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1. *Outlet Name:* Room Service

2. *Location:* Located on the ground floor in the back of the house adjacent to the coffeeshop kitchen. and can be reached via the banquet service corridor.

3. *Concept:*

To provide food and beverage service on a 24-hour basis in the following order:

A full range of breakfast items will be available, for lunch and dinner limited choice from the coffeeshop a-la-carte menu and overnight snacks to be served.

All menu items will be directly produced in the main kitchen as will any complimentary VIP set-ups.

4. *Operating Hours:* 24 hours, 7 days a week

Breakfast	05.30 a.m. - 12.00 n.n.
Lunch & Dinner	11:30 a.m. - 11.00 p.m.
Overnight	11:00 a.m. - 06.00 p.m.

5. *Marketing and Pricing Objectives:*


Room Service will focus not only on the various guest room services such as delivery of food and beverage orders to the room but will expand its horizon to the apartment building within the complex.

As a revenue centre it is our aim to continuously upsell upon the moment of order taking, with targets for each of the sales assistants.

As an extension of the coffee shop and with personalized services to match, Room Service shall be aiming at a higher pricing structure.


6. *External Promotions:*
 - ◇ Room Service shall be mentioned in the welcoming message from the estate manager to all those who occupy the apartment building complex, with reference to the telephone number and delivery procedure.

7. *Internal Promotions:*
 - ◇ Guestroom service directory
 - ◇ Menu placed in each room on the writing desk
 - ◇ Breakfast doorknob menu
 - ◇ Weekly guest letter

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8. Room Mix:

Room		LEVELS (FL.)						TOTAL	
Type		3	4	5-14	15	16	17		
Standard King	Typical		5	50	5	4	1	65	100
	Curve	2	2	20				24	
	Curve Corner		1	10				11	
Standard Twin	Typical		16	200	19	12	6	253	277
	Curve		2	20				22	
	Handicap		2					2	
Junior Suite	Typical	2	1			2	1	6	29
	Curve	1			2	2	2	7	
	Curve Corner				1	1		2	
	Stair	1	1	10	1	1		14	
Executive Suite							2	2	
Presidential Suite							2	2	
Managers Apartment		1						1	
Total		7	30	310	28	22	14	411	
Connecting Doors			4	50	2			56	

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9. *Merchandising:* Breakfast doorknob menu
Single strip menu, with doorknob die cut, simple, un-laminated print, size 380x160 Printed in Seoul

A-la-carte All Day Dining menu, includes a-la-carte breakfast page and overnight menu
6 page book fold, cover laminate print with menu pages laser printed, size 220 x350
Printed in Seoul

10. *Menu Policy:* A-la-carte breakfast, all day dining and overnight menu
Breakfast Doorknob menu
Seasonal promotion menus
wine list
Beverage list

Breakfast Menu Outline:


Breakfast sets
Yoghurt & Cereals
Eggs & Omelettes
Waffles & Pancakes
Fresh from the Bakery

All Day Dining Menu Outline:

Appetizers
Soup
Salads & Sandwiches
Pizzas
Continental Main Course
Asian Favourites
Desserts

Overnight Menu:

Appetizers
Soup
Salads & Sandwiches
Pizzas
Continental Main Course
Asian Favourites
Desserts

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Wine List Outline:

Champaign & Sparkling wine
 French White Wine
 French Red Wine
 White Wines of the World
 Red Wines of the World
 Wines by the glass
 House wine Red / White

11. *Language:* Menu to be printed in English, Vietnamese and Japanese with prices quoted in US dollar. Bottom line reference to government tax and service charges.

12. *Tray setting*

Breakfast:

- Tray Napkin
- Guest Napkin
- Flower vase/ flowers
- Salt & Pepper Shaker
- B&B plate with Jam
- B&B Plate with butter
- Sugar bowl
- Toothpick holder
- Appropriate cutlery, china and glassware


Lunch & Dinner:

- Tray Napkin
- Napkin
- Flower vase/ flowers
- Salt & Pepper Shaker
- Toothpick holder
- Appropriate cutlery, china and glassware

Trolley setting

Breakfast:

- Molton
- Table Cloth
- Guest Napkin
- Flower vase/ flowers
- Salt & Pepper Shaker
- B&B plate with Jam
- B&B Plate with butter
- Sugar bowl
- Toothpick holder
- Hot Box
- Appropriate cutlery, china and glassware

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Trolley setting (cont'd)

Lunch & Dinner: Molton
Table Cloth
Napkin
Flower vase/ flowers
Salt & Pepper Shaker
Toothpick holder
Hot Box
Appropriate cutlery, china and glassware

13. *Manning:*

Assistant Manager	2
Captain	2
EFL Captain	1
Order taker	3
Waiter/waitress	
Busboy/busgirl	10

Local labour laws specify that employees shall work 48 hours per week excluding 2 meal breaks of 30 minutes each.

