



May 2007 CATERING SERVICE QUESTIONNAIRE OVERVIEW REPORT

1. Introduction

The Catering Service Questionnaire was carried out in May 2007. The main aim of the survey was to gauge customer satisfaction with the Windmill Catering Service, introduced to the ISB Lower School students in September 2006, and to identify any key areas for improvement.

A total of 48 customers completed and submitted the questionnaire. Although the sample size was quite small (approximately 135 students), the response rate was relatively high with 36% of questionnaires returned.

2. The Results (for more details please see Appendix 2)

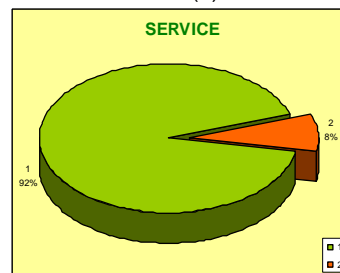
Food Quality

89% - satisfied (1)
11% - not satisfied (2)



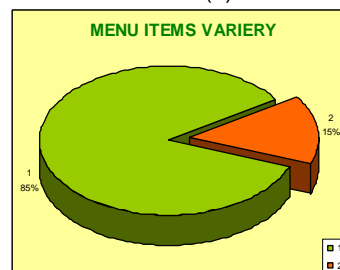
Service

92% - satisfied (1)
8% - not satisfied (2)



Menu item variety

85% - satisfied (1)
15% - not satisfied (2)



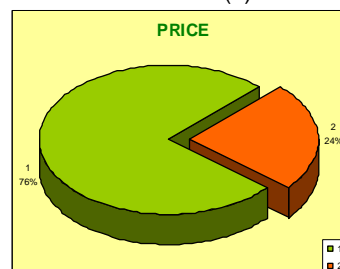
Taste of the food

89% - satisfied (1)
11% - not satisfied (2)



Price

76.5% - satisfied (1)
23.5% - not satisfied (2)





3. Improvements/Comments

Many of the respondents took the time to offer their comments and their suggestions for improvement to the service. The full list of improvements and comments is attached (please see Appendix 3 – Improvements), but the most common issues raised were as follows:

- Provide more simple food
- Meals should be warmer.
- Larger portions for older students.

4. Final rank



69% of respondents would like to keep Windmill Catering in 2007/2008 School Year (1)
31% would like to change Catering Service (2)

5. Conclusion

The general consensus seems to be that most of our customers at ISB were satisfied with our services. However, significant improvements are urgent in particular with regard to taste of the food, menu items variety and value for the money.

Consequently, in order to improve our services, we would like to present you our new delivery concept starting from September 2007. We strongly believe this would solve most of the current quality problems that may occur with any Catering Company in similar situation.

For more details please see Appendix 1 – Implementing Improvements.



Appendix 1 Catering Service Questionnaire – May 2007

Improvements – Warm Cabinets, Discounts and Packaging

It's simple – any food tastes better warm.

The way we see it - most important issue here is temperature of the food. That's the main reason why lots of our customers at ISB were not fully satisfied with the taste of the food. As a result - lots of them were unsatisfied with the price.

Solution we propose is **warm food cabinet**.

We created handy food cabinets especially for ISB needs. If possible, starting from September we will place required number of cabinets in front of the classrooms.



Also, this is much more hygienic way to handle food.

Short specifications:



Cabinets are equipped with one large warm drawer (controlled 40 °C/104°F – ideal food temperature) for main course items to keep them warm. No more insulated boxes or bags.



Second drawer is planned for spare supplies of paper tablemats, wet napkins, eating utensils, straws, plastic glasses, etc.



Top shelf is holding our baskets with labeled paper bags (lunch items supposed to stay cold such as drinks, salad, fruit or dessert).



Lowest shelf is intended for folded used baskets (no need to collect baskets and bags after lunch break – less crowd during classes).

Cabinets are supplied with timer switch and set to be already warm at delivery time, turning heat off right after lunch break. Consumption of energy by heating elements is extremely low.

Additionally we will take care of weekly cleaning and necessary maintains.

Your only obligation is to provide electrical sockets.

Second improvement is a set of discounts – for whole month orders, “happy weeks”, family discount (2 children or more) and a special price offer for staff.

Our last improvement planned for 2007 is new way of packaging. More details will be available in September 2007.

Please note any of those will not affect price of the lunch at all.

Also, we would be very grateful if your students and staff could occasionally find a few moments to fill in our questionnaires.

Short meetings with some of the teachers would be very helpful for us to improve our service as well.





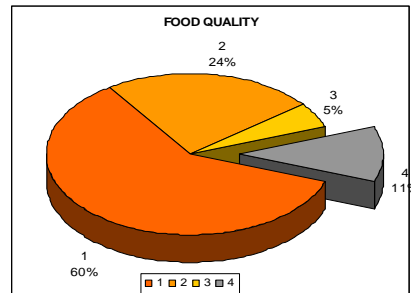
Appendix 2 Catering Service Questionnaire – May 2007

Detailed Survey Review

Food Quality

5% (3) said that food quality exceeded their expectations, 60% (1) said that food quality has met their expectations, for 24% (2) quality did not fully meet their expectations and finally 11% (4) of respondents were unsatisfied with the level of food quality.

