

## Valuing culinary preparations through the catering concept

Andreea Mihaela Hotea, Thomas Dippong \*

Technical University Of Cluj Napoca, North University Center at Baia Mare, Faculty of Science, 430122, Victoriei  
Street 76, Baia Mare, Romania

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### Abstract

The purpose of this paper is to introduce 'H Catering', a catering company located in Romania. The aim of the quiz is to evaluate the catering company's services and to get feedback from current and future customers. The activity used quality management to sell products through a new catering concept. The own working strategy of 'H Catering' has several stages: supply of raw materials from supermarkets, processing, and preparation of preparations by employees, packaging of finished products, and finally delivery by company cars of the ordered products at home or at the location desired by the customer. For events, the order of serving dishes is cold appetizer, hot snack, soup, and finally the basic course. An original quiz was carried out using the Internet platform to identify the needs and opinions of customers. The results show that all participants chose H Catering because of its quality, reliability, and punctuality. According to the quiz results of a thousand respondents, 41% of them would rather have Romanian food for the event, and 79% think there should be a main course. Half of those attending chose not to eat fruits and vegetables. The presentation and taste of food should come first, according to most respondents. Notable statistics include that 94% of customers would recommend H Catering to a friend and 92% are satisfied with the service provided. Suggestions for improving the service include more advertising and offering international catering options. The decision to use this service is driven by price flexibility, convenience, and time constraints.

**Keywords:** catering system; food products; clients; quiz; event

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### 1. Introduction

Catering is the provision of foods and drinks to various sectors of society, including childcare, schools, hospitals, businesses, and nursing homes [1]. According to the European Federation of Contract Catering Organisations (FERCO), around 33% of companies or collective organisations currently have a contract with a catering company [1]. Several factors have contributed to this, including changing lifestyles, increased business and leisure travel, increased purchasing power and the rise in the number of elderly people in care homes [1]. Various catering systems have emerged in recent years as an effort to achieve these goals [2]. These developments have presented additional technological challenges in providing safe, nutritious, and high-quality food products [2]. The terms 'catering systems', commonly used in the UK, and 'food service system', more commonly used in

the US, are said to have been coined because of the 'systems approach' applied to those operations that undertook the production of food and its service to consumers [2]. A simple definition of the term 'catering system' refers to a method of organising the production and service of food [2].

The objective of recent catering system development is to address issues related to the shortage of skilled labour and to decrease operational costs by industrialising catering operations [3]. Contract caterers are third party companies that have been contracted to provide food management services to organisations whose core business is not catering [3]. The basis for the development of these systems was the industrialisation of the catering industry through the adoption of food processing techniques such as centralised production, large equipment, consistent heat treatment and sophisticated packaging [3].

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\* Corresponding author: [dippong.thomas@yahoo.ro](mailto:dippong.thomas@yahoo.ro)

There are two types of catering: on-site catering and off-site catering. On-site catering is where all food preparation and serving takes place in a facility owned or rented by the caterer. This type of catering is often referred to as 'banquet' or 'hall' catering [3]. On-site catering is dominated by the hotel and motel industry and thousands of private and independent banquet halls. In off-site catering, food is prepared in a licensed commissary, transported to a location of the client's choice, and often served without the support of an available kitchen [3]. An efficient and high-performance distribution system is required to anticipate market developments in the catering supply chain [4]. The equipment used for catering services includes microwave, refrigerator, potato peeler, cooker. Microwave heating has the advantage of saving energy and time, while also improving the nutritional quality and consumer acceptability of certain foods [5]. Microwaves interact with polar molecules and charge particles in food to produce heat [5]. The refrigerator is commonly used in the agro-industrial sector for the preservation and storage of products [6]. Steady-state model of refrigerator allows detailed assessment of airflow and heat transfer [6]. The potato peeler is a piece of equipment that can peel, skin, and cut potatoes into the desired shape [7]. It is an innovative potato processing machine, designed and developed from a frame-mounted cutting machine and a frame-mounted controller to control both the peeler and the cutter [7]. This machine is capable of peeling 15 kg of potatoes in 1-2 minutes [7].

The cooker is a heating device that gradually and steadily increases the temperature to cook food within a predetermined time [8]. The machine is designed to reduce the tedious process of food preparation [8]. Typically, the appliance automatically heats the desired dish at the touch of a button [8]. A comprehensive understanding of the logistics involved in delivering fresh products, chilled products, dry foods, and frozen products in a single shipment to caterers is necessary [9]. Nowadays, contract caterers use a wide range of specialised suppliers for four product groups: fresh, chilled, dry, and frozen food. These customers deliver products several times a week to different locations [9]. Their main requirements are full supply of orders, on-time delivery and ensuring high product quality. To meet these requirements, suppliers need to be more flexible and to do this cost-effectively in the fragmented contract catering

market, they need to increase the size of deliveries by delivering several product groups in one shipment [9]. To guarantee the quality of the different product groups (fresh, chilled, dried, frozen), a multi-bin distribution structure must be used. Such a structure forces the reorganization of operational management and control within the catering supply chain, which will have an impact on service performance [9]. However, in a logistics distribution area with limited goods, vehicle capacity cannot be fully utilised if a vehicle can only transport goods with the same origin or destination. To address this issue, a mixed-load strategy could be employed. However, it is important to note that this strategy could still cause delivery sequencing problems, which may result in varying delivery delays for customers [10]. The degree of delay in this case is the value of the delivery arrival time minus the closest possible delivery time for each customer [10]. Distribution fairness can be demonstrated by the fact that all customers have a relatively small delay time, while the maximum delay time for the considered deliveries should be reduced as much as possible.