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14. Working Schedule:

Breakfast Shift (A, B, C)

	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Assistant Manager (1)					B		b					
Captain (1)					B		B					
Ordertaker (1)					B		B					
Waiter/waitress												
Busboy/busgirl (5)					B		B					

Afternoon/ Evening Shift (D)


	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Assistant Manager (1)										B		B
Ordertaker (1)										B		B
Busboy/busgirl (3)										B		B

Overnight Shift ()

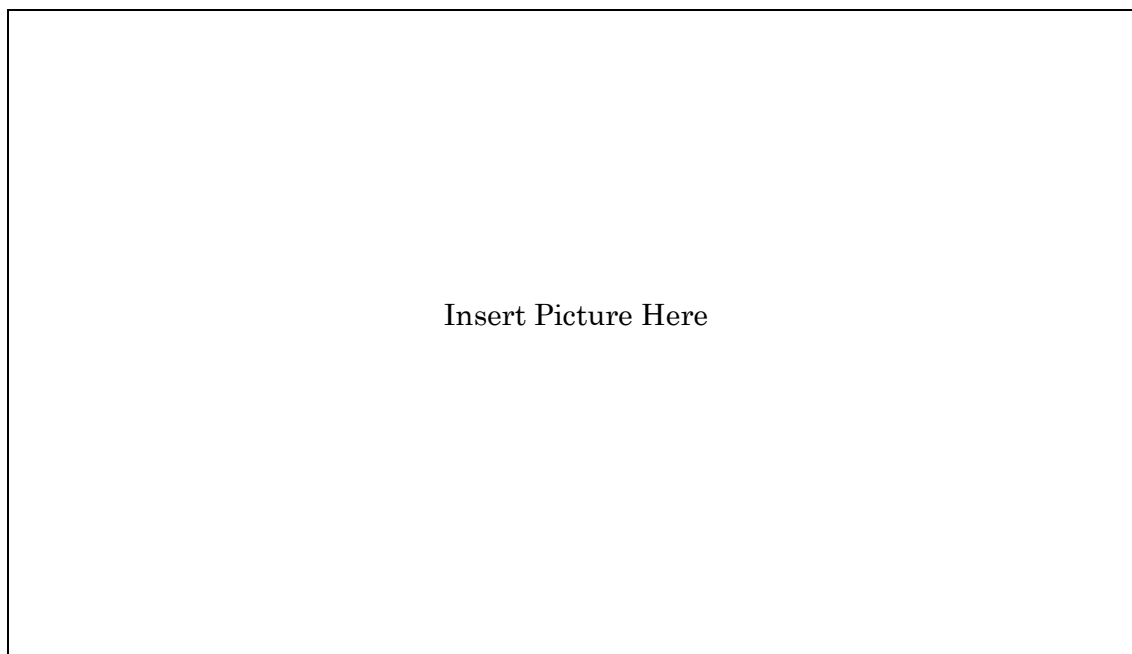
	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Captain (1)	B				B							
Ordertaker (1)	B				B							
Waiter/waitress												
Busboy/busgirl (2)	B	B			B	B						

B = Breaktime


	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Total Daily Employees	4	4	4	4	4	4	9	8	8	8	8	4

