

Dr.SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE

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University) Coimbatore- 49**

**DEPARTMENT OF CATERING SCIENCE AND HOTEL
MANAGEMENT**



Function and Catering and Bar Management

**Mr. V.S.S.SRINIVASAN, Assistant Professor,
Department of CS & HM**

Definition

Catering at functions refers to the professional preparation, presentation, and service of food and beverages for various social, corporate, and institutional events conducted at specific venues.

Contents

- Meaning and scope of catering
- Objectives of catering at functions
- Importance in hospitality industry
- Role in guest satisfaction
- Types of functions catered

Definition:

Types of catering services classify catering operations based on the location, nature of service, and client requirements.

Contents:

On-premise catering

Off-premise catering1Outdoor catering

Contract catering

Industrial catering

Advantages and limitations

Definition:

A function is a planned event where food and beverage services are provided to a group of people for a specific purpose or celebration.

Contents:

Social functions (weddings, receptions)

Corporate functions (meetings, seminars)

Institutional functions

Cultural and religious events

Size-wise classification of functions

BANQUET BUSINESS OVERVIEW



Definition:

Banquet business refers to the organized sale and management of food, beverage, and related services for large group events within hotels or catering establishments.

Contents:

Meaning of banquet

Evolution of banquet services

Importance in hotel revenue

Banquet vs outdoor catering

Role of banquet department

Definition:

The banquet business market consists of various customer segments that demand banquet services for social, corporate, and institutional events.

Contents:

Social market

Corporate market

MICE market

Institutional market

Seasonal demand patterns

BANQUET ORGANIZATION STRUCTURE



Definition:

Banquet organization structure refers to the hierarchical arrangement of staff responsible for planning, selling, and executing banquet functions.

Contents:

Banquet manager

Assistant banquet manager

Banquet sales executive

Captains and supervisors

Service staff

Inter-department coordination

Definition:

Banquet sales and marketing involve identifying potential clients, promoting banquet facilities, and converting inquiries into confirmed events.

Contents:

Role of banquet sales team

Sales techniques

Marketing channels

Client relationship management

Banquet Event Order (BEO)

Definition:

Banquet planning and coordination involve systematic preparation and collaboration among departments to ensure successful execution of events.

Contents:

Pre-event planning

Menu and theme planning

Seating and layout

Equipment planning

Staff scheduling

Inter-department coordination

BANQUET -PRICING AND COST CONTROL



Definition:

Pricing and cost control refer to the process of determining selling prices and monitoring expenses to ensure profitability in banquet operations.

Contents:

Factors affecting pricing

Cost elements

Menu costing

Profit margins

Importance of cost control

Definition:Challenges and future trends refer to the operational difficulties and emerging developments shaping the banquet business.

Contents:

- Operational challenges
- Changing customer expectations
- Competition in banquet market
- Sustainable catering practices
- Use of technology
- Future growth opportunities