job to gain experience.</p>	<p>Here, a highly qualified person would not opt to work in India, even if it is for gaining experience.</p>