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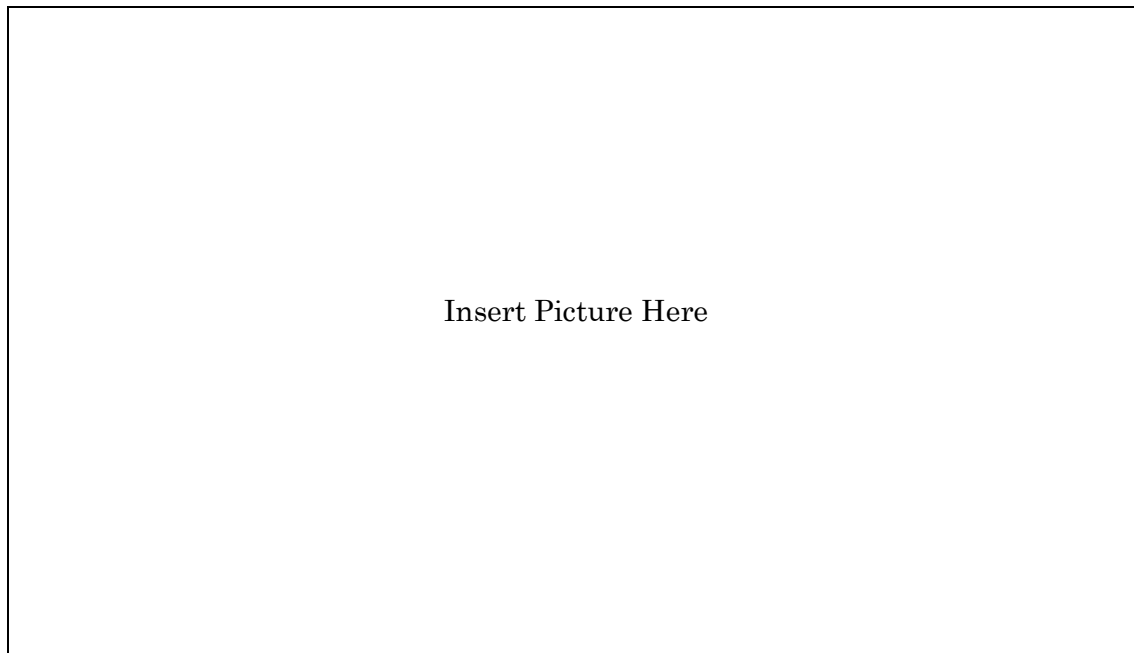
15. *Uniforms*



