

QUESTION

INTRODUCTION

Fast-Food Industry, industry concerned with the provision of fast food to customers, either prepared in restaurants or other outlets, or sold in packaged form for buyers to consume or prepare at home. Although it is acknowledged to be an increasingly significant sector of the hotel and catering industry, defining fast food in any meaningful way has proved difficult. To some commentators, the basis of the fast-food business is technology such as the microwave oven, while others contend that it is a form of takeaway food retail outlet, epitomized by ubiquitous and usually American franchising and chain store operations, such as McDonald's, Burger King, Kentucky Fried Chicken, and Domino's Pizza. Both perspectives are inadequate, because they focus on how and where fast food is produced rather than what is traded. How the product is traded or produced falls into the category of differentiating one competitive offering from another, but it does not necessarily permit any material analysis of the industry's dynamics, its scope, its economic significance, or its history.

DEFINITION

A more instructive approach is to define fast food retail as the sale of an end or finished product with four generic characteristics. It has a low relative price. The finishing (and in some cases total production) and service times are quick. (The range of end products on offer, demand levels, and production/service efficiency make it difficult to apply actual times, but these typically range between 2 and 15 minutes for products made on site, and less than 30 minutes for home delivery products.) The product is suitable for eating with the fingers, has disposable packaging, and, where applicable, disposable cutlery. (While this aspect facilitates the takeaway, drive-through, and home delivery options of product delivery, it has also attracted substantial criticism from environmentalists.) The durability of the finished product (such as maintenance of heat, nutritional value, etc.) can be measured in minutes for hot fast food products and hours for cold products. (This perishability factor clearly distinguishes fast food from snack/confectionery items, and this is where recent food hygiene legislation, such as the United Kingdom's various Food Safety Acts, has been a central issue.)

Typical fast-food products falling within this generic definition include hamburgers, fish and chips, scooped ice cream, kebabs, fried and broiled chicken, chips or French fries, pizza, Chinese and Indian takeaway food, sandwiches, and other forms of ready-to-eat products, as well as canned or packaged ready-to-drink beverages.

HISTORY

Many people believe that fast food is not only synonymous with the American lifestyle, but also had its origins in the United States, and that it is a modern phenomenon. To some degree, these beliefs are understandable when one considers the significant impact on traditional cultures that the American media has had, that the term "fast food" did not appear in the popular vocabulary until 1954 (followed by "take-out food" in 1962), the success of McDonald's since Ray Kroc took over management control in 1955, and that the top ten global fast-food brands are US-owned and generate sales of over US\$75 billion collectively.

However, much fast food is European in origin, with a considerable history. For example, John Stow's 1598 survey of London mentions fast-food-like items, as does Henry Mayhew in his social history of London in the 1840s and 1850s. The hamburger derived from the Baltic provinces of Russia in the Middle Ages, where various tribes ate steak tartare. These Tartars, or Tatars, introduced the delicacy to their German trading partners from the port of Hamburg. The Germans fried the meat and seasoned it with onions. When German immigrants arrived in the United States, they brought this steak dish with them. This said, there is also some evidence to suggest that the Romans ate a form of hamburger as long ago as about 500 BC, and the Romans are also on record as eating a type of pizza. The sandwich allegedly owes its existence to John Montagu, 4th Earl of Sandwich, who asked for such an item during a gambling session in the early 1770s. The debate concerning the origin of fish and chips, whether it derived from London or from Mossley in Lancashire, only serves to underline the European dimension.

What is attributable to the United States is the standardized chain-owned fast-food concept, the subsequent innovations that improved the efficiency of these operations, and their growth through franchising from 1925. Frederick Harvey, an Englishman, is noted as the pioneer who, in 1876, created the uniformity in signs, décor and furnishings, and service staff attire that has become the hallmark of modern fast-food retailing. These features were also apparent in the development of the cafeteria in the 1890s, and later in the opening of Horn and Hardart's first automat restaurant in 1902. Within the fast-food market, the origin of the standardized chain is attributed to the White Castle company, when Walter Anderson and Edgar Ingram opened their first store in 1921. The emphasis on standardization has attracted criticism because it has served to reduce labour skills and thereby reduce wages; it has also been cited as the primary cause of the decline of independently owned and operated fast-food businesses, and as an example of US cultural imperialism.

