

Banquet Sales Procedures

Objectives :-

1. To be get familiar with all the equipment's we use in the department.
2. To understand the names & categories of all the equipment's of F & B departments.
3. To understand and remember the names and recognize the equipment's with their shapes and sizes.
4. To understand the use and purpose and basics of the equipment's.

BANQUET SALES KIT The sales coordinator is responsible to prepare a sales kit to show to potential customers. The sales coordinator is required to connect with the target segment by making active calls. If the banquet policy is to aim at the local business community for business related functions like meeting, seminar, training programs, etc, the sales coordinator will visit this segment and vigorously sell the function facilities. Customers like to see some physical evidence behind the words of the sales coordinator. This physical evidence is banquet sales kit. This kit is an attractive folder comprising of the following

- A personal letter from the banquet manager inviting the customer to the facility
- A list of function rooms with their dimensions and capacity. For example the Rose room can seat 350 persons in theatre style or classroom style.
- A list of functions with reference list of customers who have used facility in the past.
- Reference letters from past customers

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- Plans of function rooms
- List of audio visual equipment's. This list should also include equipment provided from suppliers
- Accommodation facilities and special rates if any.
- List of special services like flower arrangement, deejay photographer etc.
- Traffic Maps leading to the banquet hall including parking areas
- Coloured brochure of the property.
- Choice of two table d'hôte menus or menu selection.

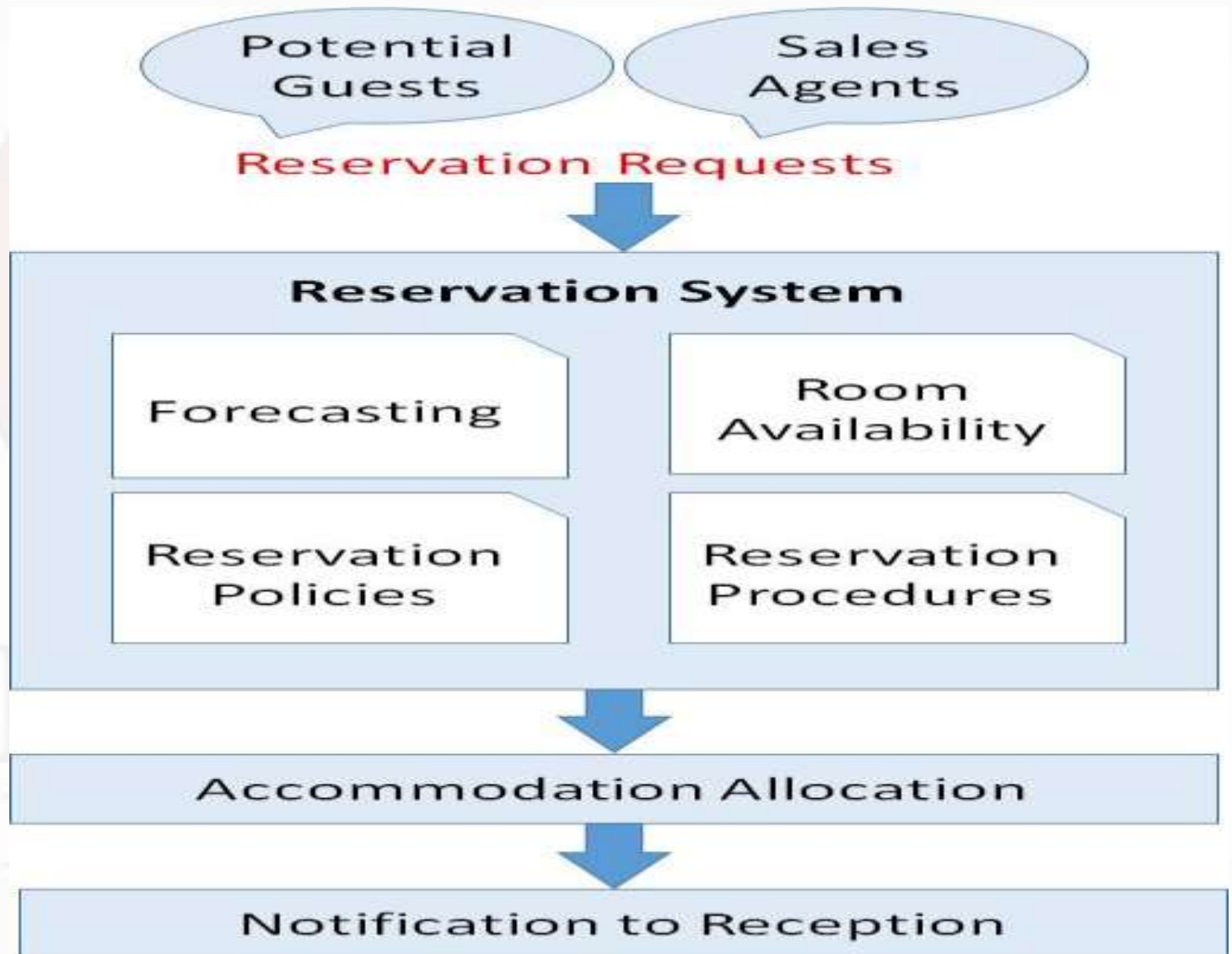
These sales kits are attractively designed by the marketing department to ensure the getup and visuals create an impact on the customer who has yet not seen the property. The sales coordinator would invite the customer on a site visit. The sales coordinator must personally escort the customer on the tour.

