**Discussion Case Study#1**

**Title:**

**Name of Student:**

**Student ID:**

**Class:**

**Question#1:**

**What are Joe’s needs and wants when he comes in for breakfast during the week, and what where Joe’s needs and wants when he asked you to cater the meeting? (Answer50words)**

As a person, Joe’s needs and wants depends on himself and he can compromise on the quality of food if it has been given in a reasonable price. Whereas when Joe is ordering food for a meeting, needs and wants of a firm investing in Joe’s company are the major concern. Food is considered as a part of overall outlook of a firm, so Joe’s company need to reach perfection level as close as possible since other firm is investing in it.

**Or**

During the week, Joe usually needs just a coffee and a croissant. Whereas, when ordering for a meeting, order size and order quality matters more. Moreover, his image in front of his boss matters because now it is dependent on restaurant’s breakfast since Joe was the one who recommended it.

**Question#2:**

**Joe’s relationship with your restaurant is undoubtedly going to change. What lesson did you learn about the evolving relationships between you, your staff and your customers? (Answer 50words)**

Screening of candidates before recruitment, training and administrating logistics is necessary before any task you take up on. While relaxing work environment should be important, on the other hand, staff should know the rules of professionalism and before any task, instructions should be given in order to work efficiently and professionally.

**Question#3:**

**Based on the fact that you are essentially suppling goods and services to your clients. Do you think it’s safe to say that based on the high quality of the food and its presentation that Joe will overlook your staff members’ lapse in Judgement? (Answer 40words)**

People seek for perfection whenever they pay for any service. Joe might have overlooked the problem if it was only him to judge, however, it is a matter of a firm which will cause a boost to his company so even high quality food and its presentation is not a compensation for the staff’s behavior.

**Question#4:**

**How has this situation affected Joe’s lifetime value for your restaurant? (Answer 30words)**

Regular customers and their confidence is an asset to any company. Joe, who was once known for recommending this place to others, might not visit the place anymore recommend it to other people now.