Spaces of consumption

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

**Summary**

The Elm Tree is termed as a Mediterranean restaurant that has a family run modern trend. This restaurant is famous for its undoubtedly fresh and high-quality product, taking into account that the menu focuses at offering familiar ingredients that are delivered with comforting food with unique delivering. There are specific compartments of customer service, inferring age oriented setup facilitating all age customers. The objectives highlight that this business aims at a friendly ambiance with a casual atmosphere where customers can feel comfortable. An overall analysis reveals that The Elm Tree is a place where all the features of a right place with great food and soothing environment can be found.

**Culture (Brand image)**

With the advancement of time and emergences of capitalism, one thing that has been noticed, is the sudden rise of food business. People started giving much attention to food and specifically they are more concerned with place where they are going to eat with their loved ones. For having quality time with family and friends, one cannot find a better place than a restaurant (Lundberg,et,al,1989). It has been seen that people when want to have a break from their busy schedules for getting peace of mind they usually move to good restaurants for having a portion of delicious food that could cheer them up. People step into restaurants by keeping these things in their mind that their life is just like a restaurant where they walk in by hoping; they are going to find good food and people and after spending good time could back out.

The restaurant that has been selected is "**The Elm Tress Restaurant**." Like all the rest of restaurants, this restaurant is one of the best known for serving people with the best taste and comforting them with their grasping and lavishing services. It is a family-run mode Mediterranean restaurant. Culture of any place matters a lot specifically in the case restaurants in it matters, more than anything else. The Elm Tree has been best known for making people relax by serving them with best, of their service. Working members have polite and welcoming attitude. The Elm Tree is transformed into a well-developed and well- reputed restaurant in just few years because of its values, norms, and culture that it has adopted. Services that this restaurant provides to its customers are incomparable. One of the main things that helped it, in achieving such heights in the marketplace is its focus how customers should be treated. From the culture of this restaurant, it could be said that merely mouthwatering food cannot help a restaurant in making it an eye-catching place in the field of restaurants.

Values and norms are one of the fascinating things for dragging high number of customers. Apart from making more customers, this restaurant had a motto in which cultural values were being given the central position (Scharenborg,et,al,2018). According to the observations, they were welcoming and positive that could be seen from the smiling faces of members whether they are guest receivers, waiters or managers each one was well-mannered. Values of this restaurant involved excellent hospitality, authenticity, cultural connectivity, teamwork, a sense of social and ecological responsibility and economic sustainability. There is no doubt that this restaurant as a brand is crucially important, but having a great sense of values is another thing that added a lot in the success story of this restaurant. Being a brand in the view of this restaurant, is how it is perceived by its guests. By taking an in-depth look at the management system of this restaurant it has been observed that it was developed with proper techniques, so it acts like a magnet for its guests. Restaurant culture has always been a trendy topic that is about staff members and their hiring. As in the case of the restaurant culture, behavior of all the working members’ matters a lot, so in this restaurant, calm, impressive and sober behavior of the working members has been observed as one of the strengths of its culture. This kind of positive behavior has been seen promoting a positive brand image for it. Supporting culture is another highlighter that torches a light on the culture of this restaurant.

**The overall organization** **of the restaurant:**

Merchandising is the practice that helps in promoting the products of any company for selling. It also means a variety of product is available for sales. Merchandising of this restaurant is best as management knows how to display their products for attracting more and more guests. Traffic flow that has been seen was of great importance, as this restaurant knows how to display their product in order to appeal more guests, so it is a general observation that traffic flow of this place was phenomenal. Traffic flow strategies made by this restaurant controls a number of people. Material that has been used for filling the space is quite attractive. Not only the spacing material is fascinating, but it is comfortable as well. Material that has been used for organizing this restaurant has been seen as trendy that seems stylish according to the demands of the time. As it is said, first impression is the last impression so it could be said that this concept applies rightly to this restaurant.

**Customer services and other services**

Customer service is one of the strongest areas of this restaurant, and it is the only direct thing that is going to grasp attention of the diners. When the guest arrives here, they are warmly welcome and are treated with love and respect so that they would come again. It also has mesmerizing décor that holds the attention of the guest and cherishes their mood. Even before having the meal and other services at The Elm Tree Restaurant, it has been seen that décor impress the guests (Lynn,et,al,2018). Management of this restaurant is entirely focused on the material that has been used at this place for holding the attention of guests. Sound along with the visual is also another thing that the guests are going to notice. So it has been seen that this restaurant tried all those things that would cast an impressive impression on the guests.

For the management, this thing is of great concern that they have to keep the mood of their guests calm and have to make their guests realized that everything there is perfect. By using most appropriate music, food, décor, and other material, they want to make their guests feel that they are at the top of their priority list and their arrangements are for them. By looking at the response of the guests, it could be said that all their efforts that they put depicts their success. Depending on the people, who were there it was seen that they were having a good time being there. As a brand, this company is running successfully among other competitors in the food market. It is the brand of food where people come to satisfy their appetite.

**Behavior of people at The Elm Tree Restaurant**

It was witnessed that people moved there with confidence and excitement. They were seen moving happily in as they were being welcomed there with all the best services and things. Behavior of people was different from each other. Not all the people sitting in this restaurant were behaving in the same way (Schaefer,et,al,2017). But as a whole, it could be seen that the guests were cheerful and were enjoying their meal. On the other hand, it could be said that people who were working there were treating others with respect. They were moving there with an attitude that they have to serve all their guests with the best of their services.

**The mood of the people at the space**

While looking at the varying moods of people it could be said that they were seen enjoying their meal and services of the restaurant staff. Even it would not be worthless to say, the atmosphere of restaurant changed mood of people. Most of the people were happy and one of the most amazing things that were seen is that the captivating atmosphere of The Elm Tree Restaurant changed the mood of those who were not in a good mood. Like most of the restaurants, The Elm Tree Restaurant also finds tracking of the food commodities little hard. They buy only those products that remain in demand or are about to get short. It also manipulates the prices of the item as food is the main thing that is going to cost the most. Without any manipulation, it would be difficult for management to manage the burden of food cost. The market is the main thing that would interact between buyers and sellers. The market has been seen as a way for this restaurant that would organize strategies for determining market price of the goods.

**Storage of products**

This restaurant used to buy products from various sources who have been its supplier for many years. Before storing the products in their store, they check whether the product is meeting the level of the quality that they want (Boyer,et,al,2018). Management of The Elm Tree Restaurant looks at the margins, and after buying the required products, they visit the store personally. They also compare their product with other samples of the market. They also grasp the advantage of the retailer's competition in the marketplace. They pack the items and keep them in the store that they are not going to use in few next coming days.

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