

Level 1/2 Hospitality and Catering: Unit 1: Contributing factors to the success of hospitality and catering provision (AC1.4)



Contributing factors

The hospitality and catering sector is very competitive, and many businesses fail in the first year of operation. There are many factors that must be managed carefully for hospitality and catering businesses to make a profit and continue to operate in the long term.

Basic costs

Labour: These costs include employee wages, National Insurance contributions and pension contributions.

Material: These costs include decoration, furnishings, kitchen and dining equipment, ingredients, printing and health and safety equipment.

Overheads: These costs include rent, rates, gas and electricity, insurance, licensing, training and maintenance.

Economy

The value of the pound (£) can affect the hospitality and catering sector. If the economy is good, people will be willing to spend more. If the economy is weak (recession), people may decide that eating out or going on holiday is a luxury and will spend less.

VAT (Value Added Tax) is added to the final cost of goods and services offered in the hospitality and catering sector. The money from VAT goes to the government to pay for services everyone uses for example the NHS.

Environmental impact

Running a hospitality or catering provision uses a lot of resources. Businesses are encouraged to **reduce**, **reuse**, and **recycle**. Energy efficient equipment such as low energy light bulbs can save a business money. Using local and seasonal ingredients reduces the amount of CO₂ released into the atmosphere during transport. All waste should be separated and recycled or composted when possible.

Profit

Gross Profit: The difference between how much a menu item costs to make and how much it sells for. Ingredient costs should not be more than 30% of the gross profit. If the ingredient cost for a chocolate brownie dessert is £1.50 and the menu price is £4.50, the gross profit is £3.00.

Gross Profit % = $(3.00 \div 4.50) \times 100 = 66.6\%$

Net Profit = What is left from the gross profit once all costs (as listed above) are covered.

New technology

New technologies have benefitted the sector in positive ways. These include:

- **cashless systems** such as contactless cards and mobile payment apps
- **digital systems** such as online booking/ordering and key cards
- **office software** such as stock ordering systems.

Media

The hospitality and catering sector is very competitive, so most businesses try to make good use of the media to advertise. Most businesses will have their own **website**, which customers can use to view menus and make bookings.

- **Print Media:** Ads in magazines and newspapers, flyers and money-off vouchers.
- **Broadcast media:** Television, radio and online ads.
- **Social media:** Customer feedback and reviews.

Consumers are increasingly using smartphones to book, order, pay and review.

Level 1/2 Hospitality and Catering: Unit 1:

The operation of front and back of house: Front of house (AC2.2)



Operational requirements

To run a successful hospitality and catering business, it is important that the front of house is welcoming to all customers. A logical layout and workflow will mean that the customers will be able to enjoy organised, efficient service.

In a catering establishment such as a café, the front of house is where the customers are served.

In a residential establishment such as a hotel, the front of house is where guests are received before checking in to their room.

Catering and residential establishments have common front of house areas, which help to ensure a smooth operation of the business.

Front of house dress code

The front of house dress creates a first impression. In some establishments a **uniform** may be worn. In other establishments, employees may be required to wear colours such as black and white. In addition:

- clothing must be clean and ironed
- if worn, jewellery, perfume and make-up must be minimal
- personal hygiene must be maintained
- name badges may be required.

Restaurant workflow

The workflow should be organised so that orders can be filled, and food can be passed from the kitchen as quickly as possible.

Reception: Guests are greeted and shown to their seats in the dining area.

Seating/dining area: In a large restaurant, this area is divided into **stations**. Each station is managed by a waitperson.

Counter service: Food is on display for customers to choose and pay at the end. Some restaurants also offer seated counter service.

Bar: An area for socialising or eating in a less formal space.

Equipment station: Small items such as cutlery and serviettes and food items such as condiments should be available to wait staff.

Toilets: Customer toilets should be clean and welcoming.

Safety Equipment: First aid boxes and fire extinguishers must be easily accessed.

Hotel workflow

The workflow of a hotel should be organised so that guests can be checked in as quickly as possible.

Reception: Guests are checked in and receive keys/key cards for their room.

Lobby/waiting area: This area should have comfortable seating for the guests. Drinks may be available in the lobby.

Stairs/Lifts: These provide access to rooms and other facilities.

