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1. *Outlet Name:* Palm Court Lounge

2. *Location:* Ground floor, adjacent to the coffee shop and garden, and can be reached from the hotel lobby directly.

3. *Concept:* An informal and comfortable meeting place for both hotelguest and outside clientele.
 Its objective is to provide seating and services with guests enjoying the view and the live music entertainment. Afternoon tea to be served with possibly breakfast buffet service, ice-creams and snack along with all day beverage service.

4. *Operating Hours:* The restaurant is open seven days a week from 07.00 a.m. to 12.00 m.n.

Breakfast	07.00 a.m. - 11.30 a.m.
(Breakfast Buffet	07.00 a.m. - 11.00 a.m.)
Lunch	11.30 a.m. - 03.00 p.m.
Afternoon Snack	03.00 p.m. - 06.00 p.m.
Evening Cocktail	06.00 p.m. - 12.00 m.n.

5. *Marketing and Pricing*

Objecives: The Palm Court is the main lounge of the hotel and will cater to any segment of guests.
 Its target market encompasses the hotel guests, resident from the apartment building and visiting businessmen who are out to meet their counterparts.
 With its vast array of beverages, afternoon tea and snacks, guest are welcomed in a relaxing atmosphere with attentive service. The ideal place for those who do not favour time in their room alone.



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6. External Promotions:

The following means shall be employed to promote this restaurant:

- ◊ Local media “Wine & Dine / Entertainment” section write-up promoting this “Meeting spot”
- ◊ Monthly Hotel Newsletter promoting the entertainment and the “Cocktail-of-the-Month”

7. Internal Promotions:

- ◊ Outside entrance signage, display trolley and promotion poster stand
- ◊ Guest elevator signage and posters
- ◊ Guestroom service directory
- ◊ Flyers and give-away printing material
- ◊ Activity Calendar
- ◊ Tentcard promotion

8. F&B Architectural

features:

Glass Atrium style roof-top giving the outlet an airiness and bright setting.

Island seating with palm trees growing up two storeys high.

Bar counter with seating stools and stage on the side for live-entertainment.

Access to the garden via the floor to ceiling glass doors.

9. Guest Profile:

The Palm Court lounge will cater to any segment of guests.

The dress code for the restaurant shall be informal, however no slippers shall be allowed to maintain the proper image of the lounge.

10. Seating Capacity:

Free Seating:

8	tables of 6 pax	48 pax
2	tables of 5 pax	10 pax
3	tables of 4 pax	12 pax
1	tables of 2 pax	2 pax

Bar counter:

6 pax

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Total Capacity 14 tables

78 pax

11. Music/ Entertainment:

Background music from the hotel's in-house sound systems

Live piano music starting 2 p.m. until 12.00 m.n. Performances will feature light classical, modern jazz, and golden oldies.

12. Merchandising:

Beverage and snack list

2 page book fold, cover colourful laminate print, size 260x140
Printed in Seoul

Ice-cream menu

Afternoon tea trolley

Tea and cake service from 03.00 p.m. - 06.00 p.m.

13. Menu Policy:

Beverage and snack list

Cocktail-of-the-Month Flyer/ tentcard

Separate wine list

Beverage and Snack List Outline:

Bar snacks

Aperitifs

Sherry and Port

Whiskey, Bourbon, Rye

Gin, Vodka, Rum

Liqueurs

Cognac and Armagnac

Cocktails

Specialty Coffee

Local and Imported Beer

Soft drinks and Mineral Water

Fresh and Chilled Juices

Wine List Outline:

Champagne & Sparkling wine

French White Wine

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

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

15. *Table setting*

<i>Breakfast:</i>	Placemat Napkin Flower vase/ flowers Salt & Pepper Shaker Ashtray w/matchbox Tentcard stand/check holder Jam stand, sugar bowl Dinner knife/fork/spoon Coffee cup/saucer/teaspoon Bread & butter plate/ knife
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<i>Regular:</i>	Flower vase/ flowers Ashtray w/matchbox Tentcard stand/check holder Menus Nut bowl "Upon Guest Arrival - Beverage order"
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Evening	Candle holder with glass top
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16. *Manning:*