RECENT TRENDS

Fast food has become one of the fastest-growing segments of the hotel and catering industry. This growth has not only been fuelled by consumer demand, but also through the expansion of the supply base through diversification. This diversification has taken four forms.

PRODUCT DIVERSIFICATION

While fast-food menus have been traditionally limited in breadth and depth of product mix, as the market has matured, so increased variety has become the norm. For example, the major hamburger chains offer not only pizza, chicken, baked potatoes, sandwiches, and salads, but also different variations of these foodstuffs. Their provision means that the chains are able to offer a new experience to their existing customers and possibly appeal to a new customer base. In the United States, product diversity has taken a branded route, with companies supplying complementary products, forming strategic alliances in order to create dual-branded stores.

Complete the following tasks.

General

1. Type the passage above as it is
2. Set the margins to 2 cm
3. Make the line spacing 1.5
4. Make the normal text point size 12
5. Make all the text in the whole document Comic Sans

Main headings

1. Make all the headings bold
2. Make all the headings point size 14
3. Make all the headings sentence case

Footer – Name and class, and page numbers

Insert your name and class, and page numbers in the footer

1. Align your name and class in the footer left
2. Make your name and class in the footer point size 8
3. Make sure that your name and class in the footer is only found on the first page
4. Insert page numbering in the footer in the centre of the page
5. Insert page numbering from page 2

Header

Insert the words Foods fast in the header (wrong wording - no marks for the header)

1. Make the wording in the header Foods fast bold
2. Make the words in the header point size 8
3. Make the words in the header left aligned

4. Put a border around the header
5. Give the header a light shading
6. Start the header from page 2

Clipart picture

Insert a clipart picture of a cooked chicken between any two paragraphs (wrong position - no marks for the picture)

1. Alter the bigger the picture, e.g. you could crop it or remove a small part. (Making it smaller, bigger, narrower or wider does not count.)
2. Leave an open line space before the clipart illustration
3. Centre the clipart illustration on the page

Picture from file - Insert an appropriate picture between any two paragraphs (wrong position - no marks for the picture)

1. Centre the picture on the page
2. Centre a caption under the picture
3. Make the caption bold
4. Make sure there is an open line between the caption and the following text

Table

Insert a table with the following information between paragraphs in the section on the *History* (wrong position - no marks for the table)

Country of origin

Type of food (Column headings)

- a. Russia, Germany and Ancient Rome Hamburger
- b. Ancient Rome Pizza
- c. England Fish and chips
- d. England Sandwiches
- e. United States Standardized chain-owned fast-food concept

1. Leave one open line space before the table
2. Centre the table on the page
3. Shade the column headings
4. Make the text in the column headings bold
5. Centre the text in the column headings
6. Make the columns of the table just wide enough
7. Make the text in the body of the table left aligned
8. Add the caption Country of origin just below the table
9. Centre the caption
10. Bold the caption
11. Make sure there is an open line between the caption and the following text

Chart or graph

Insert a column graph/chart between any two paragraphs (wrong position - no marks for the graph) with the following figures of Millions of people:

- France 56
- Germany 77
- Greece 10
- Hungary 10
- Italy 57
- Spain 39

1. The caption underneath the table must read Population
2. Align the labels with the countries names at 90 degrees

3. Make the columns or bars the colour red.
4. Insert a background picture of a chicken to the graph

Footnote

From the word McDonalds add a footnote with the words This firm opened a branch in Pinelands in 2002

Index - Insert an index at the end of the last paragraph

1. Index 5 important words (not headings or words that begin a sentence)
2. The index must be in one column