

Review article

REVIEW ON MEAL DEVELOPMENT IN RESTAURANTS FOR ENTREPRENEURS

¹ OGORI .A.F ²UTIM SUSAN .M and ³JATTO .M

FEDERAL COLLEGE OF EDUCATION
HOME ECONOMICS DEPARTMENT
KONTAGORA, NIGER STATE .NIGERIA

E-MAIL: ogoriakamafriday@gmail.com

Abstract

Meal development in restaurant for entrepreneur requires preparation, planning and serving meals, requiring several important steps before meal can be enjoyed. The meal takes place in a room where the consumer meets waiters and other consumers and where products are served. There are several rules, laws, economic and managerial resources that are needed to make a meal possible and make the experience an entirety as a meal. five factors were listed as a major for developing meal service in restaurants. The content of meal are important for the acceptance and consumption of any meal. The content mentioned food product, the consumer and the environment another categories of importance for experiencing satisfactory meal are restaurant atmosphere, ingredients of consumption, restaurant scenery, personal service encounter, staff quality, visitors, restaurant decision processes and individual circumstances. The essence of each factor is dependent upon different forms of knowledge, such as science, practical-productive, aesthetical and ethical values and norms. **Copyright © acascipub.com, all rights reserved.**

Keywords: meal development, restaurant, factors, customer, entrepreneur

INTRODUCTION

The fast growth of restaurant industry is certainly an effect of economic growth and the emerging of new social classes, but also of the growing numbers of skilled cooks working for a broader public. These cooks also become

good entrepreneurs, who may have started new restaurants. One such cook was Antonin Carême (1784–1833), who created the concept of Grande cuisine– specially designed dishes in which food was turned into architectural feats for the entertainment of guests.

Food sculptures and the décor of the dining room were some of the ingredients of interactions and cultural influences through restaurant mealing. Food was always there, but also ideas and taste. The restaurant is a forum for expression of individual desires and moods. (Finkelstein ,1989) asserts that the early dinners were not interested in fine foods, but in imitating a style and form of life associated with the declining aristocracy.

Dining at restaurants had become a status, symbol and a way to flaunt oneself and display a new and fashionable lifestyle. Such situations probably bear a strong resemblance to modern restaurants. People are looking for experiences that go beyond the food itself, and they use the restaurant as an arena where they can relax, enjoy and socialize. This requires a new, more broad-based approach in the development of meals in restaurants. Restaurateurs need to be aware that a restaurant visit is a social and cultural act in a context that reflect their dream and lifestyle and where people look for the fulfilment of certain desires and mood expectations.

In our modern society, food and meals, as well as the manner in which they are consumed, have become symbols of social differentiation, a way to express oneself and one's individual preference, rather than merely a way of providing for the needs of the body. This has been strongly expressed by (Warde and Martens ,2000), who draw a distinction between eating for pleasure and eating from necessity.

How the entirety of a meal is perceived is also dependent on earlier experiences, we consume meal with all our senses – sight, hearing, smell, taste and touch. Our sight gives us information about color and appearance, and is of great importance for our perception of the taste, smell and texture of the meal, but the surroundings of the meal also affect our perception: the table and other furniture and equipment in the room where we have our meal. The cognitive picture of the meal in our brain creates certain expectations and way we experience the meal. This sensory process has been called a filter between the external and internal world (Martens, 1999) and has to be kept in mind when producing meals of any kind. The restaurant industry is growing at a fast pace, as people choose to eat out more than at homes and offices

THE MOTIVABLES FACTORS FOR RESTAURANT DEVELOPMENT

THE ROOM ENVIRONMENT

Meals are always consumed in a room. Beside restaurants, meals can be consumed in a hospital or school, at a hotel, at home or in the open air. The geographical boundaries expand and the interest in finding new meeting places increases (Sherry 1998). The restaurateur serving the meal at commercial situation should know about the eating situation and try to fulfil guests' needs in the best way.