Beverage Manager (Expatriate)	1
Assistant Manager	1
Captain	1
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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17. Working Schedule:

Breakfast Shift (A, B, C, 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
Captain (1)					B			B				
Busgirl (1)				B				B				
Busgirl (1)				B				B				
Busgirl (1)						B				B		
Barboy						B				B		

Evening Shift (E, F, G)

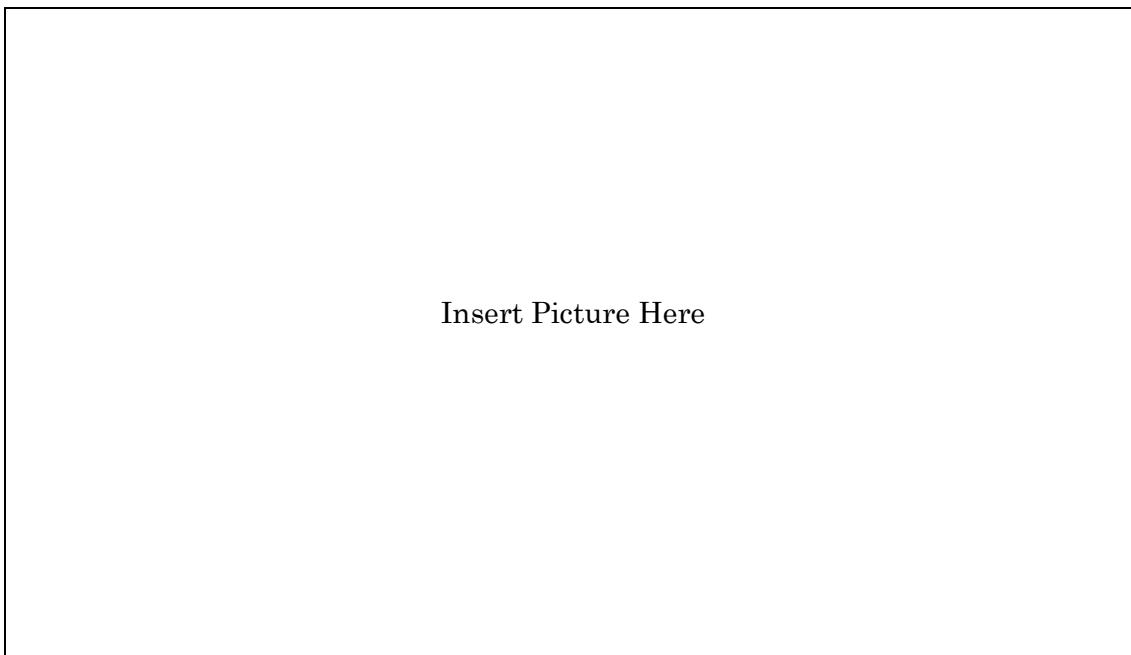
	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Assistant Manager (1)										B		B
Busgirl (2)										B		
Busgirl (2 + 1)		B								BB		B
Barboy (1)												B

	00.00	02.00	04.00	06.00	08.00	10.00	12.00	14.00	16.00	18.00	20.00	22.00
Daily Total Staff	5				2	3	4	4	5	5	5	5

