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SPHM
HOSPITALITY

SPHM – BANQUET OPERATION S.O.P



By: | Agustinus Agus Purwanto, SE MM



Banquet Operation S.O.P



SPHM HOSPITALITY

BANQUET MANUAL



INDEX

- I. Job Description
 - A. Banquet Coordinator
 - B. Junior Secretary
- II. Handling Enquiries
 - A. Banquet Enquiries by Telephone
 - B. Banquet Enquiries by Walk-in Guest
- III. Banquet Enquiry Form
- IV. Banquet Reservation Diary
- V. Enquiry Letter
- VI. Proposal Letter
- VII. Confirmation Letter
- VIII. Event Order
- IX. Banquet Amendment
- X. Banquet Menu Price List



SPHM HOTELS POLICIES AND PROCEDURES	Page 1 of 2
	Index No. : FB
Issued by : Food and Beverage Department – Banquet	Effective Date :
Subject : Job Description – Banquet Coordinator	Supersedes :

Department : Food and Beverage

Position : Banquet Coordinator

Reports To : Executive Assistant Manager
i.c. Food and Beverage / Assistant F&B Manager

Basic Function : This position is concerned with total involvement in every aspect pertaining to the sales, reservations and general administration of the Banquet department, together with special regard to the quality of food and beverage service, with the aim of 100% guest satisfaction.

Primary Duties :

1. Remains aware of profit budget and forecast in relation to daily figures.
2. Maintains communication with all outlets supervisors through daily briefings.
3. Communicates any guest comments directly to the Executive Assistant Manager i.c. Food and Beverage.
4. Effectively follows up any points previously communicated and ensures any action necessary is taken as fast as possible.
5. Plans and coordinates effectively for future trends of business and takes action accordingly.
6. Attends food and beverage meetings.
7. Remains well informed and are able to utilise salesmanship.
8. Maintains thorough knowledge of all facilities provided for the guests in the hotel, including all other outlets and departments.



9. Coordinate the actions of outside contractors to ensure they tie in with guests' requests and arrangements.



SPHM HOTELS POLICIES AND PROCEDURES	Page 2 of 2
	Index No. : FB
Issued by : Food and Beverage Department – Banquet	Effective Date :
Subject : Job Description – Banquet Coordinator	Supersedes :

10. Remains aware of the competition especially in regard to services offered and pricing strategy.
11. Plans and executes programs to firmly establish the Banquet department in the market place.
12. Having a close coordination with Sales Department and make any necessary coordination meeting with them regarding group functions.
13. Maintain a report regarding the functions, total sales and cost on monthly bases.
14. Maintain a Loss Business Report on monthly bases.

Other Considerations:

1. Performs any duties assigned by the Executive Assistant Manager i.c. Food and Beverage.
2. Remains informed of any new business trends in the Food and Beverage industry and any new magazines and catalogues.
3. Abides by all regulations laid down by the hotel, written and verbal.



SPHM HOTELS POLICIES AND PROCEDURES	Page 1 of 2
	Index No. : FB
Issued by : Food and Beverage Department – Banquet	Effective Date :
Subject : Job Description – Junior Secretary	Supersedes :

Department : Food and Beverage
Position : Junior Secretary
Reports To : Banquet Coordinator / Executive F & B Secretary
Basic Function : Performs general secretarial duties and types Event orders, Change advises, Proposal Letters, Contracts for functions held in the main Banquet Suites and other correspondence.

Ensures that a reliable filing system is maintained and that messages are relayed to and from the Banquet Coordinator. Is generally responsible for ensuring that all administrative aspects of the Banquet Department operate smoothly. Is able to utilise IBM PC using Lotus 1-2-3, Dbase 3, DisplayWrite 3&4, Laser Jet Printer and typewriter.

Primary duties:

1. Collects all incoming mail from the pigeon hole, collates and distributes such mail to the Banquet Coordinator and other executives for their perusal and action.
2. Arranges the Banquet Coordinator table and sorts the urgent matters to be attended to.
3. Screens in-coming calls for the Banquet Coordinator and takes down messages. Make calls on behalf of the Banquet Coordinator and constantly reminds him of appointments.
4. Type's event orders for the main Banquet Suites and hands such typed E.O to the Banquet Coordinator to be approved. Upon approval of such E.O. hands such E.O. to the Clerk for photo copying?



5. Files a copy of the E.O. together with the contract in the client file and maintains a copy in the Master Event Order file.