Room context requires knowledge about history, architectural style, textiles, design and art, as this should be the basis on which the room is decorated. This 'built environment' is called 'service escapes (Bitner,1992). It refers to the environment in which services are provided and where customers interact. The lighting, sounds, colors and design of textiles can have a great impact on a meal situation, and this may have been one of the key factors behind the differing experiences of the same meal consumed in hospitals, at schools, in the Army and in any restaurants (Edwards et al. 2003). Changing the context also can influence our preference for wine (Hersleth et al. 2003), while changing the theme of a restaurant can affect the acceptability of food. According to King et al. (2004), the meal situation, social interaction and physical environment on food acceptability was shown to have positive effects on changes of contextual factors on the acceptability of some dishes but not all. (Bowen & Morris ,1995) found that the meal needed to be in accordance with the overall style of the restaurant. (Finkelstein ,1989) pointed out that

furniture should be in accordance with the rest of the style of the restaurant, and several studies have pointed to the importance of restaurant interiors for the experience of meal (Nissen Johansen & Blom 2003;Andersson & Mossberg 2004). Even consumers of ready-made meals are affected by the room situation in which the meal is being consumed either as launch ,dinner or supper respectively

THE MEETING PLACE AND CONSIDERATIONS

The meeting place or aspect encompasses not only the meeting between customers and service staff, but also the meeting between one customer and another, and one member of staff and another and also this include service or service quality .

The understanding of meeting aspects and how to manage them, requires some knowledge of social psychology, the theory of emotions, forms of social interactions and rules of etiquette, which makes higher education very important for this group of staff. The situation between the waiter and the diners can be difficult, as it is unequal and often parallel. The waiters have more authority and power, as they have more knowledge of the menus and beverages served than the guest, and if they have an arrogant and unethical style, the dining event can be totally ruined. The waiters also need to be aware that when customers eat out for pleasure, they can act as anyone they would like to be. In a restaurant, customers may thus pretend to be rich, successful, fashionable, sophisticated and unrural (Kivela ,1994a).

Waiter must be prepared for and should be able to handle such situations. The waiter may also encounter customers who are more unsure and not so experienced or restaurant visitors with less money. If the waiter realizes this and is more observant and helpful, rather than unsocial or arrogant, this will help the restaurant achieve a good reputation(Finkelstein ,1989).Several authors have pointed to the importance of meeting as an aspects, but use the concept of service with a focus on restaurants (Warde & Martens 2000;Andersson & Mossberg 2004). According to Mattila (2001), personal service was found to be as important as the delivery of service.(Andersson & Mossberg ,2004) identified five factors influencing the experience of a meal: cuisine, restaurant interior, service, company and guests. They are regarded as five factors 'satisfiers' during meal experience in restaurants. The basis was on customers' willingness to pay for different aspects of the dining experience. They found that customers were willing to pay more for an ideal service than the one that they actually received. (Hansen et al.,2005) also have shown that service is an essential part of the experience of eating at a restaurant. (Hansen et al,2004a) also found that an example of bad service was long wait to pay the bill, which can be so serious that customers choose never to come.

THE PRODUCT / MEALS CHARACTERISTICS

The product aspect consists of the food and beverages served and their combination. By dint of their craftsmanship, chefs transform the foodstuffs into appetizing dishes. Their theoretical knowledge of the art of cooking, as well as food chemistry helps to make their effort more target-oriented, (McGee ,2004) Theoretical knowledge acquired from science supports this process. The waiters use their theoretical and practical knowledge of food and drink to offer advice and suggestions on which wine to choose for a particular dish. This requires a great deal of knowledge about wine and other beverages: growing and production methods and origin, grape varieties and sensory characteristics. The obvious purpose of this is to satisfy the guest's expectations of a good combination of food and beverages. This processes guided by what the 'craftsman/waiter' has interpreted as the 'guest's identity' regarding that person's own taste. However, good combinations are sparsely scientifically studied. In some situations, the appearance of the dish is the moment of truth',which decides whether or not the restaurant had succeeded. However, visual effect was not sufficient in itself. If the taste of the food did not meet the customer's expectations, as created by the standard and style of the restaurant. Appearance would not be sufficient in itself, (Fine ,1992).

