

OPTIMIZAREA CONSUMURILOR ȘI COSTURILOR LA SERVICIILE DE MIC DEJUN

THE OPTIMIZATION OF CONSUMPTION AND COSTS IN BREAKFAST SERVICES

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Abstract: The paper presents in a wholistic systemic approach an innovative method for the optimization of consumption and the lowering of costs in the tourism industry, for the breakfast services, in view of satisfying the customers' requirements, through bringing the touristic produce at the declared level, at a competitive price, in conditions efficient for the organization. The systemic approach reflects the frame and the conditions of the optimization better by integrating the inflow, the outflow and the customers' feedback. A special attention is paid to the selection criteria of product groups, the consumed amount as well as the consumption value, in case there are losses due to poor breakfast budget administration. The activity of optimizing costs aims at a proper sizing of produce served per customer by effectively applying food quality and safety system and its permanent improvement in order to have to ability to answer customers' demands, in vue of strengthening the organization position on an ever more competitive market.

Keywords: efficiency, breakfast, buffet, consumption