

Operations Management in Hospitality

Assignment 3

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Vapiano

Vapiano is a casual Italian restaurant brand that I have visited many times and It's a popular place for pasta, pizza and salads, and it offer a relaxed atmosphere where peoples can eat quick meals but still enjoy fresh food. The service experience at Vapiano can be explained using the 7P's of services marketing like product, price, place, promotion, people, process and physical evidence. Each part shows how guests feel during their visit and how they think about the brand later.

Product

Vapiano focuses on the fresh Italian food especially pasta that is cooked in front of the guests. When customers enter they see chefs standing behind open kitchen counters where they can choose the ingredients. The product includes not only the food but also the experiences of watching it being prepared. Guest can personalise their dishes by asking for more cheese, less oil or extra garlic. This customise-it-yourself style makes the product feel fresh and personal touches to the dish. The drinks menu and desserts also adds value because they give customers options for a complete meal. Overall the product is large in variety and suits the people who want quick but fresh-cooked meals.

Price

Vapiano uses a mid-range pricing strategy It's not very cheap but also not too expensive so it fits the students, families and office workers. Prices are charged using a card system: when you enter, you get a chip card and the chefs add your items on it. Some guests feel this is easy but others think it makes them spend more without noticing. The value-for-money feeling depends on portion size which is usually good though sometimes inconsistent. Some dishes like special seafood pasta, feel bit overpriced for what they offer. Still compared to sit-down restaurants the Vapiano stays affordable.

Place

Vapiano restaurants are mostly located in city centres or busy shopping areas making them easy

to reach anywhere. The restaurant layout is open with large wooden tables and shared seating. This setup gives a social vibe but sometimes creates noise and makes it hard for people to find private space. The location strategy works because customers who are shopping or working nearby can go there quickly. Vapiano stores are designed in the same style everywhere so the people feel that the brand identity is strong and consistent across different cities.

Promotion

Vapiano uses digital promotion mostly. They post on Instagram, show new dishes and sometimes share discount offers as well. They also use loyalty programs where customers can collect points using the Vapiano's app. Some stores use posters near the entrance to show the new menu items. Promotion is more subtle compared to other brands; they don't over-advertise and rely on reputation, word-of-mouth and social media engagement. The brand tone is friendly and casual which matching it's identity.

People

The staff at Vapiano include chefs who cook in front of the guests and floor staff who handle tables, cleaning and drinks. Customer service is usually friendly because chefs talk directly to guests while cooking and asking things like "Do you want it spicy?" or "More parmesan?" etc. However sometimes during busy hours staff look stressed and don't interact much. New staff members sometimes seem confused with the cooking steps or orders which affects the service speed.

Process

The process at Vapiano is unique because it is partly self-service as Guests enter they pick up a card then stand in line at the kitchen station then order their food directly from the chef and then takes their meal to their table. When leaving they pay at the cashier using the chip card. This process can be efficient during slow hours but becomes chaotic during peak times. Long queues at pasta stations are really very common also because guests have to go to different counters for drinks, pasta, pizza or desserts they sometimes walk back and forth too much, which interrupts the dining flow.

Physical Evidence

Vapiano's environment is modern with warm lighting, wooden tables, open kitchens and small basil plants on each table. The décor gives a natural and cosy feeling. The physical evidence also includes clear menu boards, chefs uniforms and the digital payment systems. The open kitchen itself is a strong evidence of freshness and quality. However the cleanliness of tables can sometimes be an issue because customers leave quickly and staff can't always clean fast enough especially on weekends.

Improvements

1. Improve the Process

- The current system of the guests standing in different lines like pasta, pizza, drinks etc, is confusing and sometimes annoying.
- Vapiano should add a hybrid service model where the guest can order everything from **one counter** or even from **digital screens** on tables like Burger King or McDonalds.
- Digital ordering would reduce long queues and waiting time and also stop people from walking around too much during eating.
- Chefs can focus more on cooking instead of managing long lines which will make the services faster.

2. Improve People (Staff Training & Support)

- Staff sometimes look stressed specially when in busy hours, which effects how they talk to guests and respond.
- Vapiano should give more training on customer service, communication, and managing busy rush times.
- Clearer role divisions for example: one for cooking, one for cleaning, one for guests support that will avoid confusion.
- Motivating staff with small rewards like “chef of the week” or bonus vouchers can improve morale and positive work atmosphere.
- Better training and support will help the staff to work more confidently and the guests will feel more welcomed.

References

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