SPHM HOTELS POLICIES AND PROCEDURES	Page 2 of 2
	Index No. : FB
Issued by : Food and Beverage Department – Banquet	Effective Date :
Subject : Job Description – Junior Secretary	Supersedes :

6. From the Master Event Order file, prepares and types the Banquet Weekly Event Instructions by Wednesday of each week. Ensures that such Weekly Event Instructions are distributed to all parties concerned.
7. Types proposals, contracts and Changes Advises for all concerned.
8. Writes shorthand, transcribes, perform simple correspondence and general typing work.
9. Ensures that all messages for the various sales and operational staff are being transmitted to ensure a smooth communication.
10. Files all correspondence to ensure an up-to-date date base.

Other Considerations:

- a. Co-ordinates the general activities of the Banquet Department.
- b. Abides by all regulations laid down by the hotel, written and verbal.
- c. Remains well informed of all events.
- d. Performs any other duties assigned by the Banquet Coordinator.



II. HANDLING ENQUIRIES

A. Banquet Enquiries by Telephone

Purpose

To ensure that all telephone calls to the Banquet Department are answered uniformly and correctly, projecting a professional and efficient image.

Responsibility

Banquet Coordinator, Assistant F & B Manager, Junior Secretary.

Supervision

Banquet Coordinator

Procedure

- 1) All telephone calls should be answered with the following standard phrases:

"Good Morning/Afternoon/Evening"	= Greeting Phrase
"Banquet Office"	= Advise of Location
"May I help you?"	= Assistance Phrase
- 2) All clients should be addressed as Sir or Madame.
If the client's name is known, it should be used.
- 3) Should it be necessary to ask a client to hold, the standard phrase should be :
"One moment please, Sir/Madame ".
Do not keep clients waiting for unreasonable periods, offer call back if necessary.
- 4) If the guest enquiries for a possible banquet function, take note for the followings :
 - Name of guest/company
 - Address, phone and fax number
 - Number of guests attending
 - Date/day and time of function
 - Availability of space (Banquet Rooms)
 - Menu price and beverage
 - To assure him/her that the request will be handled swiftly by assuring a follow up letter will be forwarded as soon as possible
- 5) When ending a telephone conversation with a client, the standard phrase should be :
"Thank you for calling, Mr./Ms..... (Using the client's name)"



B. Banquet Enquiries by Walk-in Guest

Purpose

To view and discuss a possible banquet function

Responsibility

Banquet Coordinator, Assistant F & B Manager and Junior Secretary

Supervision

- Executive Assistant i.c. Food & Beverage
- Assistant Food & Beverage Manager
-

Procedure

- 1) Guest to be escorted and seated in the Marble Court.
- 2) Banquet Coordinator, Assistant F & B Manager or Junior Secretary to attend to the guest's needs by taking note of the followings:
 - a. Name of guest / company
 - b. Address
 - c. Telephone number
 - d. Number of guests attending
 - e. Menu price and beverage
 - f. Date, day and time of function
 - g. To check on availability of space (Banquet room)
 - h. Tour the banquet room with guest and describing the function set - up.
 - i. To assure him/ her that this request will be handled swiftly by assuring that a follow-up letter will be forwarded as soon as possible.



III. BANQUET ENQUIRY FORM

Purpose

To record accurately and clearly all initial requirements when functions are booked, as a basis for forthcoming correspondence or action (see sample attached).

Responsibility

Banquet Coordinator, Assistant F & B Manager, Junior Secretary or Sales Managers receiving bookings.

Supervision

Banquet Coordinator

Procedure

- 1) All relevant details are to be completed for all functions reserved whether tentative or confirmed.
- 2) There are altogether three copies
 - a. Original will be kept by Banquet Coordinator to follow up.
 - b. Green copy to be given to Sales Department.
 - c. Blue copy is to be used for tracing and filed in the master file.
- 3) All bookings should be entered immediately into the Banquet reservation Diary. If an enquiry form originates from the Sales Department, the Sales Manager will fill in all details and send the three copies to the Banquet Coordinator. The Banquet Coordinator will take note of the reservation and indicate the venue and keep the original. The green copy will be given back to Sales Department and the blue copy will be used for tracing and filed in the master file.



BANQUET ENQUIRY FORM

Date enquiry _____

Company _____

Contact Person _____

Address _____

Phone/Fax No. _____

Type of Function _____

Date of Function _____

Time of Function _____

Estimated Pax _____

Requirements _____

Received by _____

Follow up

Telephone

Follow up date _____

Letter

Visit



IV. BANQUET RESERVATION DIARY

Purpose

To record booking space for functions.