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Program Name: Bsc. HM/ BHM

Banquet booking Procedure:

Enquiry, Negotiate, Check diary, For availability, If acceptable, Pencil date in diary, Send reply to enquiry, If response is negative cancel and send cancellation letter, If fully booked offer alternative, If not regret, Letter fax and If confirmed note down in the diary write function prospectus



Contract/Memorandum:

Contract /memorandum is also called as Banquet Function Prospectus or Banquet Event Order. It is a record which is created at the time of booking a banquet function. It records the details of the upcoming banquet event. The essential information on the Contract or BFP includes Name of the host, party booked by, type of function, day, date , time of the event, venue, no of expected pax, no of guaranteed pax, setup required, food menu, beverage menu, other arrangement required, etc. At the end of the document, there is a joint declaration and undertaking by the person who books the function.

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BANQUET EVENT ORDER

BEO Format No : 01

Booker / Contact	:	Mr. David Becham	Day & Date	:	Saturday, January 01, XXXX
Address	:	Cloud 99	Time	:	08.00 -17.00
			No. of Pax	:	60
Email	:	david@example.com	Venue	:	Room 2
Phone Number	:	+1234567890	Function Type	:	Full Day Meeting
Mobile Number	:	+1234567890	Account Manager	:	Mr. James

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Notes to Departments

BANQUET OPERATION

HOUSE KEEPING

TECHNICIAN/ ENGEENERING

SIGN BOARD

HR

MENU FOR DAY 1, Saturday, January 02, 2016

COFFEE BREAK I at 08.00 for 28 pax

LUNCH at 12.00 for 28 pax
APPETIZER:

COFFEE BREAK II at 15.00 for 28 pax

SOUP :

MAIN COURSE:

DESSERT:

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BILLING INSTRUCTION

Full Bill to company, Signature of the host is required on final bill.

DISTRIBUTION LIST:

- General Manager Resident Manager FB Manager FO Manager
- Executive Chef Banquet Pastry Accounting Cost Control Credit
- Store House Keeping GRO Concierge Restaurant Manager
- Banquet Operation Bar Room Service Reservation
- Steward Engineering Purchasing HR

References :-

1. **Food and Beverage Service-** 2nd Edition in Oxford Higher Education by [R. Singaravelavan](#).
2. **Food and Beverage Service-** A Training Manual by [Sudhir Andrews](#).
3. **Food and Beverage Service-** 9th edition by [Dennis Lilicrap](#).
4. www.ihmnotessite.net
5. www.slideshare.net

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**Thank
You**

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