Written Report

[Name of the Writer]

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Written Report

**Executive Summary**

This report illustrates investigation of issues in Vietnams Cuisine. Qualitative research is conducted on the restaurant and bar taking into account that the aim of the report is to undergo an investigation that can highlight certain issues. Vietnams Cuisine is a well-reputed place that is known for diversity in both customers and dishes that are served to the customers. The purpose of this report is to undergo an in-depth analysis of the facts and figures that are not highlighted on board but they are deteriorating the performance and the choice matrix of the restaurant. Implication of qualitative research has determined a number of issues, taking into account that the severity of issues ranges from casual to serious threat that can invite attention of government as well because nothing is more precious than human life. These issues are found by the utilization of research techniques, such as, interview questionnaires, review of the website and other written material that is published narrating specific issues. These issues are a product of the gaps that people have observed over time and in their visits, side by side, it is in person evaluation that is made after interviewing both employees and the visitors. After an analysis of the issues, certain solutions are suggested that can be used as a tool in order to mitigate the ratio of problems. The application of these solutions is necessary in order to ensure the quality of the restaurant and bar and to keep customers and managers in a direct channel of communication where all expectations are met.

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# **Introduction**

Vietnamese Cuisine is an outlet of food and beverages taking into account that it features a combination of five different and fundamental tastes. It is significant to note that each of the dishes at Vietnamese has a distinct flavour that reflects the reason for the popularity of restaurant. There are some common ingredients of food such as shrimp pasta, soya sauce, fresh herbs, fish sauce, bean sauce and vegetables. The recipes of the restaurant use ginger, mint, cinnamon and Thai basil leaves. There are a number of people who belong to different areas but visit the restaurant just to taste the food. The traditional Vietnamese cooking is greatly admired because of the “fresh ingredients”, “minimum use of oil” and other dairy products that may be harmful for the health of human beings and an adequate balance between meat and fresh herbs taking into account that specific spices are used to make the food spicy and reach a fine taste. (Khuong, et, al. 2018,). Vietnamese food is considered as one of the healthiest food worldwide because of the strong influence of traditional Chinese medicines. The scope of this research is to carry out an analysis and investigation of the food chain in order to locate any issue that is threatening the overall timeline of the restaurant and bar.

## **Mission**

The mission of the restaurant is to spread the passion of Vietnamese food by impressing people by content, products, labels and training with an aim to make restaurant one of the world’s top five cuisines.

## **Vision Statement**

Vietnamese Food Lovers beat the drums for the world’s most underrated cuisine, by adhering to stunning stories, expert training, creative products and quality lovers.

## **Value Statement**

The soul of Vietnamese Cuisine is to infer cultural diversity in terms of foods and drinks at a single place. A single roof can act as a home to a number of dishes each belonging to a different culture and a different taste.

# **Research Methodology**

In order to investigate the underlying issues of the restaurant and bar, qualitative research would be used. Qualitative research is a process of naturalistic inquiry that is used to seek an in-depth analysis of any kind of social problem. There are a number of strategies that are used in qualitative research such as interviews, focus groups, ethnographic research, record keeping and case study research. A restaurant is a social place and a naturalistic method would be well suited that could help to analyze the undergoing and deviating framework, so, interviews will be conducted. (Edition, et, al. 2019). A questionnaire would be prepared that will comprise of different questions, taking into account that the questionnaire would be diverse enough to address both employees and the general public who visit restaurants. Side by side, the reviews of the people and the research and investigation of different departments would be considered in order to collect a concrete set of data.

Investigation would be initiated by a personal visit and casual conversation with different people who will be visiting restaurant and bar. All the happenings such as food distribution, choice of food, demand for food and the ratio of the audience, management, employees and their issues would be exegetically analysed. It is significant to note that after a personal visit, interviews will be conducted from the employees and the other customers after seeking permission from management. Interviews will comprise of the questions of the questionnaires. The questionnaire will comprise of sixteen questions. All the answers will be recorded taking into account that none of the employees would be asked to give a biased answer. (Edition, et, al. 2019). The research framework will comprise of 35 staff members and 5 groups that were having lunch at the restaurant. In total there were 45 participants who took part in the research. Out of 45 people, 32 were males and 13 were females. Out of 32 males, 25 were part of the restaurants as an employee and seven were general public. Among 13 females, there were 10 employees and 2 of them were the other people who came to eat food. It is significant to note that the collection and analysis of data was void of any kind of racial, ethical or political background.

