

CASA LARGO

SERVICE CONCEPT BOOK

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INTRODUCTION TO NEW SERVICE CONCEPT



For the New service concept we have decided on the theme of **Modern Andalusian Tapas Bar**

We are choosing to focus and give more importance to the upgrade of the ambience of the restaurant in an authentic style and also focus more on entertainment and privacy at the same time



OPENING HOURS

Monday	11:00am - 11:30pm
Tuesday	11:00am - 11:30pm
Wednesday	11:00am - 11:30pm
Thursday	11:00am - 1:00pm
Friday	12:00am - 2:00am
Saturday	12:00am - 2:00am
Sunday	12:00am - 12:00pm

VALUE PROPOSITION

"To provide a relaxing Spanish Tapas bar and dining experience with an equal focus on privacy and entertainment for its customers. To express a theme which focuses on authenticity, enhanced ambience and service upgrades for the new service concept.

Customer Wants
PRIVACY
NEW OFFERS

Customer Needs
RELAXING ATMOSPHERE

Product Benefits

- OFFERS VARIOUS TYPES OF SERVICES
- SURROUNDED BY AN OVERALL THEME

Product Features

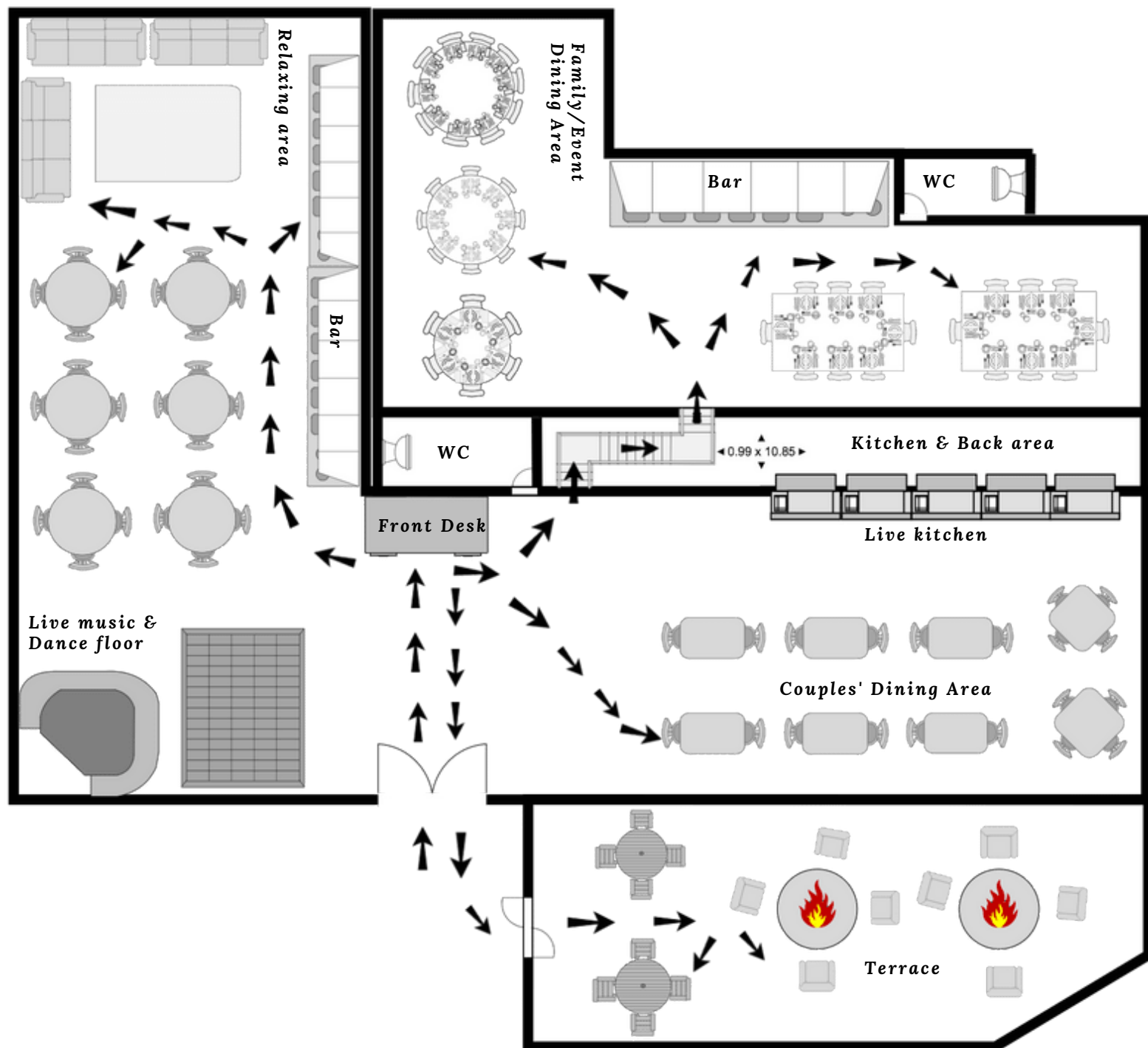
- OFFERS A RELAXING AND AUTHENTIC SPANISH CONCEPT DINING AND TAPAS MENU.
- MUSIC AND ENTERTAINMENT FOR FAMILIES AND COUPLES
- LIVE COOKING