Responsibility

Banquet Coordinator

Supervision

- Executive Assistant i/c Food & Beverage
- Assistant Food & Beverage Manager

Procedure

1) The Banquet Diary is the "Bible" and master record of the Banquet Functions. It is to remain in the Banquet Office and be maintained in a neat and tidy manner at all times.

2) All entries are to be made in pencil while tentative. On receipt of signed confirmation letter, entry will be completed in pen.

3) On receipt of a booking whether firm or tentative, the booking must be noted in the Diary immediately in the appropriate space.

This ensures that bookings are not inadvertently forgotten, or the space reserved by another party.

4) The following details should be noted in the diary as a reference - Name of organiser/company and telephone number

- a. Type of function
- b. Number of persons
- c. Starting and ending time of the function
- d. Initials of person making the booking
- e. Date of booking
- f. Tentative or Confirmed

5) Only Banquet Coordinator is authorised to make entries in the Diary, all other entries may be proceeding on post-it notes.

6) When reserving space in the Diary, always check the time of the end of the previous function in order to allow sufficient set up time between functions.

7) Never erase a booking from the Diary without first receiving written instruction from the person who made the booking.



- 8) Ensure that all space (rooms) required is clearly marked and by clearly indicating the period for which the rooms are required by drawing a line through the appropriate space.



V. ENQUIRY LETTER

Purpose

To furnish information to the client with a covering letter before a reservation letter is made.

Responsibility

Banquet Coordinator

Supervision

- Executive Assistant i/c Food & Beverage
- Assistant Food & Beverage Manager

Procedure

- 1) When there is an enquiry through telephone or in person, after speaking to the guest, understanding the guest's needs, we will follow up with a standard enquiry letter.
- 2) When the enquiry comes from the in-hotel source, i.e. Sales Department / G.M., a copy of the letter should be given to them. One copy also must be kept in the master file.



SAMPLE OF ENQUIRY LETTER

Date 20th September, 2010 No 012/BOT/IX/2010/letter

**Mr.
President Director
Vietcom Bank**

Dear Mr. _____,

Thank you for your enquiry for a proposed **Customer's Cocktail Party** at SPHM HOTELS

We have arranged accordingly several menus and beverage lists offered purely as a guideline to help you make the most suitable arrangements. These suggestions are entirely flexible and I would appreciate the opportunity to discuss them personally with you.

I will telephone you in the next few days, meanwhile; please do not hesitate to contact me should there be any questions or requirements.

Many thanks for your interest in SPHM HOTELS.

I look forward to meeting you soon.

Yours sincerely,

Banquet Coordinator



VI. PROPOSAL LETTER

Purpose

To suggest, propose various services and facilities based on the client's requirements.

Responsibility

Banquet Coordinator

Supervision

- Executive Assistant i/c Food & Beverage
- Assistant Food & Beverage Manager

Procedure

- 1) All letters are issued from the Banquet office based on a completed Banquet Enquiry Form, and are signed by the Banquet Coordinator.
- 2) A standard format is used, with appropriate variations in the introductory.
- 3) Copies of the letter should be given to - Sales Department
 - a) Other related department
 - b) Master file.



SAMPLE OF PROPOSAL LETTER

Date 25th September, 2010 No. 013/BOT/IX/2010/letter

Mr. Quoc
President Director
Vietcom Bank
Hai Ba Trung Street
Hoi An – Quang Nam

Dear Mr. Quoc,

It was a pleasure talking to you at SPHM HOTELS and to have the opportunity of introducing you to our Banquet facilities.

I understand you have made the following decision regarding your **Customer's Cocktail Party on 15th October, 2010** with your expected attendance of about **150 pax**.

I would therefore like to summarise our discussion as follow:-

Venue

Banquet Suites	Partition 3 & 4
Rental Price	Free of Charge
Set Up	Standing Party with Cocktail Buffet Stations around the Banquet Suite (Please see attached floor plan)

Menu

Please advise menu selections attached by 2nd October, 2010 the latest.

Beverage

Please see our Beverage List for your consideration of beverage.

Audio Visual Equipment

We can provide sound system + 2 standing microphones complementary. 37" TV Monitor + Video Player will be charged at RP. 1,250.000,-

Other Services

We would appreciate if you could consider our services that can be given to your function with extra charge, such as : - Ice Carving for your company's name at RP 150.000,-/block - Welcome Banner at RP 250.000,-/6 metre (Please advise wording



Confirmation

We would appreciate confirmation of this booking within two weeks upon receipt of this proposal, after this we cannot guarantee that the room will be available.