Consumers of ready-made meals have been shown to have expectations of good taste and other sensory characteristics of their meal (Ahlgren et al., 2004b). The composition of the menu and the recommendations made by waiters play a role in how the meal as a whole was experienced by the customer (Meiselman, 2000). If the recommendation was to meet or exceed the guest's expectations, there will be a risk of dissatisfaction. The staff need to have certain knowledge of how different courses interact while also respecting the guest's choice, if they had been advised on different course combinations. In all these recommendations, it must be remembered that the opinion of the guest was not necessarily equal to the waiter's.

The sensory perceptions of different dishes were shown to be positively affected by a suggestive description of the dishes in a menu (Wansink et al., 2005). According to Kivela (1994,c) and Johansson (2004), the following questions have to be answered by the chef before planning:

What menu is suitable for this meal considering the theme or idea of the restaurant?

What type of guests do I expect: age, female or male, work, background, religion, with an allergy and so on?

What season is it?

What type of menu [breakfast, lunch or dinner (special occasion)]?

Does the meal represent value for money, considering the costs for the restaurant and price for the guest?

What type of kitchen equipment and staff do I have and what knowledge do they have? Furthermore, the menu has to be planned and taken into account on variations and balance in foodstuffs, taste, flavours, nutrition, cooking methods, temperature, consistency, colour, form and suitable beverages.

THE MANAGERIAL CONTROL SYSTEM

The management control system comprises several different systems of an administrative nature, such as economic and legal aspects, and leadership. There are rules for the treatment of food, handling of wine and spirits, staff behavior and administration, as well as economic rules for the management of a company (Bergman 2003). Logistics in a kitchen, dining room or hotel are other that could be considered. According to (Kivela 1994a), there are great differences in the management control system for different eating and preparatory locations: canteens, restaurant kitchens, dining rooms and hotels. In a canteen, people walk up to the counter to get their food, which they choose from the daily menu, and a large number of meals have to be served in a short time period, sometimes several times a day. Hence, logistics must be planned for peak periods during the day. In formal meals, dishes and the whole meal are prepared on a minute-by-minute schedule to produce the best meal experience (Kivela, 1994a). Handling this in a commercial context requires knowledge in areas such as business administration, marketing, labor law, work organization, work environments, statistics, management and leadership, besides the practical-productive knowledge required for the work in the kitchen and dining room. It would be useful if the managers of different areas in companies had an academic education so that scientific knowledge can be combined with practical and productive knowledge. Such leaders are able to see the entirety of the meals that they offer their guests and also see the guests' expectations.

The service in the dining room fails when management control system becomes superior system that governs all the other aspects, such as room-product and meetings. Guests may not see the failure as a result of something missing in the management control aspects, but rather as a failure in the product or in the meeting aspect. However, (Iglesias

& Guillén ,2004) have shown that quality and price have a considerable impact on customers' satisfaction, which is a sign that all aspects interact with each other.

THE AERIAL ATMOSPHERE/SURROUNDINGS

Atmospherics 'as long ago as 1973 was described as the effort to design buying environments to produce specific emotional effects that enhance the chance of purchase'(Sweeney & Wyber ,2002). In other words, atmospheric restaurants can be described as places where guests feel comfortable and at ease .More importantly is the verbal communication at the table between the diners and between diners and staff in the meeting aspect. (Warde & Martens ,2000) emphasized the importance of communication among the participants around the table. The environment is the outer frame of the meal, representing the room. All five senses were used for the ultimate meal experience. All senses must be in harmony to create agreement that it was a good meal experience, and these senses were the inner frames of the experience of the product.

Furthermore, culture and social context are crucial factors in determining what we consider good or bad. The environment was the outer frame and consisted of interactions with other customers in the restaurant, and the sounds emanating from the kitchen and other incidents, which together create an overall impression of the restaurant. As a part of the outer frame, our culture and the social context in which we live are crucial in determining what we consider good or bad meal experiences. Music was one of the elements that could create a special atmosphere, but if the music did not fit the style of the restaurant, it could degrade the meal experience. Music was an important part of the restaurant atmosphere and influenced customers.