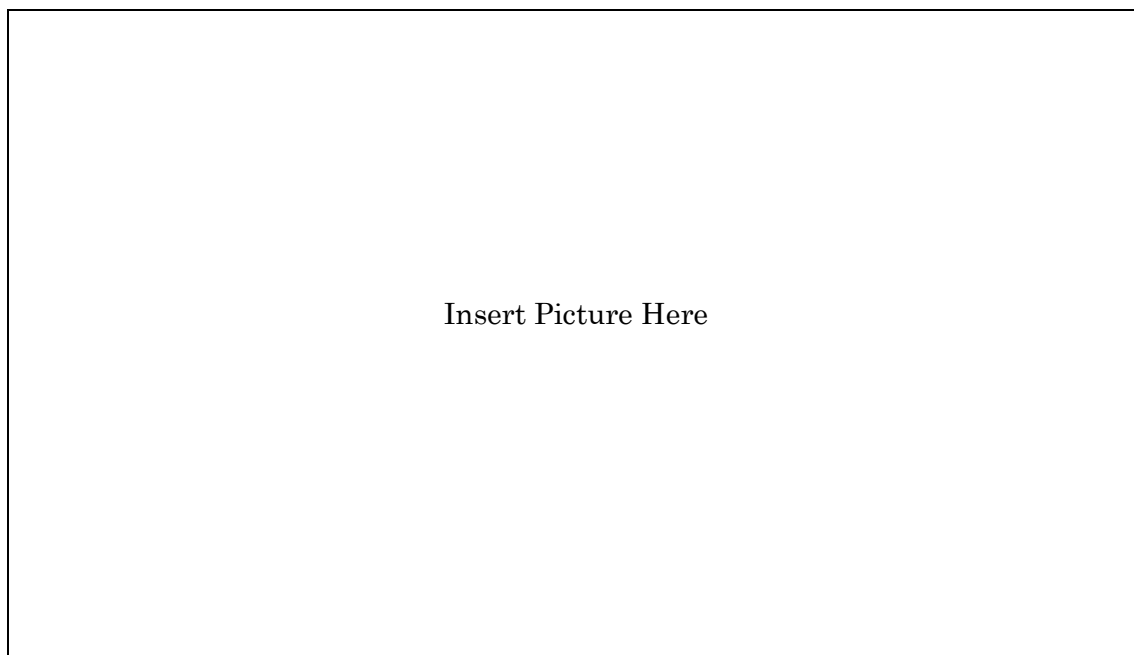
Assitant Manager

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15. *Uniforms (cont'd)*



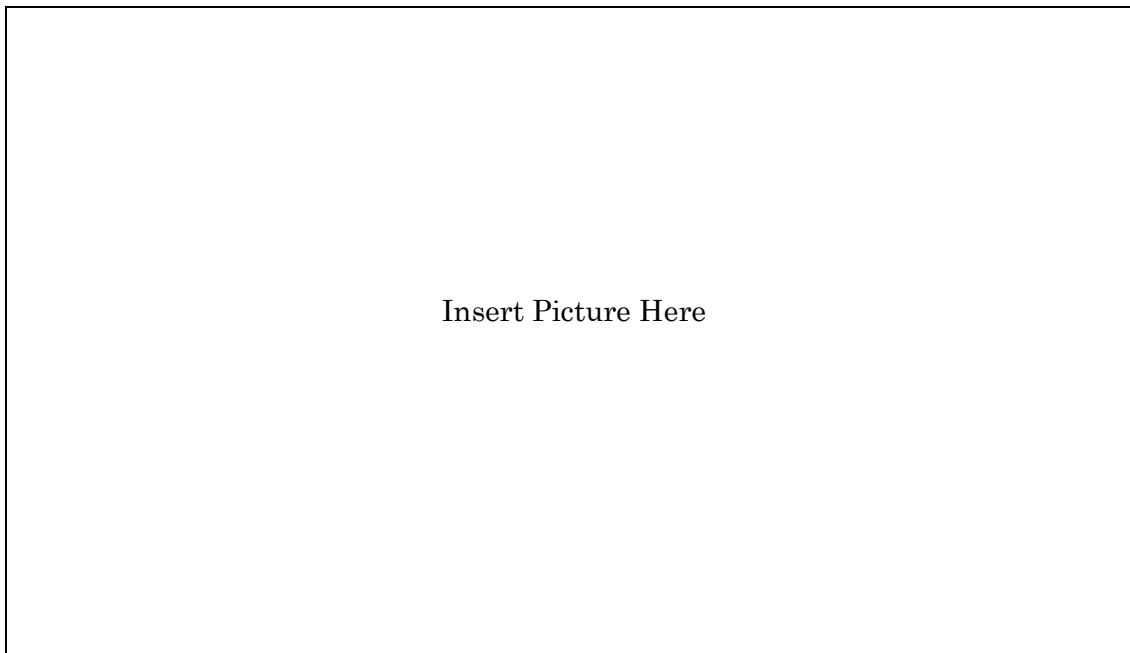
Captain (Female)




Captain (Male)

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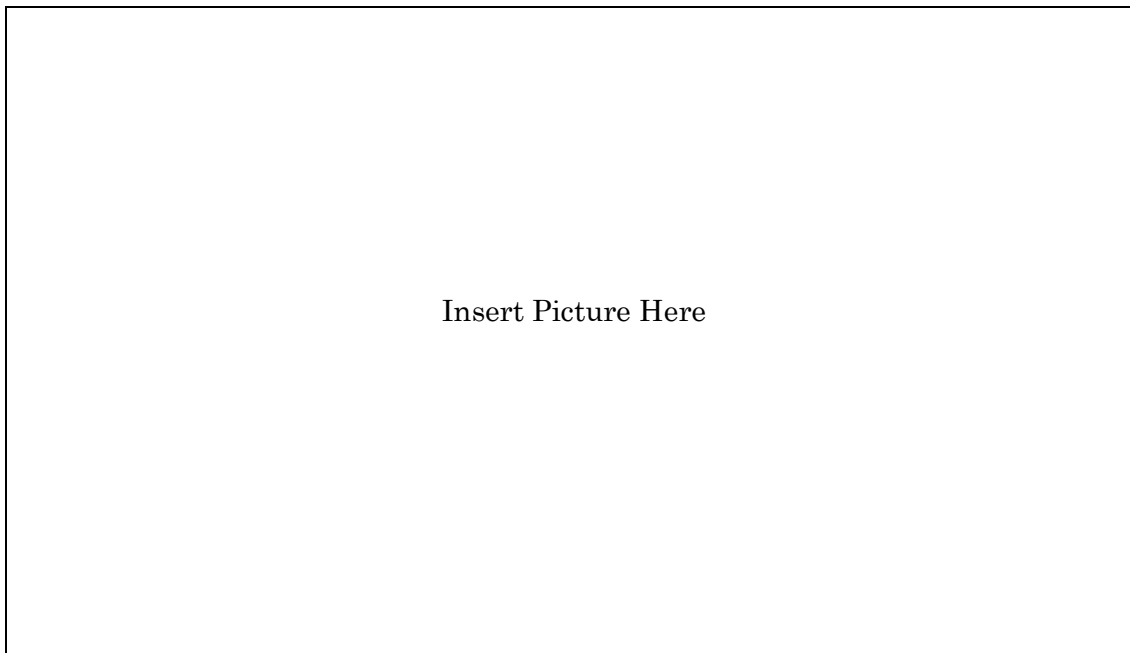
15. *Uniforms (cont'd)*