Traditional distribution platforms usually group goods according to their origin or destination and then transport each group with a single logistics vehicle [10]. However, for a logistics distribution area with limited goods, vehicle capacity cannot be fully utilised if a vehicle can only carry goods with the same origin or destination. A mixed-load strategy could still cause problems with the sequencing of deliveries, resulting in different delivery delays for customers [10]. Demand-oriented menu planning necessitates correct product inventory and reliable information on the number of guests expected to attend the event to offer a strong foundation for the computation of purchased and prepared meals [11]. A precise estimation of food demand is difficult since unexpected absences of visitors are difficult to predict and usually have a particularly unfavorable impact on the quantity of food waste. Waste tracking technologies from commercial companies assist gastronomy kitchens in assessing food waste and devising individual avoidance measures [11].

Future studies could involve various supply chain participants. The proposed food waste mitigation approach might be used to conduct cause-effect analysis for food waste enablers at the business-to-business level, for example, between suppliers and distributors, suppliers and food producers, or

distributors and foodservice providers [12]. This may aid in identifying further correlations and links between food waste enablers across the supply chain that may be addressed through more integrated supply chain management. This method will help to increase visibility of food waste mitigation throughout the supply chain by utilizing shared food waste enablers [12]. Because forecasting difficulty was recognized as a cause facilitator, it would be good to conduct an examination of the relationship between present forecasting and inventory management systems to better understand the relationships between food waste and supporting measures. This could result in the development of updated forecasting/inventory management techniques to reduce food waste [12]. Mishandling and inexperienced staff have been identified as enablers of food waste, requiring further training and investment.

Another area of investigation could be a cost-benefit comparison of training expenditures vs food waste [12]. Another research path could be to investigate the behavior of consumers and managers in different cultures to increase the transferability of the findings presented [12]. At any normal situation, food waste is a serious issue at public catering facilities [13]. The Covid-19 epidemic put the public catering system under increased strain in spring 2020, exposing system flaws and increasing food waste owing to drastically changing consumption patterns [13]. It is especially necessary in times of crisis to save resources and allocate current resources to areas where they can be most useful, yet this presents substantial problems [13]. Food waste is a problem that must be addressed to achieve sustainable development. There is a need for measures that can reduce food waste, including in organizations that are already aware of the problem [14]. Swedish school canteens have expertise with food waste reduction, but they require instruments to accomplish further reductions.

This study investigated four treatments (tasting spoons, an awareness campaign, a plate waste tracker, and a guest forecasting tool) to reduce food waste in school canteens [14]. In recent years, there has been a lot of research done on how investor sentiment (also known as market sentiment) influences managers' decisions. Irrational investors make investment decisions based on non-fundamental issues [15]. As a result, reasonable managers may profit from investor mood in the

financial market. To explain this occurrence, catering theory is presented. According to Song et al., the decision to pay dividends is influenced by investor demand [15]. Some investors choose dividend-paying equities, which may be misinformed and time-varying.

Managers reasonably cater to investors by providing dividends when investors place a stock premium on payers and not paying when investors prefer nonpayers [15]. However, their future profits will be relatively low when the demand for payers is so high that they are highly pricey. Catering theory is increasingly being used to assess numerous difficulties in financial and managerial decisions [15]. Catering organizations thus require practice-oriented, sound, and, to the greatest extent feasible, standardized instruments to assess the sustainability of their food offering and identify action objectives [16]. Because of its size and economic worth, the catering sector might play an important role in lowering the energy and environmental consequences associated with the food sector [17]. Catering services have been identified as a sector that may bring significant environmental improvement in the public sector due to its high share of public purchasing and significant improvement potential for environmental performance [17]. The catering dispute, on the other hand, contends that managers pay dividends when investors set a higher price on dividend-paying corporations' equities [18]. Catering incentives are examples of external pressures that drive companies to pay dividends. As a result, we investigate whether entrenched executives respond to catering incentives to pay dividends and repurchase shares [18].

The purpose of this paper is to introduce 'H Catering', a catering company located in Romania, by highlighting the differences of the training stages and others existing in the specialized literature, capitalizing on products in the concept of catering, conducting original questionnaires by using the internet platform, to identify customer needs and opinions, detailed documentation by using 30 bibliographies.