Billing

Please note that we would require a deposit of 10 % of the estimated total cost of this function in order that this booking is guaranteed. We would appreciate receipt of the deposit upon signing the confirmation letter.

Cancellation

The advance deposit is non-refundable in the case of cancellation made after confirmation.

Assuring you that we will make your function a successful one at the SPM HOTELS; I look forward to further discussing the details with you and will contact you in the next few days.

Yours sincerely,

Banquet Coordinator



VII. CONFIRMATION LETTER

PuRpose

To confirm with client what has been discussed in detail and agreed to with regard to the function in order to avoid any misunderstanding. To act as a basis of a contract and firm blockage of space and to request a written agreement from the client.

Responsibility

Banquet Coordinator

Procedure

- 1) As soon as all negotiations have been finalised between Banquet Coordinator/Sales Personnel and client, a letter covering all points discussed will be set out.
- 2) Distribution
Original : Client
1st Copy : For client to return with signature as confirmation.
Copy each for :
 - Sales department
 - Accounting department
 - Master file
- 3) The following is a list of details which may require confirmation :
 - Type of Function
 - Day/Date
 - Time
 - Place
 - Guaranteed Number of pax (see appendix B)
 - Menu
 - Beverage
 - Cigars (if applicable)
 - Signage and Menu Headings (if applicable)
 - Set Up requirements
 - Other services, including :
 - Entertainment, Photographers, Special Decorations, Audio Visual Equipment
 - Floral Arrangements etc.
 - Deposit / Prepayment (see appendix A)
 - Billing (see appendix C)
 - Cancellation
- 4) All details in the letter and the address on the envelope must be carefully checked against the information on the Banquet Enquiry Form, before the letter is signed.



- 5) All correspondence pertaining to functions should be checked against the Banquet Diary to ensure details match.



SAMPLE OF CONFIRMATION LETTER

No. : 014/BQT/IX/2010/conf.

Date : 4th October, 2010

Mr. Quoc
President Director
Vietcom Bank
Hai Ba Trung Street
Hoi An – Quang Nam

Dear Mr. Quoc

Further to your enquiry regarding your function at the SPHM HOTELS, have pleasure in confirming the followings:

Date of Function	:	16 th October, 2012
Type of Function	:	Cocktail Party
Time of Function	:	1900 - 2130 hours
Signage	:	Vietcom's Bank Customer's Cocktail Party
Attendance	:	Your guaranteed attendance is 200 pax. Should there be an increase in this figure, we would require 3 days' notice.

Venue

Banquet Suite	:	Partition 3 & 4
Room Rental	:	Free of Charge
Set Up	:	Standing Party with Cocktail Buffet stations around the Podium, TV Monitor, and Video Player at the head of the suite. (Please see attached floor plan)

Menu

Attach herewith your selection of Cocktail Menu 3 priced at RP 450.000,- per pax.

Beverage

1 barrel draught beer at RP 4,500.000,-/barrel. Soft drink for 100 persons at RP 90.000,-/person



Audio Visual Equipment

Sound System + 2 standing microphones provided complementary 37" TV Monitor + Video Player at RP. 10,250.000,-

Other Services

Welcome Banner at RP 250.000,-/6 metre to be put in front of the Banquet Suites with wording: "**WELCOME TO ALL CUSTOMERS OF VIETCOM BANK**"

Billing

The estimated cost of this function is:

Food	:	200 x Rp 450,000,-	= Rp 90,000,000.-
Beverage	:	1 x Rp 4,500,000.-	= RP 4,500,000.-
		200 x Rp 20,000.-	= RP 4,000,000.- **
Audio Visual	:		= RP 10,250,000.-
Others	:		= RP 9,500,000.-
Total	:		= RP 118,250,000.-**

** Estimated to increase

Please note that we require a deposit of RP 1,210,000.- which represents 10 % of the estimated cost. We would appreciate receipt of this amount upon confirmation.

The balance of the account will be settled at the end of the function.

Cancellation

Please note that the deposit is non-refundable in case of any cancellation made after receipt this confirmation letter.

If this above mentioned is agreeable, please sign this letter as an acceptance and confirmation of all details set out here. Please return the copy of this letter by 9th October, 2010 so we can proceed with organising the final arrangements.

I will contact you to reconfirm all the matters a few days before your function.

Yours sincerely,

Agreed and accepted by,
Name
Date
Signature

Banquet Coordinator

Corporate Stamp



VIII. EVENT ORDER

Purpose

To communicate all information relevant to each function to all concerned.