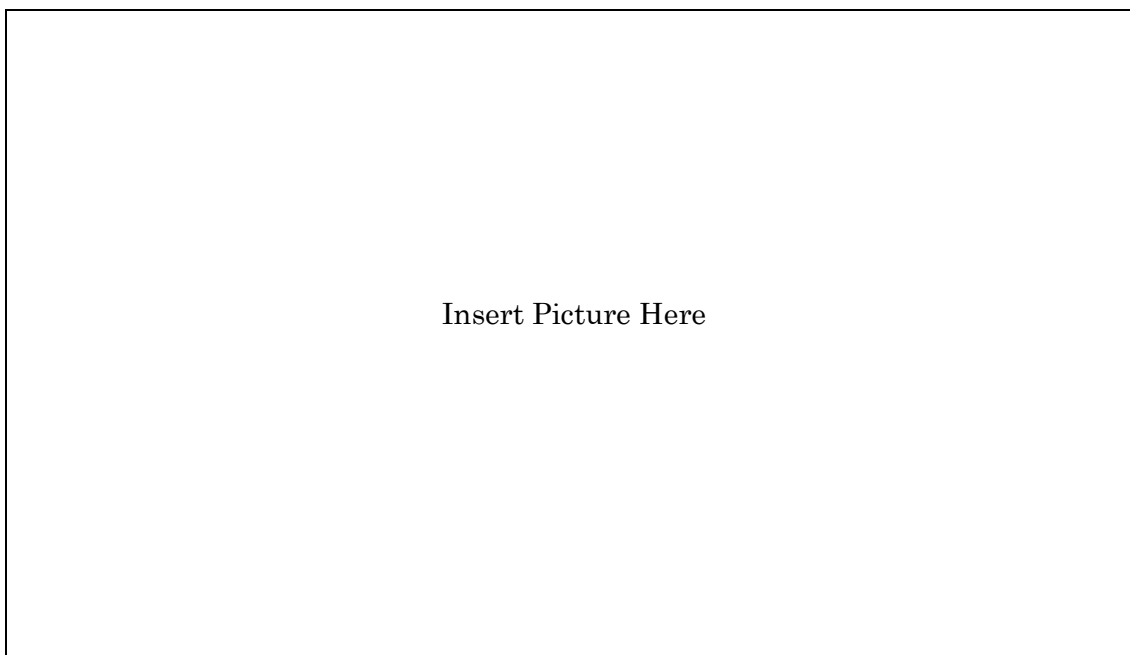
Ordertaker

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15. *Uniforms (cont'd)*



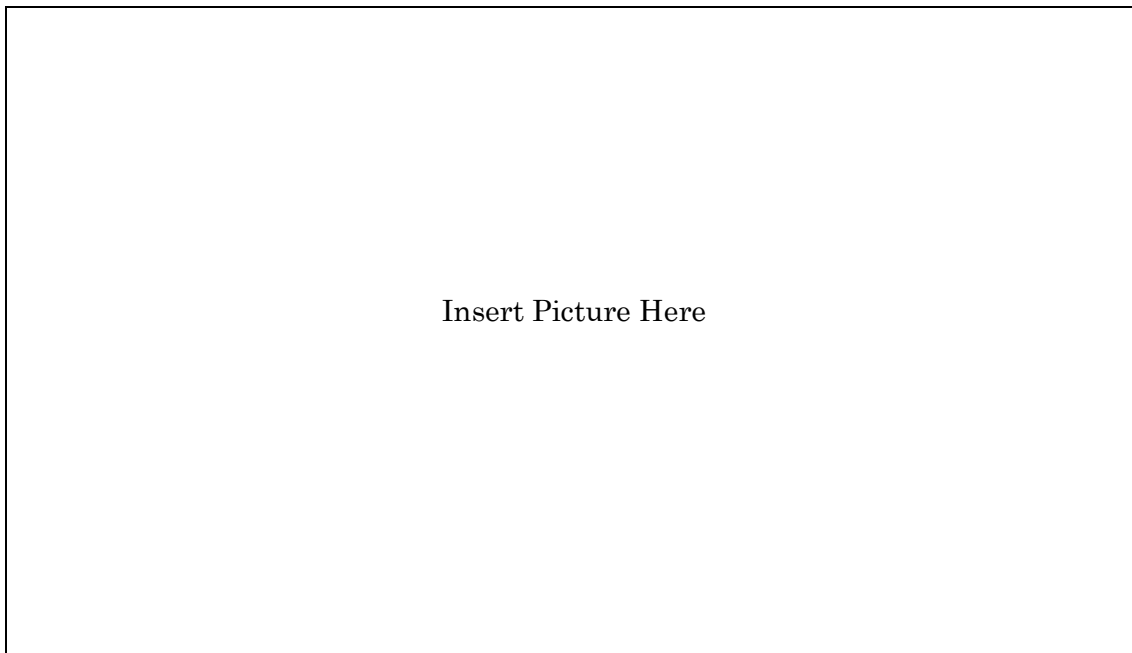