The company operates a commercial kitchen and offers catering services for delivery to clients. The finished products are served through a raised serving window and delivered to the client's requested destination. Food is served strictly in disposable containers for consumption. The finished

product, tableware, and waste from the table disposal are kept separate, as there is another area for receiving used tableware. Event organizations include the provision of inventory items for serving, such as crockery, and table setting.

The novelty of the research in this paper is the own presentation of the way 'H Catering' works, the original way of presentation by approaching new marketing techniques, and the search for and expansion of customers by conducting a survey, interpretation of results by using many references (30).

## 2. Materials and Method

The blast-freezing system works because it is designed as a very powerful type of forced convection heat exchanger arranged to extract heat. As a result, a forced convection oven built for trays of frozen pieces is an equally appropriate technique for replacing heat [19]. An oven with an effective thermostat and suitable air circulation system control will enable uniform setup times for the controls to be laid down for the regeneration of the many sorts of dishes required [19].

- Forced air convection ovens are suitable for large quantities of food [19].
- Thawing cabinets are like a forced air convection oven but use a temperature of 10°C [19].
- Rapid thawing cabinets are used to defrost containers of frozen meals before placing them in the oven; this reduces reheating time by half. Under safe settings, the temperature of the meal is raised from -20°C to 3°C in about four hours. A procedure of alternating low-volume heat with refrigeration keeps warming at a constant controlled rate [19].
- Combination ovens are suitable for large quantities of food [19].
- Microwave ovens are suitable only for small amounts of food [19].
- Dual-purpose microwave ovens contain a second heat source and a defrost control that turns the microwave on and off [19].

Figure 1 shows 'H Catering' kitchen equipment: tables with cooling elements, oven, hob, fryer, grill, tilting pan, potato peeler. The refrigerator has stainless steel shelves.

Staff must become acquainted with the function sheets, indicating any requirements that the organizer may require. Staff also require a thorough briefing to ensure that they understand exactly what is expected of them and that the function details are confirmed [19]. Staff briefings should be held on a regular basis and with all employees present to ensure that the information delivered is consistent. If there are any queries, the replies should be heard by the entire crew [19]. A staff briefing will typically include the following key information: the organizer and purpose of the event, key timings (bar opening and closing, food service, end of event), key locations (cloakrooms, VIP areas), key personnel (head of security, event manager, the client), health and safety (location of emergency escape routes), reporting procedures (assistance, emergency), and a motivational message [19]. It is critical that the customer feels at ease and that they are well-cared for. The job must be carried out exactly as intended, in accordance with the needs of the client [19]. Figure 2 shows how the company 'H Catering' organizing events that's involves 2 steps:

1. Provide stock items for serving (crockery);
2. Setting up the tables (laying tablecloths, tablecloth and napkins, household items, floral decorations).

It will take the following factors into account while creating event menus:

- The meal, which may be for a large group, must be prepared and finished in such a way that it can be served quickly and efficiently. Dishes with a lot of garnishing should be avoided [19].
- Certain foods decay quickly and will not withstand storage, even for a short time, in a hot environment if a big number of dishes must be dressed at the same time [19].

Considering the quantity of people involved, a normal menu is employed. It is uncommon to provide starchy foods, eggs, stews, or savory dishes [19]. A lunchtime menu might be created from the options below and would typically include three dishes. Dinner menus typically include three to five courses, depending on the occasion: first course (soup, various or single item, a small salad), second meal (fish), third course (meat), and fourth course (sweet - hot or cold) [19].



**Figure 1.** Pictures of kitchen equipment: (a) oven, (b) hob and fryer, (c) tilting pan, (d) potato peeler, (e) refrigerator

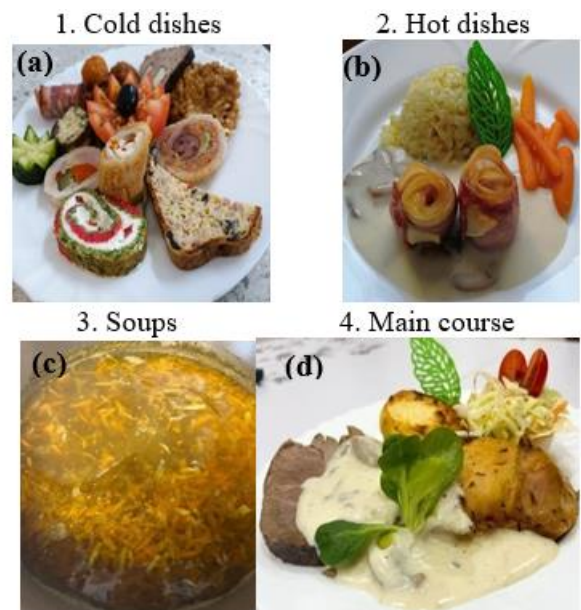


**Figure 2.** Event organisation

Figure 3 shows the order in which the dishes are served by 'H Catering'. Saxe also emphasized that packaging, food waste, and meal delivery had little roles in the overall sustainability of Danish meal service, and that the most effective option for reducing the environmental impact of these activities would be to offer meals weekly rather than daily [20]. According to Mattel's book, most of the food will be prepared on-site. The kitchen will be constructed to meet high sanitary requirements and will be cleaned daily [21]. Food will be prepared primarily to order and stored in the kitchen, which does not allow the phases to overlap with the production process.