Toilets: Customer toilets should be clean and welcoming.

Administration and documents

Businesses may employ an administrator who keeps track of:

- staff employment and training records
- stock orders, delivery records and invoices
- health and safety documents
- financial information
- customer feedback
- advertising.

Level 1/2 Hospitality and Catering: Unit 1:

The operation of the kitchen: Equipment (AC2.1)



Kitchen equipment

It is important that a business invests in good quality kitchen equipment to produce food safely. Even though good quality equipment is expensive, for example stainless steel pots and pans, in the long run they will pay for themselves as they should not need to be replaced often. Good quality electrical equipment will cost less to run, which will also save money and increase profits.

Large equipment

Storage:	walk-in fridge, freezer, blast chiller, glass chiller.
Preparation:	floor standing food mixer.
Cooking:	conventional oven, deep fat fryer, hot water urn, standing <i>bain-marie</i> , hot plate/griddle, steamer, grill/salamander.
Cleaning:	pass-through dishwasher, glass washer.

Mechanical equipment

Preparation:	weighing scales, electric whisk, food processor, blender, mincer, meat slicer, vegetable peeler, juicer, ice cream maker.
Cooking:	temperature probes.
Specialist equipment:	conveyor toaster, panini maker, coffee maker, pizza oven, <i>sous vide</i> , pasta maker.

Small equipment

Preparation:	mixing bowls, measuring jugs and spoons, whisks, spatulas, sieves, knives, chopping boards, zester, juicer, piping bags and tips, graters.
Cooking:	pots and pans, baking dishes, baking trays, tongs, colanders.
Serving:	plates, bowls, glassware.

Cleaning and safety materials and equipment

Cleaning:	detergents, cleaning chemicals, scouring pads, cloths, mops, dustpan and brush, buckets, recycling and waste bags and bins.
Preparation:	date labels for food storage, foil, baking paper.
Safety:	fire extinguisher/blanket, smoke/CO ₂ alarm, first aid box, oven gloves.



Symptoms and signs of food-induced ill-health:

An “upset tummy” is a familiar symptom for someone who thinks they might have food poisoning; this is known as a non-visible symptom. There are many other signs and symptoms that could show that a person might be suffering from ill-health due to the food they have eaten. Some of the symptoms can be seen (visible symptoms) such as a rash. It is important to be able to recognise visible and non-visible symptoms to help someone suffering from food-induced ill-health.

Visible symptoms

Visible symptoms of food poisoning, chemical poisoning, allergic reaction and food intolerance include:

- **Diarrhoea:** a common symptom of most types of food poisoning bacteria and can also be a symptom of lactose intolerance.
- **Vomiting:** a common symptom of most types of food poisoning bacteria, but may could also be caused by taking in chemicals accidentally added to food.
- **Pale or sweating/chills:** a high temperature is a common symptom of E-coli and Salmonella.
- **Bloating:** a symptom of lactose intolerance.
- **Weight loss:** a symptom of gluten intolerance (coeliac disease).

Allergic/anaphylactic reaction

- **Visible symptoms:** red skin, a raised rash, vomiting, swelling of lips and eyes and difficulty breathing.
- **Non-visible symptoms:** swelling of tongue and throat, nausea (feeling sick) and abdominal pain.
- **Anaphylaxis:** a severe reaction to eating an allergen that can lead to death. An injection of adrenaline (for example, an EpiPen) is the treatment for an anaphylactic reaction.

Non-visible symptoms

Non-visible symptoms of food poisoning, chemical poisoning, allergic reaction and food intolerance include:

- **Nausea (feeling sick):** the most common symptom for all types of food-induced ill-health.
- **Stomach-ache/cramps:** abdominal pain is common symptom of lactose intolerance as well as a sign of an allergic reaction. Cramps may happen at the same time as diarrhoea.
- **Wind/flatulence:** a common symptom of lactose intolerance.
- **Constipation:** a symptom of Listeria food poisoning.
- **Painful joints:** a symptom of E-coli food poisoning.
- **Headache:** a symptom linked to Campylobacter, E-coli and Listeria.
- **Weakness:** non-stop vomiting, and diarrhoea can leave a person feeling weak. Gluten intolerance (coeliac disease) can leave a person feeling tired because their bodies can't absorb the correct amount of nutrients.