Waiter



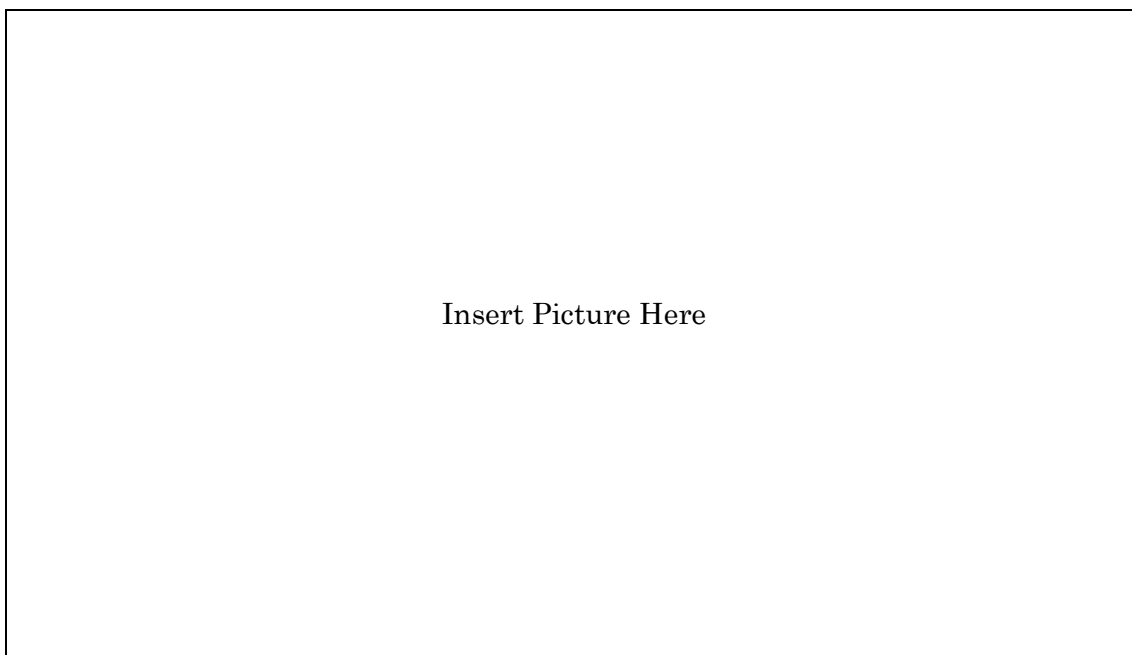
Waitress

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15. *Uniforms (cont'd)*



Busboy



Busgirl