Responsibility

Banquet Coordinator

Supervision

- Executive Assistant i/c Food & Beverage
- Assistant Food & Beverage Manager.

Procedure

- 1) Each event order follows a standard format, see sample attached, with the details typed and copies are distributed to Exc. Chef, EAM i/c F&B, Restaurant Manager, Bar, Asst. Manager Banquet Operation, Steward, House Keeping, Front Office, Engineering, Cost Control, Accounting, Sales.
- 2) The event order is produced based on all the details confirmed with the client in the confirmation letter.
- 3) The organisation of production of Event Order is as follows
 - a. Each Monday, all function files for the following week are withdrawn from the filing system and the details checked by the Banquet Coordinator.
 - b. If all details are confirmed, Banquet Coordinator will prepare the Event Order accordingly.
 - c. Should there still be details not yet confirmed, or a confirmation not yet received, the company or organiser should be contacted, and a confirmation requested as soon as possible.
 - d. Event Orders should be sent out 4 - 7 days prior to the function to give sufficient time for the Executive Chef to purchase and prepare food items.
 - e. Should special food or beverage items or decorations be required, more advanced notice may be required for those departments concerned.
 - f. Each Event Order must be checked against the Banquet Diary, to ensure that the space and timing of each function are correct. When



this is done the Diary is marked in a coloured pen, to indicate that the Event Order has been issued.

- g. Each Event Order is numbered in a continuing sequence throughout the year. The month and year is also entered e.g. 10/EO/IX/2010.
- h. All event Orders are signed by the Banquet Coordinator before distribution.



FOOD & BEVERAGE BANQUET DEPARTMENT EVENT ORDER.....

Day/ Date: _____ Venue: _____ Time: _____

Organisation: _____ Organiser: _____ Event: _____
Billing Address: _____ Minimum Pax: _____

Designation: _____ Person in charge: _____

Telephone: _____ Date of issue: _____

Menu per person: _____ Beverages: _____

Bell Sign: _____

Equipment: _____

Technician: Yes _____ No _____

Backdrop: Size _____ Time _____

Wording on board: _____

Colour: _____

Photographer: Yes _____ No _____ Time: _____

Set-up: _____ Flower decoration: _____

Remarks: _____ Billing instructions: _____

Copy : Ex. Chef; F &B Mgr; Rest. Mgr; Bar; Bqt; Stewd; HK FO; Eng.; Cost Ctrl, Acc.



IX. BANQUET AMENDMENT

Purpose

As the final instruction given for preparation of a function if there is any amendments made to the details, after the Event Order has been distributed.

Responsibility

Banquet Coordinator

Supervision

- Executive Assistant i/c Food & Beverage
- Assistant Food & Beverage Manager

Procedure

- 1) If the customer wants any changes regarding the function after the Event Order has been distributed, the Banquet Amendment should be made.
- 2) Examples of changes regarding the Banquet Amendment are - Number of pax.
 - a. Set up requirement
 - b. Audio Visual requirement
 - c. Decoration requirement
 - d. Menu changes
- 3) The Banquet Amendment should be distributed to all department concerned and signed by the Banquet Coordinator.



BANQUET AMENDMENT

No. :
Date :
To :
From : Banquet Coordinator

Regarding the Event Order No..... the following amendments should be made :

1. _____
2. _____
3. _____
4. _____

Approved by,



BANQUET MENU PRICE LIST (SAMPLE)

Breakfast :	
- Continental Breakfast	Rp.
- Indonesian Breakfast	Rp.
- American Breakfast	Rp.
 Coffee Break :	
- Coffee/Tea only	Rp.
- Coffee/Tea with 2 choices of snacks	Rp.
- Coffee/Tea with 4 choices of snacks	Rp.
 Asian / Chinese Buffet :	
- Asian / Chinese Buffet 1	Rp.
- Asian / Chinese Buffet 2	Rp.
- Asian / Chinese Buffet 3	Rp.
 International Buffet :	
- International Buffet 1	Rp.
- International Buffet 2	Rp.
- International Buffet 3	Rp.
 Cocktail Reception :	
- Cocktail Reception 1	Rp.
- Cocktail Reception 2	Rp.
- Cocktail Reception 3	Rp.
 Indonesian Set Menu:	
- Set Menu 1	RP.
- Set Menu 2	RP.
- Set Menu 3	RP.
 Western Set Menu :	
- Set Menu 1	Rp.
- Set Menu 2	Rp.
- Set menu 3	Rp.

Note : For Coffee Break, we will have for about 10 or 15 choices of snacks, so the guest will have the opportunity to choose the snacks they like.