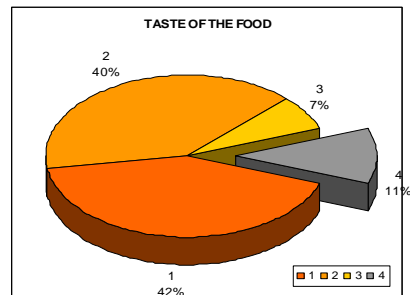
89% - more or less satisfied
11% - unsatisfied



Taste of the food

7% (3) said that food taste exceeded their expectations, 40% (2) has met their expectations, for 42% (1) taste has to a certain level not met their expectations and 11% (4) were unhappy with taste of the food.

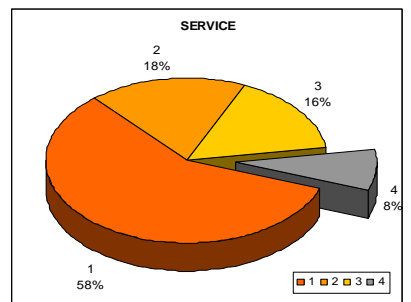
89% - more or less satisfied
11% - unsatisfied



Service

For 16% (3) of respondents service has exceeded their expectations, 58% (1) were completely satisfied, 18% (2) satisfied to a certain level and only 8% (4) said they were displeased with the level of efficiency.

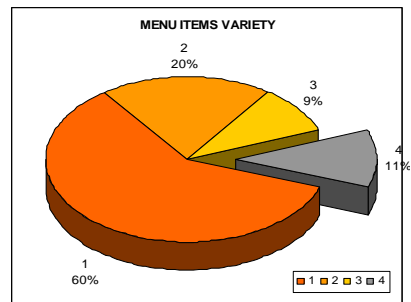
92% - more or less satisfied
8% - unsatisfied



Menu item variety

9% (3) said that menu item variety exceeded their expectations, 57% (1) were entirely satisfied, 19% (2) were satisfied to a certain level, while 11% (4) said that menu variety did not meet their criteria.

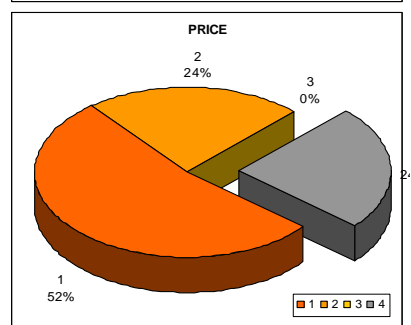
85% - more or less satisfied
15% - unsatisfied



Price

53% (1) said that the price has met their expectations, 23.5% (2) met their expectations to a certain degree and 23.5% (4) has not met their expectations at all. Unfortunately, none of those surveyed (3) considered the price has exceeded their expectations.

76.5% - more or less satisfied
23.5% - unsatisfied





Appendix 3 Catering Service Questionnaire – May 2007

Suggested Improvements

Warmer; More stable packaging.
Menu items variety: More simple food, not too complicate.
More simple food, not too complicate.
Offer other kind of Pizza Hut for ex. with pepperoni, olives,
I'll suggest a better food quality. Rafaela
Change the catering. Bad all around.
According to my son I can't give any comments on these subjects.
more food to the older students
We would like to have a warmer meal.
Food not always hot. Forks break. Don't mix sauces with meat – keep separate.
Kids'd like to have Pizza hut two times a week.
Kids would like to have Pizza hut 2 times for a week.
The meals should be hotter.
The meals should be simpler.
Chicken complain food is often cold.
To serve hot lunch as hot.
<ul style="list-style-type: none"> • more variety and less “complex” meal. • more pasta choices such as Bolognese and Carbonara • better pizzas
Do not want very juicy food.
good
Please cold drinks.
Please Serbian menu.
Stronger cutlery.
Prices are kind of high but would continue to purchase anyway.
everything
Too much meat
Change the caterer.
(Suggestion for 1 st /2 nd grades) To reduce vegetables since most kids do not eat them. To have options – daily for chicken, beef or pork to be able to select. To have option to put dressing as required, or kids should put themselves. It's been observed no kids likes them.
4.00 US dollars seems a bit high for the portion sizes for Pre-k.
Salad is not good.
The meals should be hotter.
The meals should be simpler.
1. Uključiti mleko i jogurt sa 0.1% ili 0.5% masti
2. Uključiti više ribljih obroka ali ne prženih štapića
But I think portion size for main dish can be bigger & temperature of food should be <u>hot</u> especially Pork, Chicken & Beef. Pasta & Veg. temperature is acceptable warm. Mr. & Mrs. Byrne
My daughter attends another school and we pay 190 din per meal with very healthy food and generas portion. So I feel that 320 din is quite expensive.
Not to allocate one sort of meat for all the options of one day. For example on Monday June 11 th whole menu is beef. So those who don't eat beef don't have any choice. It is a pity that pork is totally off the menu. Further more please check to make sure those who have ordered lunch receive their lunch and also exactly receive what they ordered.
too much fat, meat, sauce, cream, dressing, potatoes, hamburger, hot dog, pizza, cakes !!!
Not enough vegetables, fish meals!

We wish to thank you all for taking the time to help us with our research. Your participation and time are greatly appreciated.
Special thanks to Alex from the ISB Middle School.