# **Analysis**

An analysis of the interview section revealed that there were about 20% of the people who think that the services are exceptionally perfect. About 30% of the employees found lack of adequate working environment. 12% of the participants assert that there is a difference in the services over time, referring to both quantity and quantity. There were 5% of participants who think that the restaurant is not giving up to mark services. 14% of people think that the management seems unconcerned about whatever is happening around and there is a lack of training. 25% of the employees think that there is a difference in the quality of food, it refers to both the preparation and then the serving of food. 13% of participants affirm that they have faced health concerns after eating food from the restaurant over their lifetime. About 22% of the people think that there is a compromise on the maintenance, cleanliness and other aspects that are necessary to keep the health standards enact. About 3% of the participants complained about inadequate management and lack of scheduling. About 10% of the employees are looking for some good opportunities as they are not happy with their job.

An analysis of the official website of the restaurant and Yelp ratings given by the people asserts that about 70% of people rated the place as average and few of them found it as exceptionally good. See Appendix II. There were a lot of people who think that the place is not good enough to eat now and it has very low food quality. It is critical to note that there are a number of people who have posted pictures complaining that the food was neither tasty nor presentable. A number of customer complaint about stale food. One of the customers commented that the food was not even hot and there are a number of complaints about drinks as well, asserting that the ice cubes don’t taste good and even water cooler need replacement. There were a lot of customers who are of the view that they have been visiting the restaurant for a long time but they will not come to the place again because it lacks that affection and quality now. There were few customers who complained about the sitting arrangement and environment as well, taking into account that the place was not well designed, it was humid and hot. Many people assert that the place lacks cooperative staff and other management or responsible stakeholders that could address the concerns of the customers. Analyzing print media and other resources that comprises of the information related to the restaurant highlight that there are a number of scandals that have been viewed and published in the newspaper, with a prime focus on low food quality.

# **Findings**

## **Lack of customer care**

Exegetical research highlight that Vietnamese Cuisine is home to low-quality food. The quality of the food is falling day by day. There are a number of media and government platforms on which the issue of low-quality food and drinks at Vietnamese Cuisine is reported and asserted. An analysis of the findings asserts that “low quality of food” is one of the prime issues that is threatening the overall timeline of the restaurant and bar. In accordance with the statistical information, reading material and the overview of the timeline of the organisation reveals that deteriorating quality of food is an issue that is mitigating the preference of public. Low quality of food is one of the serious issues that is found in the research taking into account that it is one of the reasons that people don’t want to avail the services anymore. (Wu, et, al. 2019).

Hygiene is one of the underlying issues that need consideration at major priority. The fact that the employees, as well as customers, have fallen ill after eating unhealthy and stale food is a serious issue taking into consideration that none of the outlets can survive if it threatens the lives of people. Hygiene is not confined to serving and preparation of food, in fact, it is also related to the realms of the restaurant where the place should be kept clean and out of dirt. It is significant to note that a number of customers complaint about unsafe practices such as open exposure to the machinery. It is highlighted that there are numerous complaints about the dirt and unclean places, along with the mitigation of efforts that could ensure safety and health of the customers. (Wu, et, al. 2019).

## **Inadequate Managerial services**

Management is defined as an authority that is responsible for the actions, asserting those actions are complementary to the basic framework of a restaurant. It refers to the issues that are related to the environment, importance of the customers and the attitude towards customers. It is significant to note that the restaurant has received a number of complaints regarding mismanagement, such as irresponsible staff members, unconformable working environment and lack of attention towards employees. Side by side, the upgradation of restaurant with appealing decor and catering to the choices of the customers is also one of the prime concerns. (Edition, et, al. 2019)

**Lack of training**

Lack of training is one of the prime Human Resource Management issue, taking into account that it creates serious issues. It is significant to note that the imbalance between quality and quantity is one of the issues to consider. It is analysed that when restaurant has a prime focus on quantity the quality of the food is compromised, taking into account that the section where quality is maintained, there are serious complaints about quantity such as lack of meat in broth and lack of yogurt in rice. The waiters are not trained and there is lack of proper scheduling. This imbalance creates a hustle in the restaurant where none of the employees is actually sure about the rationale of both quality and quantity. There is no justification regarding the lack of food quality, asserting no one actually wants to take the responsibility. (Edition, et, al. 2019).