*Flow:* The serving of the finished products requested by the customer is carried out on the catering system, directly from the marked serving window and delivered to the destination requested by the customer. The products are served in

disposable containers. The circulation of the finished product and the crockery and the waste from the crockery do not cross, as there is another area for the collection of used crockery (plates, stainless steel cutlery, glassware, casseroles, disposable cutlery).



**Figure 3.** Pictures of (a) starter, (b) rice with chicken breast roll and mushroom sauce, (c) root soup, (d) carrot gratin with pork and chicken steak and mushroom sauce

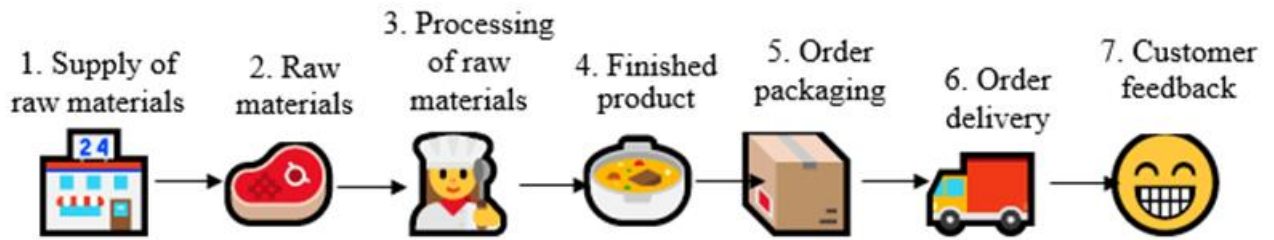


Figure 4. Strategy of the catering company 'H Catering' working stages

*Customer flow:* This will be through the main entrance door; orders will be taken at the counter or by trained staff at the serving tables and the product will be delivered to the takeaway. The Google Forms platform was used to conduct the quiz. 1000 people of different genders and ages between 18 and 60 were surveyed to get feedback and plan the next perfect event huge coolers in the basement. Food for delivery can be made similarly to takeout (prepared to order) or it might be prepared ahead of time and stocked. Catering will be considered delivery [21].

Figure 4 shows the whole strategy of the 'H Catering' working steps.

Supply of raw and auxiliary materials to the kitchen: The instruction describes the schedule for the supply of raw and auxiliary materials.

### 3. Results and Discussion

In Figure 5, most respondents were female, young people aged 18-35 from rural areas. They were more curious to know more about the company and what it offers, as well as the food it serves.

According to Rudolfne Katona [22], many restaurants regular customers are men from the economically engaged community. Other active users are young people, who primarily frequent fast-food establishments [22]. Those who frequent restaurants with a hot kitchen are more critical and dissatisfied, yet they are unwilling to give up their regular haunts [22]. Compared to the literature, we obtained different results. Young women from rural areas being more curious than men.

In Figure 6, 87% would use the catering company's services instead of the other catering companies.

In Figure 7, 60% of customers suggest that more publicity or international catering would benefit the company. The company has word-of-mouth from

loyal and satisfied customers, social media advertising, email marketing, paid advertising, print advertising, TV advertising, banners.

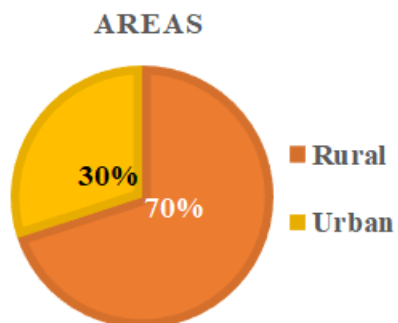
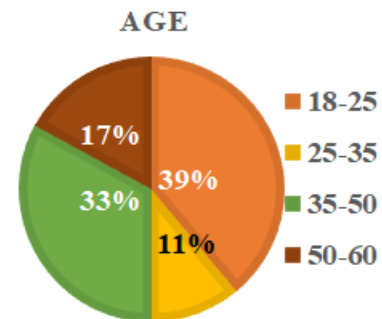
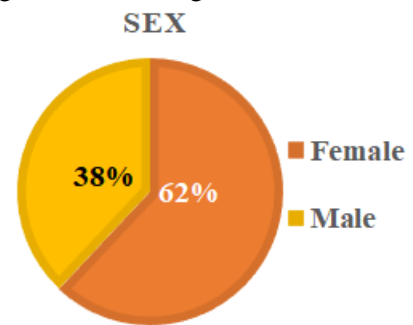


Figure 5. Graphical interpretations for sex , age and areas

HOW LIKELY WOULD YOU BE TO USE H CATERING'S SERVICES INSTEAD OF OTHERS?

