



Managing Food Trends of Corporate Events

By Verena Stickler

GRIN Verlag. Paperback. Condition: New. 88 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Research Paper from the year 2008 in the subject Tourism, grade: 1, 5, London Metropolitan University, language: English, abstract: Food trends influence food selection, food service and food presentation and therefore form an important aspect of event catering. The concept of identifying food trends in due time is closely linked to the management process of marketing, which identifies, anticipates and supplies customer requirements efficiently and profitably. By doing so, management is able to satisfy customer needs, wants and values ultimately effectuating customer (and brand) loyalty. By applying the case study method the management issues surrounding food trends have been brought to light retaining holistic and meaningful characteristics of organizational and managerial processes. Researching the topic by using the Radisson SAS Hotel London Stansted Airport as a basis has allowed access to internal procedures transforming theory into practice. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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