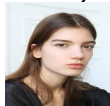


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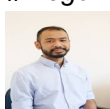
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Restaurant Standard Operating Procedures Manual In California

STANDARD OPERATING PROCEDURE

Memorandum—STANDARD OPERATING PROCEDURE: Hotel Accounting System
Subject -DISCOUNTS and ALLOWANCES OFFERED TO CUSTOMERS -

DATE -12-6-2007

DISTRIBUTION - General Manager, Financial controller, Front Office Manager, IT Manager, Reservations Manager, Director General Accounts, Chief Accountant, Account's department and all department heads

OBJECTIVES

The hotel business is service oriented it satisfies the customer to make his stay a memorable and pleasant one. it meets the necessities of the guest to the type of food of his palate and encourages the guest to maximize the guest satisfaction with out any hindrance to the comfort and benefit he desires. As a policy to encourage promotions in the business structure, hotels come out with a policy on discounts and allowances. And here we have analyzed and whittled a policy on discounts and allowances allowed to guests.

Policy statement—In order to promote the sales of the company by identifying the market segments which are seasonal a flexible pricing policy with a discount allowances structure is framed for the penetrating the sales of the company, market research analysis would use this tool in its sales promotion strategy

Definitions

Guest -is a person who is permitted to stay at the hotel for a period of time to enjoy the hotel guest facilities without hindrance to other guests both with a room and a restaurant facility

Discount and allowances -Are a reduction in the basic price, they modify the listed price of any product or service for sales, for the hotel the rooms and allied services like laundry telephone have listed prices but due to sales and marketing strategy the prices are reduced to achieve the targeted sales. to enable the travel agent to have a marketing resource during low season prices are discounted, the cost of guest facilities are allowance

Cash discounts are offered for immediate settlement of bills in lieu of credit terms

Discounts relevant to our hotel -discounts appear as promotions for instance loyalty cards