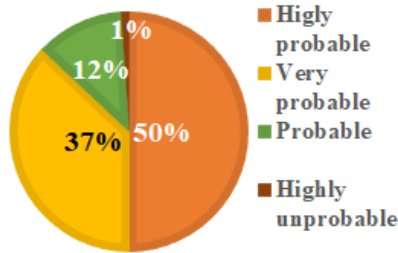


Figure 6. Presentation of using pro-competitive caterers

WHAT TYPE OF FOOD WOULD YOU LIKE TO RECEIVE AT THE EVENT?

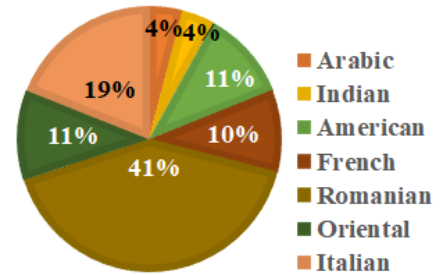


Figure 8. Presentation of what type of food served at the event

WHAT CHANGES WOULD IMPROVE THE COMPANY'S SERVICES?

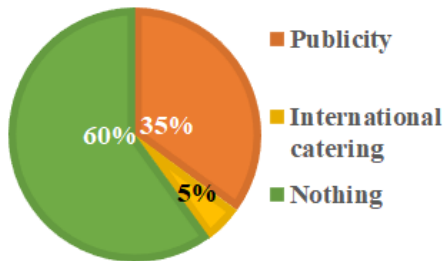


Figure 7. Graphical interpretation of what customers suggested for improvements

DO YOU THINK A MAIN COURSE SHOULD BE SERVED AT THE EVENT?

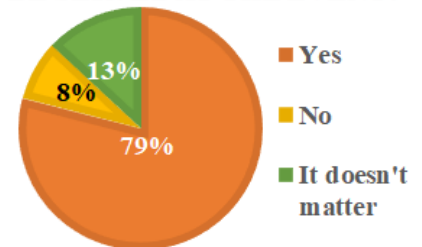


Figure 9. Graphical interpretation of customer's opinion about serving the main course

According to Rudolfne Katona [22], impersonal advertising has limited impact, whereas good word-of-mouth can be produced by consistent, high-quality work. The findings demonstrated that a well-planned, central strategy cannot be developed for the entire catering industry, as even enterprises with the same profile (warm food kitchen) exhibit significant differences. The most important task for a business is to identify and understand its appropriate clientele to tailor its services and product selection to their needs [22].

Compared to the literature, we can accept this as very good advice that much more publicity is needed, especially word of mouth from loyal and satisfied customers.

In Figure 8, most of people have chosen a traditional Romanian or Italian food (pasta, pizza) at the event instead of Oriental, American, French, Indian or Arabic food.

In Figure 9, most of people want to be served the main course at the event. Many clients who choose to organise their event with 'H Catering' prefer the cold appetizer, the hot snack, the soup, the main course and finally the stuffed cabbage rolls, which are traditional Romanian dishes.

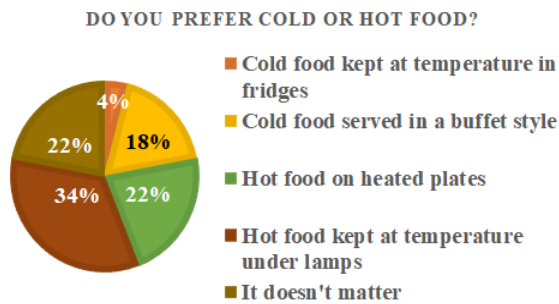
According to Hansen [23], for persons at risk of malnutrition, the emphasis should be on ordering the proper type of food for main meals. It is especially important to enhance snack consumption [23].

Compared to the literature, we are ready to produce any type of food to satisfy any wish of our customers and future customers.

In Figure 10, most people chose hot food served under lamps at the event or hot food on heated plates instead of cold food kept at temperature in fridges or cold food served in a buffet style.

According to Manderson [24], hot foods have more calories, protein, and fat than cold foods, and cold foods have more water than hot foods. However, the vast traditions of humoral thought, as well as the multicausal contextual reasoning that it entails, dictate how hot/cold categories are utilized and allow for significant interpretive diversity [24].

Compared to the literature, we agreed, hot food is the best, but we also have cold food (festive platters, traditional platters, cheese platters) that need to be kept cold.

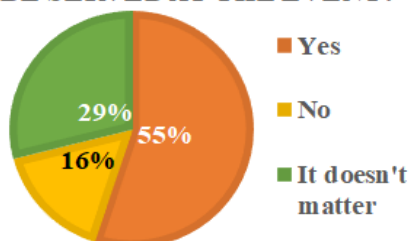


**Figure 10.** Presentation of choosing type of food cold/hot served at the event

In Figure 11, 55% opted and believe that a buffet is important at the event.