MOOD BOARD FOR THE INTERIOR DESIGNS UPGRADE

The moodboard represents the combination of elements that portray the changes of concept brought for reinventing Casa Largo. The interior theme provides a contrast between brown and olive green colours that relates to the concept of 'authenticity' and brings a touch of Spanish nature. For the decoration, Andalusian architecture is considered which recalls the history of this country. Food and beverage mostly remains native to the Spanish culture, yet adapted to the Finnish palate. Live music and entertainment along with a live kitchen will be an exclusive source of experience for both guests in the bar and dining area.



FLOOR PLAN & CUSTOMER JOURNEY



WHAT'S NEW THAT THE CUSTOMERS WILL EXPECT ?

A warm welcome at the entrance



Changes in the theme of the restaurant



Multiple Service Touchpoints and entertainment options for families and couples



SERVICE TOUCH POINTS



Greetings



Couples



Family area



Dining area



The Bar



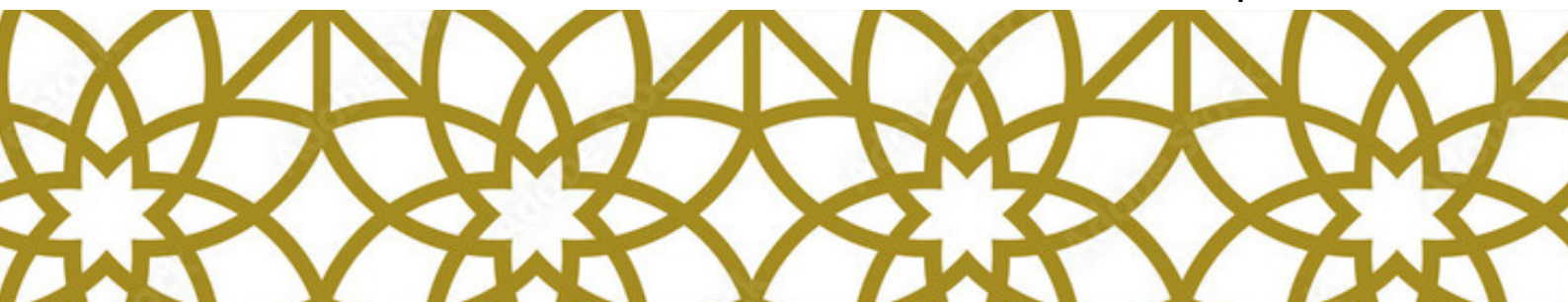
Live Music Floor



Barbecue



Open kitchen



SERVICE INSIGHTS

Tapas Bar

- Open : Monday to Sunday (4:00 pm - 11:30 pm)
- Happy Hours : Thursday - Saturday (4:00 pm - 7:00 pm)



- Bar Designed in Andalusian theme and pattern
- 50% Discount on Tapas and Drinks
- Happy Hours Discount on drinks from 4:00 pm to 7:00 pm
- Bars on both the floors remain active and a spot for entertainment closely the bars

Live Music

- From: Friday (7:00 PM - 11:00 pm) to Saturday (7:00 pm - 11:00 pm)



- On weekends there is a live spanish jazz music nights for the pleasure of people at the bar , romantic couples or families on the floor above.
- offers a warm and lively entertainment option and enhances the ambience as a bit more classical spanish tapas bar or a casual dining with entertainment concept.



SERVICE INSIGHTS

Family and Couples Dining

- From: Monday (11:00 am - 11:00 pm) to Sunday (11:00 am - 11:00 pm)



- Couples area offers an intimate and comfortable vibe with classical Andalusian decor.
- The menu is classical spanishes dishes served from the live counter as well as a la carte
- Selection of wines and spirits from the bar available.
- entertainment from the live jazz music.
- Discounts on food and drinks unto 20%

Live Cooking

- From: Friday (7:00 PM - 11:00 pm) to Saturday (7:00 pm - 11:00 pm)



- The live cooking area operates as a finishing point for the pre cooked orders as well as an entertainment options where guests can watch live the cooking happening.
- Orders go to the couples dining area , the tapas bar as well as the family dining area so it basically operates as a makeshift kitchen.