**Lack of employee satisfaction**

The stance of lack of scheduling has paved the way for decreased employee satisfaction. Half of the employees have issues with management in terms of salaries, equality and equity. It is asserted that past history infers, number of employees have left the job because of issues with management.

# **Solutions**

There are a number of solutions that can be practised in order to overcome the issues identified as a result of investigation

## **Hiring**

Hiring is one of the basic options that can overcome the gaps and the issues observed. It is the hiring of wrong people that compromise the reputation of the company and it is the lack of the actually responsible staff that can take the responsibility of actions and happenings such as recruiting, renovation and the management of the customers. It is asserted that nothing is more memorable rather than a memorable dining experience, where unfavourable experience can ruin memories as well as the reputation of the restaurant and bar. So, hiring well learned, experienced and responsible staff can mitigate issues of management. (Khuong, et, al. 2018).

## **Accountability**

Accountability is one of the solutions that can mitigate and overcome a number of problems, taking into account that the employees will be aware of the fact that their actions matter and they are answerable for whatever they do. It would not be wrong to say that accountability is not only confined to the management staff but it is also related to the internal resources such as the choice of the food products and the methodologies that are adapted for the preparation of the food. (Khuong, et, al. 2018).

## **Consideration of Feedback**

Feedback is a platform of evaluation that allows an organisation to undergo a comparative and analytical analysis of its services. Consideration of feedback is a solution that has 360-degree validity. It is important to note that feedback is more like a tool that can help an organisation and a platform to keep a check and balance on the current reputation and the expectations of the employees. This feedback is also significant to take into consideration the growing trends of dining and food. It will allow the restaurant to overcome complications in a highly positive way. (Edition, et, al. 2019).

## **Improved chain of supply**

Chain of supply should be monitored because it can be one of the gaps in the maintenance of the services and products. The low quality of food may be because of the inadequate supply of chain, taking into consideration that improving supply of food chain will automatically lead to delicious and quality food. when food is delicious other effecting variables such as humidity and lack of decore are suppressed. (Khuong, et, al. 2018).

## **Integration of POS (Point of Sale)**

It is significant to note that the restaurant should integrate POS with the manual record so that a check and balance of sales can be made, taking into account that it will help to manage reputational and the flux of customers that play a major role in the analysis of the flux and preference of customers in comparison to the previous records that can highlight growth and deterioration.

# **Conclusion**

The investigation of the restaurant reveals certain issues that are posing a serious threat to the productivity and customer’s preference of the restaurant, taking into account that such issues are deteriorating the progress of the restaurant. In a nutshell, it can be inferred that each of the issues can be addressed with the help of proper intervention of solutions.

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# **Appendix I**

**Questionnaire for customers**

1. For how long have you been visiting or working in this restaurant and bar?
2. Have you seen any type of change in the past and current situations?
3. What is the significance of cleanliness?
4. What do you think about the management of the restaurant and bar?
5. What will you say about the food?
6. What is your favourite dish in this restaurant and why?
7. What would you say about the quality of the food?
8. What is your opinion in terms of suggesting others this restaurant?
9. What is your honest review of the preparation of food?
10. What is your honest review for the serving of food?
11. Have you ever fallen ill after eating food from this restaurant?
12. Do you have any complaint?
13. What is your opinion in terms of finances, (salary for employees and food charges for the visitors)
14. What is your preference for this restaurant in comparison to other restaurants?
15. What do you think is the area in which the restaurant needs to work?

**Questionnaire for employees**

1. For how long have you been visiting or working in this restaurant and bar?
2. Have you seen any type of change in the past and current situations?
3. What do you think about the management of the restaurant and bar?
4. What is your prime issue in the context of a restaurant and bar?
5. What is your opinion in terms of finances, (salary for employees and food charges for the visitors)
6. Do you think there is equality and equity in terms of employee satisfaction?
7. Are all employees trained for job?

# **Appendix II**