According to Yazed [25], the environment and concept of buffet restaurants are highly unique and distinct from other sorts of eateries. Furthermore, a buffet style lunch comprises of several sorts of meals that visitors take and serve themselves without the assistance of a waiter or server. Buffets make it easier and faster to serve meals and provide guests with several options [25].

**DO YOU THINK THAT A BUFFET SHOULD BE SERVED AT THE EVENT?**



**Figure 11.** Graphical interpretation customer's choices about the importance of the buffet

Compared to the literature, we have the same opinion, the buffet is the best choice for an event because all the food and drinks are at everyone's discretion and are always stocked with the freshest dishes. People who have an intolerance or allergy to a particular preparation are asked by a member of staff to tell us about it and we prepare the food accordingly.

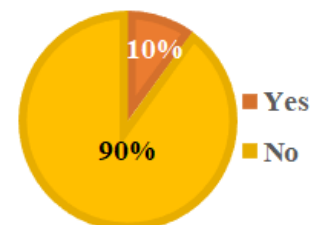
In Figure 12, most of respondents had no dietary restrictions.

In Figure 13, 70% of respondents were of the opinion that traditional food should be part of the event.

According to Teodoriu [26], food quality is becoming increasingly crucial to customers, which

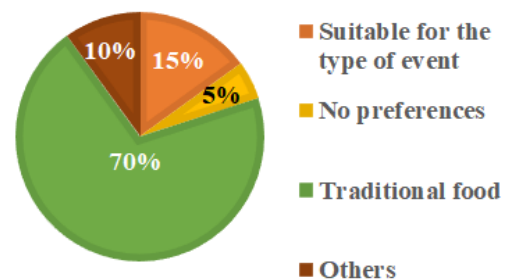
is why local food is favored over standardised items. They contain less preservatives and other hazardous compounds because they are produced, processed, and prepared in small quantities [26]. There are many traditional foods and beverages in Romania, and despite the producers' best efforts, their sale is hampered by difficult logistics and an overabundance of rules and regulations that must be followed on an annual basis [26]. The presence of such products and a distinct cuisine is essential for the development of culinary tourism [26].

**DO YOU HAVE ANY DIETARY RESTRICTIONS/ALLERGIES THAT THE CATERER SHOULD BE AWARE OF?**



**Figure 12.** Presentation of survey related to dietary restrictions

**WHAT KIND OF FOOD DO YOU THINK SHOULD BE PART OF THE EVENT?**



**Figure 13.** Graphical interpretation of what type of food is important at the event

Compared to the literature, all customers ask for traditional Romanian menus with lots of meat and dairy products.

In Figure 14, Most of people choosing not to eat fruits, vegetables or dairy products because they considers it irrelevant to the event instead of meat products.

In Figure 15, for the majority, reliability and quality, appearance and taste of the food are the top priorities for any catering business. The minority



chose tidiness and cleanliness, service, and hospitality as the most essential.

WHAT KIND OF FOODS YOU WON'T EAT DURING THE EVENT?

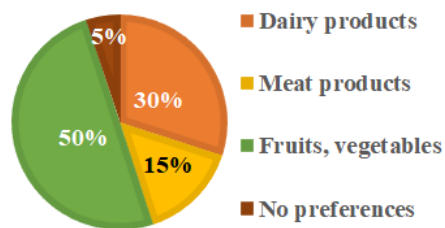


Figure 14. Presentation of what type of food customers don't eat at the event

WHAT DO YOU LIKE MOST ABOUT H CATERING?

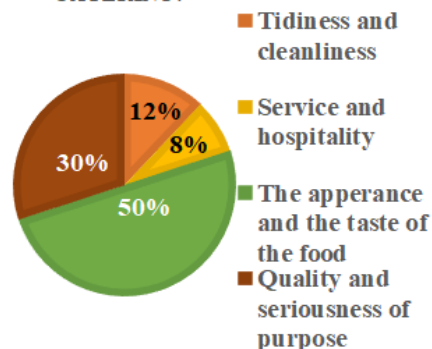


Figure 15. Graphical interpretation of catering service ratings

According to Mavrommatis [27], the two service systems have differing effects on the sensory profile of foods, with the bulk approach resulting in more acceptable texture, temperature, or flavor, depending on the item. Although flavor was connected with a negative attitude or unhappiness with the plated distribution system, temperature and texture were the most relevant characteristics that measured patient satisfaction with meals in the specific study [27]. There is, however, no mechanism to anticipate patient satisfaction with the quality of food supplied [27]. As a result, the consequences of various service systems have not been investigated independently [27].

Compared to the literature, we believe that all aspects are equally important. Whether it is the customer service area, the kitchen or the toilets, nothing can be neglected. The safety and health of customers must be the primary concern of any catering manager, so management must implement clear procedures for efficient cleaning in all working areas of the premises.

In Figure 16, 87% believe that convenience is influencing people to chose catering services.

