

Ifya Ku Farm Limited
Trading as Conciergie



Conciergie
modern hospitality



EH
LIFE!
MFWAYA.

CORPORATE PROFILE

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Firstly, thanks a lot for taking time out to read through this, it means a lot to me personally and to us an organization. I say this because in these busy times, it's really difficult to get someone to create time to sit and listen to our story, i.e. who we are, the services we offer and most importantly, why you should choose to do business with us and not one of our competitors.

The fact that you're reading this means we have gotten enough attention from you to warrant at least a glance at bits and pieces of our story. We hope that this cursory glance will convince you to give us a chance to meet with you and explain in further detail what exactly we can do in order to meet your specific requirements. This is because no two situations are the same... in as much as the general service may be similar, we know we have to do a couple of things differently in order to give you the exact service you are looking for (in fact even if you take a glance and decide that your needs will be better taken care of by someone else, we'd really appreciate some feedback to let us know which areas of our service you felt were lacking).

Over the next few pages, I'll try and make you understand what sets us apart from our competitors, our approach to hospitality and how best we can work together in order for you to experience **TRULY MODERN HOSPITALITY!!**

“

Be a **yardstick** of quality.

Some people aren't used to an environment where excellence is expected.

”

modern

/ˈmɒd(ə)n/ ➡

adjective

1. relating to the present or recent times as opposed to the remote past.
"the pace of modern life"
synonyms: **present-day**, contemporary, present-time, present, current, twenty-first-century, latter-day, recent, latest
"in modern times"

noun

1. a person who advocates or practises a departure from traditional styles or values.
"they were moderns, they must not look back towards the old generation"

hospitality

/hɒsˈpɪtəlɪti/ ➡

noun

- the friendly and generous reception and entertainment of guests, visitors, or strangers.
"Scotland is renowned for its hospitality"
synonyms: **friendliness**, hospitableness, **welcome**, warm reception, helpfulness, neighbourliness, warmth, warm-heartedness, **kindness**, kind-heartedness, congeniality, **geniality**, sociability, **conviviality**, cordiality, amicability, amenability, **generosity**, **liberality**, bountifulness, open-handedness
"Scotland is renowned for its hospitality"
- relating to or denoting the business of entertaining clients, conference delegates, or other official visitors.
modifier noun: hospitality
"the BBC's hospitality suite"

BACKGROUND

Conciergie is a subsidiary of Ifya Ku Farm Limited, an agro-production company with a heavy focus on horticultural farm produce (vegetables, peppers, tomatoes etc.). Ifya Ku Farm employs market-leading techniques and personnel (both in-house and consultants) in order to produce the highest quality farm produce possible.

Being extremely passionate about well-cooked food served in a professional, warm and presentable manner, the directors of Ifya Ku Farm identified a really serious void in the hospitality industry.... Most players in the industry, haven't the slightest idea about what they're doing, and frankly conduct themselves like they would much rather be doing something else instead of serving people with food they know they'll complain about.

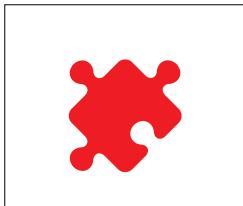
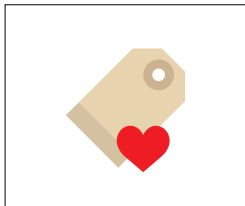
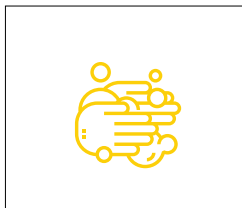
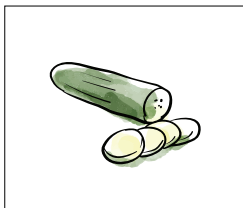
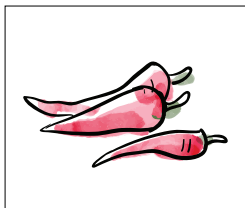
Thus by combining a lifelong passion, experience picked up in many different restaurants along the way and an endless supply of high quality fresh farm produce Conciergie was born.