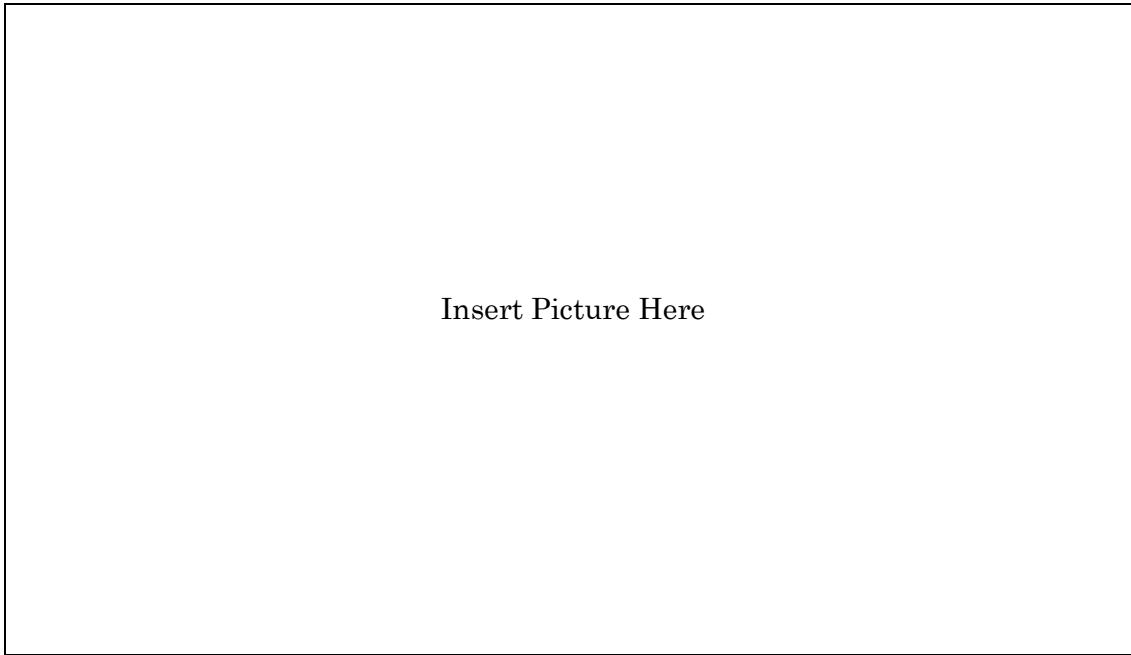
B = Breaktime

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18. *Uniforms*



Beverage Manager





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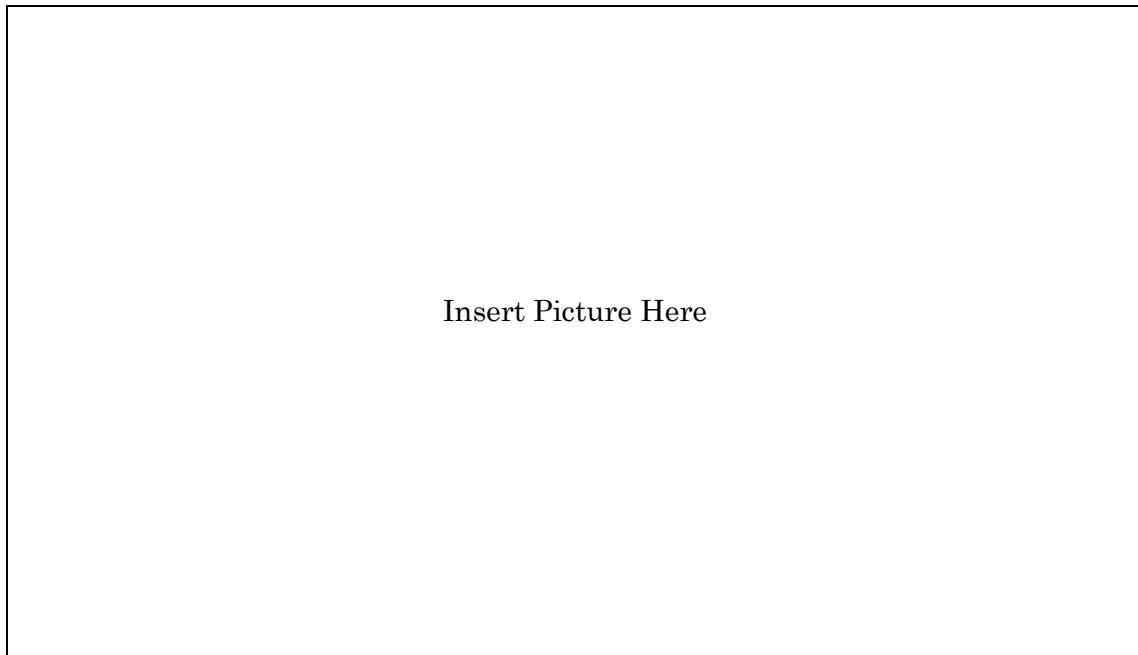
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Asssistant Manager

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18. *Uniforms (cont'd)*



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Captain (Female)



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Insert Picture Here

Waitress

18. *Uniforms (cont'd)*

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Waitress

Insert Picture Here

Busgirl