WHEN CHOOSING THESE SERVICES, HOW IMPORTANT IS CONVENIENCE?

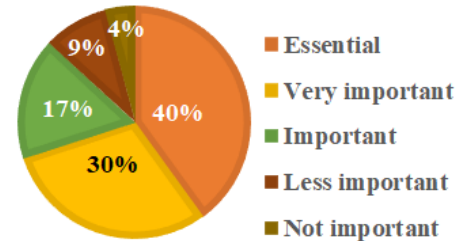


Figure 16. Presentation of convenience's importance at the catering industry

According to Wang [28], who investigated the feasibility of a catering mobile app, and statistics revealed that customers were pleased. Catering applications are ideal outlets for restaurants to educate and communicate with on-the-go customers. Menu listings, nutrition facts, online coupons, push notifications, order making, reservation services, geolocation, round systems, loyalty programs, order history, taxi hailing, music selection, and meal bargains are some of the primary features of catering applications [28]. Catering apps differ from other types of mobile apps in terms of order taking and rounding procedures. Using a mobile device to order promotes convenience because consumers may reserve meals, pay in advance, and take the meal without having to wait in line [28]. Additionally, order taking can improve restaurant productivity by minimizing communication time between cooks and servers. Rounds systems let customers see which tables are available in the restaurant and when they are available [28]. This can help restaurants match demand and supply and make them more profitable. Because previous research on catering apps focused on how to increase users' willingness to use these applications when ordering meals in restaurants, the current study followed suit and concentrated on the order making feature. Additionally, order taking can improve restaurant productivity by minimizing communication time between cooks and servers. Rounds systems let customers see which tables are available in the restaurant and when they are available [28]. This can help restaurants match demand and supply and make them more profitable. Because previous research on catering apps focused on how to increase users' willingness to use these

applications when ordering meals in restaurants, the current study followed suit and concentrated on the order making feature [28].

Compared to the literature, we think the application could be useful for ordering cold platters and snacks to be delivered directly to the customer's home, but we do not think it will be useful for organising events, as customers will need to meet face-to-face with the administrator to show them the menu and decide together what is best for their event.

In Figure 17, the majority of people have decided to use the services because of their reliability, quality and flexibility of costs. The rest are fidel's company customers and they already use the services. The minority of people decided that they didn't need these catering services. According to Wang [28], who believed that product quality is the most important component in facilitating user pleasure.

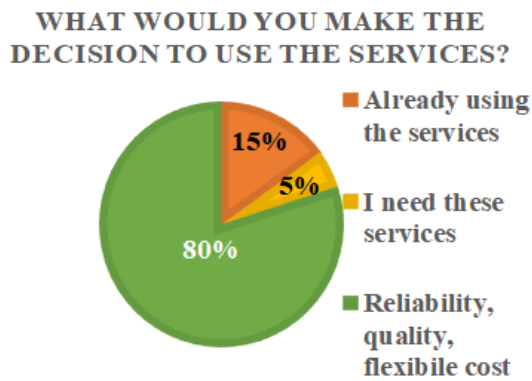


Figure 17. Graphical interpretation of options to use the services

Compared to the literature, we believe that choosing the services of 'H Catering' involves the following benefits: personalization (allowing customization of the menu for the event), quality of food (chefs use fresh and high quality ingredients to prepare food), service and attention to detail (the company offers a complete service from food delivery to cleaning the area where the food was served), flexibility (choice of location and time of the event, but also the menu and style of presentation of food; the possibility to order food for any number of invitations, from a small group of people to a large event), saving time and money (the company can offer a more advantageous price than a restaurant, especially if it is ordered for a large number of guests).

In Figure 18, most of respondents refused these services because they didn't need them or were satisfied with competitors' services. A minority of respondents can't afford these services or don't want them all. According to Van Ree [29], quality is crucial to corporate success since it improves organizational productivity. The set of attributes of a good or service which are relevant to its ability to increase demand for the good or service at a fixed price [29]. The data can be used by supplier organizations to make resource allocation decisions to increase service quality, customer happiness, and ultimately purchase intentions [29]. Although the research is exploratory in nature and has only begun to address the many issues that are important in the management of business support services, the questions addressed what quality dimensions are important for customer satisfaction and what quality dimensions are important for supplier performance - are arguably among the most important in-service quality management [29].