SERVICE INSIGHTS

Outdoor Barbeque

- From: Friday (7:00 PM - 11:00 pm) to Saturday (7:00 pm - 11:00 pm)



- Remains open only on weekends.
- Guests can buy their raw meats from the tapas bar and grill it outside on the open barbeque to enjoy the cooking as an entertainment option and self learn opportunity to make delicious tapas themselves.

Food Delivery

- Open : Monday to Sunday (11:00 pm - 11:30 pm))



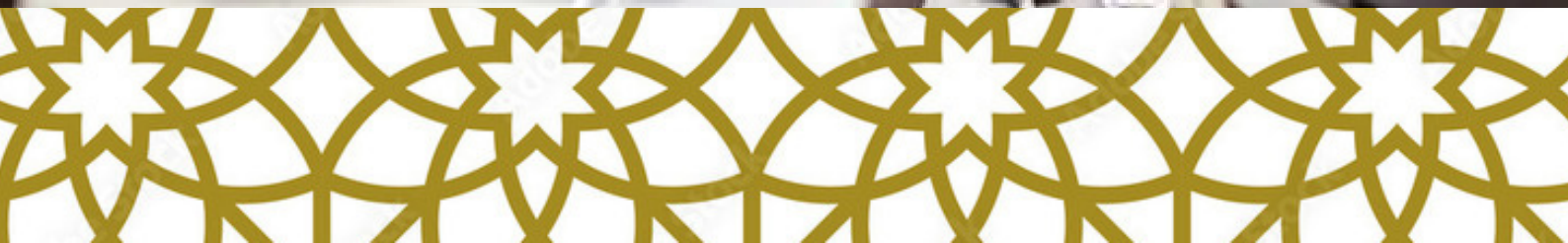
- Partnering with big delivery chains in finland to circulate product to a wider clientele
- Offering discounts on food items in delivery to create lucrative but affordable offers by selling the lowest of the plough items for certain profit.



SERVICE PROCEDURE



- Be completely in charge of the customer.
- Take special care of the customer.
- Remain polite and courteous
- The choice of the dish.
- Propose a tasting.
- Know the menu by heart.
- Create a loyalty system.

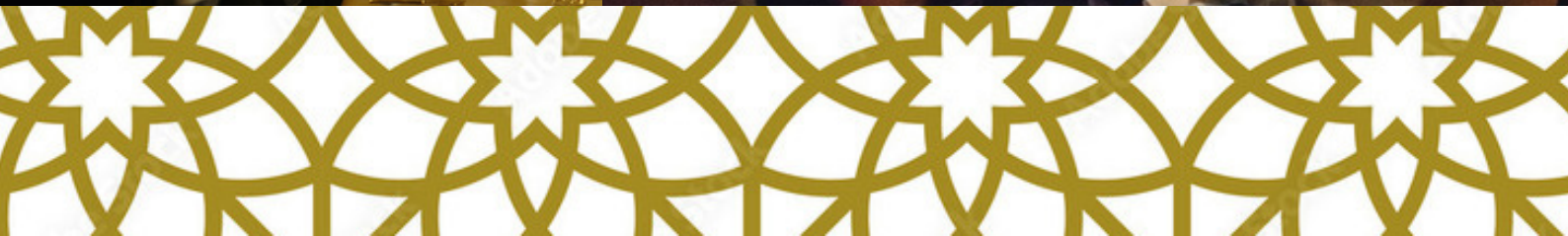


QUALITY OF SERVICE

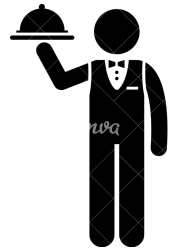


4 TIPS :

- Take care of your welcome. Insist that your brigade's presentation and atmosphere reflect the image of your establishment.
- Pay attention to comments.
- Reduce waiting time.
- Control the logistics.



COORDINATION BETWEEN TOUCHPOINT



4 MAIN KEYS :

- Daily meeting with the staff before and after service
- Formation on the sustainability engagement in the restaurant
- Communication between kitchen and salle on what's going on in the service
- Be sure to have staff profile who can connect with the values of the restaurant



TEAM BUILDING

TEAM



Just as any other organization, there lies an intense need for building a team in the proposed restaurant concept. Team building in basic sense entails organizing and managing the staff in a way that develops trust as well as push them to provide the best possible service in interest of the brand. Team building at Casa Largo would require the staff to be efficiently trained and to have proper communication between them. The staff must be ethical in their job and earn the trust of managers to have decision-making responsibilities. Daily briefings, interactive meetings and other activities will allow every member of the team to share the positive and negative issues of what's actually happening and what needs to be improved.



TRAINING



Reading and learning about the concept, theme , menu, SOPs and inspirations to share knowledge and offer storytelling experience for the customers.



Assigning a mentor/buddy for the new or inexperienced employees for a period of time to build confidence and teach operating procedures.



Allowing the freedom to offer hands-on experience with the presence of a supervisor in the vicinity to keep control.