The importance of creating an appealing atmosphere, influencing the customer's overall perception, it will depend on other aspects like the room, the product and the meeting, which are the key elements in the model, which is also shown by (Johns and Kivela,2001) on the perceptions of first-time restaurant customers. Customer assert that designers should pay more attention to creating a friendly and welcoming restaurant interior, and that service staff need to provide service at a level that is appropriate for the situation at hand and the core products such like food and drinks. Artists and designers can therefore make a significant contribution to creating an appealing atmosphere for the meal. For the importance of atmosphere, semiotics might be used.

RECOMMENDATION/ IMPLICATON

The planning and preparing different kinds of meals from canteen, ceremonial, weddings, Nobel dinners and so on, are obviously becoming challenge. Another advantage is that restaurant managers are skilled and can easily get an overview and thereby take control of the different parts of the meal. If anything fails in the meal, it can be easily identified and hopefully improved.

There are also disadvantages with the model in different situations. Sometimes it is impossible to create meals in line with the intention of the model.

The room might be impossible to change according to the restaurant theme, at least in a short run. Staff may need more education to adhere to the service quality wanted, and it seems difficult to change that in a short run.

The price of the dishes or the menu that guests are willing to pay may not meet the quality standards in accordance with the served menu. However, with the intentions of the style in mind, there are always opportunities, in the long run, to improve the restaurant meals offered. Sensory analysis could be a valuable scientific tool for learning more about how the various aspects in the organizational standards influence the complexity of the experience of a meal.

Sensory analysis is a multidisciplinary field of science where professionals such as physiologists, psychologists, philosophers, anthropologists, marketing scientists as well as chemists, food technologists and data analysts have

contributed empirically and theoretical information. Although sensory analysis is a scientific method where the human senses are used as measurement instruments, the methods could be the bridge between chemical/physical methods and marketing research that allows us to attain a better understanding of the links between products and humans .

Another method to study different parts of the standard and thereby develop the model involving semiotics, which can be used to verbalize the guest's feelings and emotions related to all the aspects of the criterial considerations

CONCLUSION

The requirement needed to achieve a positive atmosphere for guests seem to be based on the room, the meeting and the product, for which the management control system serves as the controlling and logistical tool. The content of meal are guided for acceptance by the content and food product , the consumer and the environment and , ingredients of consumption, restaurant scenery, personal service encounter, staff quality, visitors, restaurant decision process and individual circumstances. Thus, National Agency for food drug administration and control (NAFDAC) Standard Organization of Nigeria(SON), can be a valuable tool for creating an overall meal experience, which can help satisfy customers/dinners. The place of education and sensory aspects of food by restauranturer are valuable tools for effective entrepreneuring in meal and restaurant development because the ideas on physiology, psychology, sociology and sciences are needed to be able to carry out a good business outfit.

REFERENCE

- [1] Ahlgren M, Gustafsson I.B, Hall G (2004a). The impact of the meal situation on the consumption of ready meals. *International Journal of Consumer Studies*29:485–92.
- [2] Ahlgren M, Gustafsson I-B, Hall G (2004b). Attitude sand beliefs directed towards ready meal consumption. *Food Service Technology*4:159–69.
- [3] Andersson T.D, Mossberg L (2004). The dining experience:do restaurants satisfy customer needs?IN:*FoodService Technology*4:171–7.
- [4] Bowen J.T, Morris AJ (1995). Menu design: can menussell. *International Journal of Contemporary HospitalityManagement*7:4–10.
- [5] Edwards J.S.A, Meiselman H.L, Edwards A, Leshner L(2003). The influence of eating location on the acceptability of identically prepared foods. *FoodQuality andPreferenc*14:647– 52.
- [6] Fine G.A (1992). The culture of production: aesthetic choices and constraints in culinary work, *American Journal of Sociology*97:1268–94.
- [7] Finkelstein J (1989). Introduction. In: *Dining Out: aSociology of Modern Manners*, pp. 25–26. Polity:Cambridge
- [8] Bergman. E .(2003). *HotCalc Business Simulation andTraining*. Adactor. Available at: <http://www.hotcalc.se>.
- [9] Bitner M.J (1992). Service escapes: the impact of physical surroundings on customers and employees. *Journalof Marketing*56:51–71.
- [10] Bowen J.T, Morris A.J (1995). Menu design: can menussell. *International Journal of Contemporary HospitalityManagement*7:4–10.

