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| Area of improvement: F&B | Recommendations | Area of improvement: Atmosphere | Recommendations | Area of improvement: Communication | Recommendatioans |
| Menu | * In 2 languages (German and English) -> make sure the items correspond in all languages * Easy to understand * Pictures of dishes are welcome * Menu not overloaded with items * Presence of items with food restrictions (ex. Vegetarian/ no gluten etc.) * Substitutions availability | Design | * Cozy, feeling of being home * Pleasant, in line with theme colours * Nice decorations in line with theme * Enough lightening (preferebly warm), windows * Comfortable ambience * Enjoyable atmosphere * Customers should feel authenticity if it is your point of differentiation | Communication with customers | * Clearly state your rules/ regulations concerning small children, animals * Mention the payment possibilities * Communicate all of your policies that may differ from habitual (ex: if you do not allow and use of WiFi or technology devices) * Give clear directions how to access your establishement |
| External communication | * Establish good relationships with hotels/ shopping centres nearby for them to recommend you |
| Service / Staff | * Polite, friendly, attentive * Helpful -> not enough to simply smile, you should be able to advise the customer * Reasonable time of service * Professional attitude * Clear and adequate allocation of duties among staff |
| Food | * Good quality standards * Not overcooked/ indercooked * Freshness * Reasonable time of preparation * Dishes should correspond to their price (adequate price-performance ratio) * Size of the portions should be adequate to the theme of the establishment -> don`t give more than expected |
| Cleanliness | * Floor & tables should be wiped on a regular basis * Clean dishes and glasses * Toilet should be clean (presence of toilet paper, soap and paper towels) and preferably in good condition |