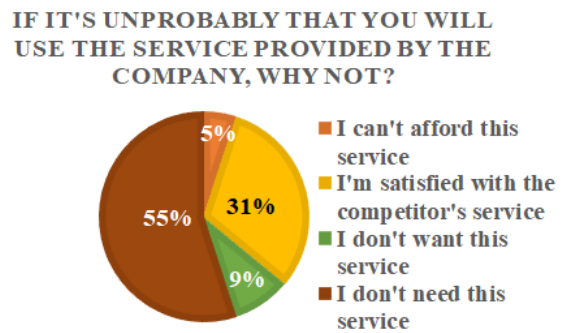


Figure 18. Graphical interpretation of probability not using services

Compared to the literature, we believe that a crucial aspect of the food industry is hygiene and food safety. The use of disposable consumables helps prevent food contamination and diseases associated with the transmission of bacteria and other pathogens. Cutlery, simple cardboard cups, casseroles and disposable pizza boxes are manufactured in controlled environments so as to meet strict hygiene standards and minimize the risk of contamination during food handling. Disposable consumables bring a high level of comfort for customers and event attendees. Guests don't have to worry about washing or returning cutlery and dishes, but can enjoy the food and atmosphere of the event instead. Also, consumables manufacturers have taken into account design and aesthetics so that they match the theme of the event and create a

pleasant visual experience. For example, those disposable fruit casseroles have the important role of protecting and maintaining the freshness of food. They prevent spoilage and contamination of food, ensuring that products remain in optimal condition until the moment of serving or consumption. This measure helps to maintain the quality and taste of food.

In Figure 19, 99% are satisfied with the services by H Catering.

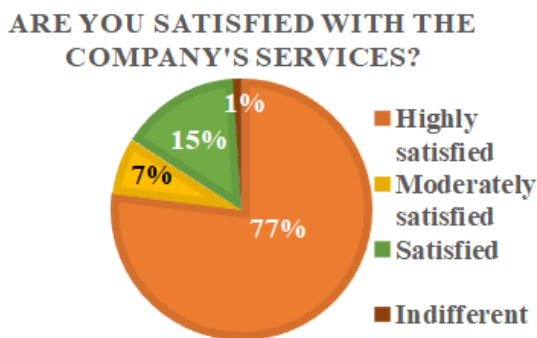


Figure 19. Presentation of customer's satisfaction

In Figure 20, 93% would recommend the catering services to others. According to Katona [30], client happiness is critical to the success of all organizations, regardless of whether they are viewed as products or services. It is necessary not only to maintain present consumers, but also to expand the client base, which can only be accomplished if target customers are entirely satisfied with the foodservice establishment [30]. Create a fruitful relationship with the client by utilizing relationship marketing tools and tactics that emphasize quality work and outstanding communication.

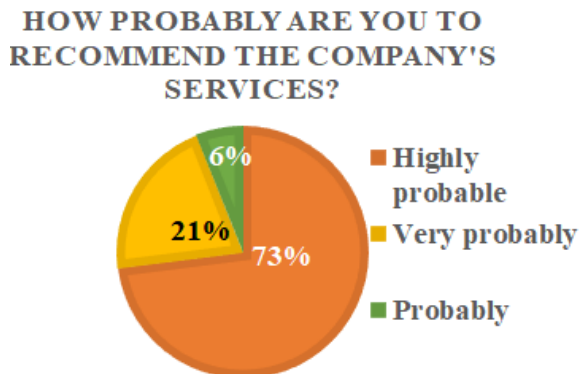


Figure 20. Graphical interpretations for services promotion

Satisfaction with the ambience and mood of catering facilities influences word-of-mouth loyalty [30]. Staff satisfaction is also important, emphasizing the value of human resources in catering. When it comes to the client's choice of a specific gourmet establishment above other competitors, the work of highly qualified workers with the proper attitude is invaluable [30].

Compared to the literature, we believe that customers will be more satisfied if the people they deal with are ready and willing to help. The attitude of the staff to solving the problems of the customer is very important because the customer wants an easy and comfortable process without too much hassle. The company focuses on how the commercial space is designed to provide a pleasant experience.

#### 4. Conclusion

The own working strategy of 'H Catering' has several stages: supply of raw materials from supermarkets, processing and preparation of preparations by employees, packaging of finished products, and finally delivery by company cars of the ordered products at home or at the location desired by the customer. For events, the order of serving dishes is: cold appetizer, hot snack, soup, and finally the basic course. The quiz results for 1000 respondents indicate that 41% prefer Romanian cuisine for the event, while 79% believe that a main course should be served. Additionally, 34% of the respondents prefer hot food kept at temperatures under lamps, and 55% believe that a buffet should be provided. It is worth noting that 90% of the respondents have no dietary restrictions. The majority of people were of the opinion that the appearance and the taste of the food are the top priorities. Furthermore, 87% of the respondents would choose the H Catering services over those services provided by competitors, and 87% consider convenience to be an important factor when selecting such services. If the service were not used, 55% of the respondents cited the reason for exclusion. It is also noteworthy that 92% of clients are satisfied with the company's services, and 94% would recommend H Catering to others. At events, most attendees tend to opt for traditional food over fruits and vegetables. All attendees selected H Catering due to its quality, reliability, punctuality, and assortment. To enhance the service, people suggest increasing advertising efforts or offering

international catering options. The decision to use this service is driven by flexible pricing, convenience and time constraints.

**Compliance with Ethics Requirements.** Authors declare that they respect the journal's ethics requirements. Authors declare that they have no conflict of interest and all procedures involving human / or animal subjects (if exist) respect the specific regulation and standards.

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