

**UNIVERSITI TEKNOLOGI MARA**

**STRATEGIC ANALYSIS ON SERVICE DELAYS:  
CASE STUDY ON FOOD AND BEVERAGE DEPART-  
MENT OF C'HAYA HOTEL TANJUNG ARU, KOTA  
KINABALU, SABAH**

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## ABSTRACT

Customer satisfaction is the upmost key to the competitive advantage of hospitality industry especially when it comes to food and beverage services. The catalyst to customer satisfaction is through the seamless service delivery which encompasses the whole operations of the food and beverage department from purchasing of raw material, suppliers, kitchen operations, the skilled manpower, food preparation and production. In order to have a better understanding of service delays in the food and beverage department of C'haya Hotel Tanjung Aru, this study is conducted. This paper deals with the strategic approach to the causes and strategies for delay in service delivery. The main idea is how process of service delivery of food can be improved by the strategic management tools analysis. The identification of possible causes of delay in service delivery are done through Grounded Theory method. Hence, the best possible strategy to overcome the delay is recommended. Based on the findings, suppliers, availability of raw materials, management experience, insufficient manpower, and staff attitude contributed to the service delay. Strategies in overcoming this problem were suggested based on the findings and discussion on literature.

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