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**A STUDY ON THE EFFECTIVENESS OF FOOD CATERING
SERVICES AT JESSELTON POINT, KOTA KINABALU SABAH**

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CHAPTER 1

1.0 INTRODUCTION

1.1 Background of Study

The increase of customers demand and volumes of production has led many commissary food establishments through adopting technologies on their plants that include storing, serving, preparation techniques, cooking equipment and logistics. A company need to have a good quality of services in terms of foods and places of attractions as implemented by the Jesselton Point management not only to attract tourists locally and abroad but also to increase the marketing value and profits for the management. The food quality is obviously a critical factor as an “essential core service”. The meal selection in catering outlets from the perspective caterer and the consumer, Eves, et. al. reveals that despites there were several nutritional implications and food choices from the catering outlets however a large proportion of caterers were ill-equipped to provide healthy meal options to the customers.

In order to increase the productivity and effectiveness of food service quality, it is essential to review the productivity perspectives influences that include hiring, internal communication, turnover and retention, labour out-sourcing, management capability and technology.