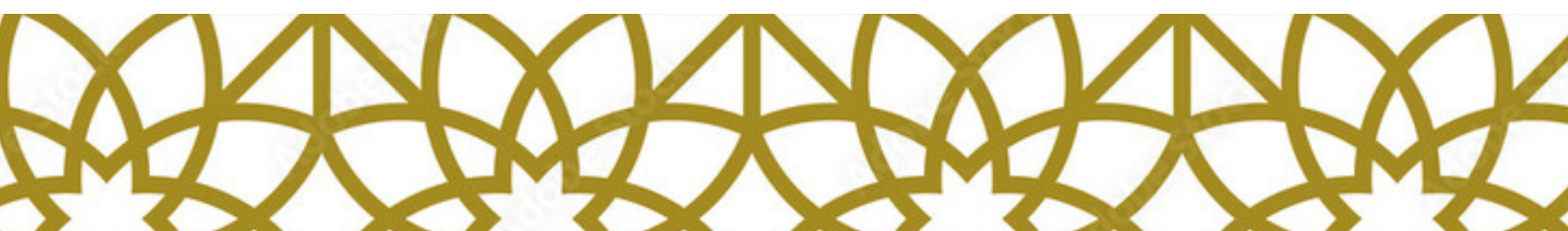
TRAINING



Weekly team meetings, daily briefing before and after service are classic yet the most crucial points of efficient training and providing first-class service process.



Introducing fun activities like roleplaying and other games on off-days is an innovative twist to the training manual and can help in team building.



MARKETING



Special offer
20%
Discount

For families



Formula
50%
Discount

1 Tapas & 1 Drinks
2pm —→ 6pm
Thursday to Saturday



MARKETING



As we have seen the restaurant doesn't have a page on instagram that's why we are going to create a page to publish our offers and our activities



The facebook page exists but it is not too active that is why we are going to try to develop our image on facebook



We will use tiktok to share and publish the experience at the restaurant and also our music show to attract the customers



TARGET CLIENTELE



The target audience is couples between the ages of 25 and 55, offering a new private space with a quiet atmosphere to have some drinks and taste Spanish delicacies accompanied by light traditional music.



TARGET CLIENTELE



The second public that we have as an objective are families, who can also enjoy a good meal accompanied by the Spanish theme in the comfort offered by the second floor of the restaurant.



MENU DESIGN

Today, however, the rules have changed. It is primarily the quality of the online presence that determines whether or not new customers are won over. So, it's not the menus hanging on the door that attract diners, but the latest and tastiest photos posted on Instagram or the best reviews from satisfied customers.



CASA LARGO

DRINKS & TAPAS



WARM TAPAS

Aceitunas	4,00 €
Queso manchego	4,00 €
pulpo ala parrilla	4,00 €
Chorizo con almendras	4,00 €
Albondigas en salsa de tomate	5,00€
Queso de cabra frito	5,00€
Pollo al pimenton	5,00€
Setas Asadas	5,00€
jamon Serrano con albaricoque	5,00€

extra: 1€
olives
bread

COCKTAILS

Gin Tonic	12,00€
moscow mule	13,50€
Piña colada	12,00€
Margarita	14,00€

WINES & SANGRIA

Rioja	7,00 €
L Tempranillo	7,50 €
Garnacha	8,00 €
Sangria /Tinto de Verano	8,00 €



CASA LARGO

MENU



Cocido Español	28,00€
Filete de garbanzo con espinacas	24,00€
Solomillo	33,00€
Pollo ala Parrilla	27,00€

DESSERT

Arroz con leche	7,00€
Crema Catalana	8,00€
Cheesecake	10,00€
Helado de la casa	8,00€

STARTERS

Tortilla española	7,00€
Patatas bravas	7,50€
Boniatos fritos con alioli	8,00€
ensalada caesar	8,00€

MAIN DISHES

Paella mixta con azafran	32,00 €
Puma de Iberico ala parrilla	34,50 €
Gambas al ajillo	30,00 €
Salmon Elegante	25,00 €



SAFETY PROCEDURES AFTER COVID



- Information and instructions on the prevention of COVID-19 infections.
- Provide the opportunity to wash hands.
- Indoor and outdoor distancing
- Cleaning

AFTERWORD



We conclude our concept book with suggesting the following steps for implementing the above seen ideas:

- Take 3 weeks off from service for the reimagining of concept and changing the themes and decor. Staff training and hiring of any extras required shall also be done during this period.
- More focus to be given to increasing the lively ambience of the restaurant with entertainment , cherished ambience and intimate dining options at the same time.
- Focus on style and manner of service staff is also of utmost importance and must be acknowledged during staff meetings.
- Laying down the criteria , style and hours of service with proper shift and timelines guaranteeing 6 days rotating monthly offs to the staff.