- [11] Hansen K.V, Jensen Ø, Gustafsson I.B (2004a). Payment– an undervalued part of the meal experience?
- [12] Hansen KV, Jensen Ø, Gustafsson I-B (2004b).TheMeal Experiences of À la Carte Restaurant Customers.Department of Restaurant and Culinary Arts,Örebro University: Örebro.
- [13] Hansen KV, Jensen Ø, Gustafsson I-B (2005). The mealexperiences of á la carte restaurants customers.ScandinavianJournal of Hospitality and Tourism5:135–51.
- [14] Hersleth M, Mevik B-H, Naes T, Guinard J-X (2003).Effect of contextual factors on liking for wine – useof robust design methodology.Food Quality andPreference14:615–22.
- [15] Iglesias M.P, Guillén MJY (2004). Perceived quality andprice: their impact on satisfaction of restaurant customers.International Journal of Contemporary HospitalityManagement16:373–9.
- [16] Johansson .J. (2004). Menyplanering – en kompositionmed variation och rytm. In: Tid för Måltidskunskap(eds I-B Gustafsson, U-B Strömberg), pp. 183–95.Örebro University: Örebro.
- [17] Johns N, Kivela J (2001). Perceptions of the first timerestaurant customer. Food Service Technology 1:5–11.
- [18] King S.C, Weber AJ, Meiselman HL, Lv N (2004). Theeffect of meal situation, social interaction, physicalenvironment and choice on food acceptability, Food Quality and Preference 15:645–53.
- [19] Kivela. J. (1994a). Menu Planning. Hospitality Press:Melbourne.
- [20] Kivela. J. (1994b). Principle of professional menu planning.In: Menu Planning (eds), pp. 15–37. HospitalityPress: Melbourne.
- [21] Kivela .J. (1994c). Compiling menus. In: Menu Planning(eds), pp. 30–62. Hospitality Press:
- [22] McGee .H. (2004). On Food and Cooking. The Scienceand Lore of the Kitchen. Fireside: New York.
- [23] Martens. M .(1999). A philosophy for sensory science.Food Quality and Preference 10:233–44.
- [24] Mattila AS (2001). Emotional bonding and restaurantloyalty. The Cornell Hotel and Restaurant AdministrationQuarterly 42:73–9.
- [25] Meiselman HL (2000). Dimensions of the Meal: theScience, Culture, Business, and Art of Eating. AspenPublishers:
- [26] Nissen Johansen E, Blom .T (2003). An artistic directorof the hotel and restaurant experience through the details radiance and harmony. In: The Fourth InternationalConference on Culinary Arts and ScienceGlobal and National Perspectives (eds I-B Gustafsson,J Edwards), 4th edn, pp. 115–24.Örebro University:Grythyttan.
- [27] Sweeney J.C, Wyber .F (2002). The role of cognitionsand emotions in the music-approach-avoidancebehavior relationship. Journal of Services Marketing16:51–69.
- [28] Sherry .J.F Jr (1998). Servicescapes: the Concept of PThe Five Aspects Meal Model I.-B. Gustafsson et al.© 2006, The AuthorsJournal compilation © 2006, Blackwell Publishing Journal of Foodservice, 17, pp. 84–9393 in Contemporary Markets. NCT Business Books:Chicago, IL.
- [29] Wansink .B, van Ittersum .K, Painter .J.E (2005). Howdescriptive food names bias sensory perceptions inrestaurants. Food Quality and Preference 16:393–400.

[30] Warde A, Martens L (2000). Eating Out: Social Difference