Conciergie is a one-stop solution for all things hospitality, be they total event management, catering (both off-site and on-site), marquee/equipment/ utensil hire, event décor etc.

As earlier mentioned, over the next few pages I'll give a really brief explanation of the core values on which our business is built. Most of our competitors lack most (in some cases all) of these values and it is **that fact** that makes the Conciergie hospitality a really modern, different experience.

OUR VALUES

1. Quality Service
2. Quality freshly cooked food
3. High emphasis on hygiene
4. Reasonable pricing
5. Integrity





QUALITY SERVICE

The other day I asked a friend of mine the following question: “***You walk into a club and order a Mosi. The waitress goes to the bar and brings you a Fanta instead. Would you still pay for, and drink the Fanta because it is also a type of drink?***”. Chances are you probably wouldn’t, you would only pay once she’s brought you a Mosi because that is what you ordered. We believe the same principal should also apply when it comes to service delivery, it is only fair that a paying client should get a level of service as reasonably close to their expectations as possible.

Unfortunately, because service is an intangible “**product**” many a time people/organizations providing a service feel they are doing the client a favour and the client should just take what is offered else he is perceived as being difficult. We find ourselves in countless situations where even other customers will just tell us to accept the situation for what it is because we are making a big deal out of nothing. We feel this mentality is becoming more firmly entrenched in our moral fibre with the passage of time and pretty soon we’ll find ourselves in a situation where pathetic service and disrespect of customers is the order of the day. It’s sad, but hardly surprising that we are heading in this direction as a nation because good service has become really difficult to come across and as a result we are slowly forgetting what it feels like to be offered really good service. Words like “**Hello**”, “**Please**”, “Thank you” etc. seem to have become a thing of days gone by.

As an organization we feel this is totally unacceptable because the customer is a really (if not the most) vital part of our whole operation. Because he is the one who is ultimately paying our bills and wages, he needs to be treated with respect, made to feel welcome and given the best possible service. Regardless of whether he’s only giving us K10 or k10,000 **HE REIGNS SUPREME!!**. If the customer is happy, we are happy. The customer experience is a combination of lots of things, but trust me, if the service is hopeless, it becomes next to impossible for the client to appreciate any other aspects of your business because his mind is already filled with so many negative emotions (anger, regret, frustration to name a few) and we all know what such emotions do to the appetite.

Contrary to popular opinion, just because a customer does not complain about your service does not mean he is happy!

QUALITY FRESHLY COOKED FOOD

A good meal is the end result of proper ingredients, cooking expertise and attention to detail. We are able to cook a wide variety of dishes for crowds both large and small, but everything we cook is cooked with those three basic principles in consideration.



PROPER INGREDIENTS

Most Zambian caterers have got a really big problem when it comes to this aspect of catering. In order to keep costs low and profits high, many a caterer sources produce from dodgy suppliers, uses ingredients that are past their best before date, substitutes ingredients with cheaper alternatives (after all butter and margarine are the same thing right??). The reason things are done this way is because the only motivation the caterer has is MONEY!! If it were possible to feed the client Simba grass and still get him to pay the price of a well-aged steak, then Simba grass it is!! This approach is completely wrong and highly unethical. Our primary motivation is preparing a good meal in order to give the client the most amazing culinary experience possible. If the meal is well prepared it's just logical that the money will follow.


We get quite a number of our ingredients freshly picked/slaughtered from Ifya Ku Farm, but for whatever we need to buy, we only buy from the most reputable sources. We also make sure we get reasonable quantities that will be used well before their best before date (it's a no brainer, you've already been told the product is best used before a certain date, so by using it afterwards you're either not aiming for the best or...). We'd rather use high quality ingredients and charge the client more than compromise the quality in order to charge less. Nine out ten times the client will willingly pay the little extra. In cases where the client is working with a limited budget, we will sit down and discuss ways in which the cost can be reduced (e.g. using alternative ingredients, omitting some ingredients etc.). As a result of the cost reduction, the quality of the food may get slightly compromised, but this has been done with full disclosure to the client and he has agreed to the anticipated loss in quality.



COOKING EXPERTISE

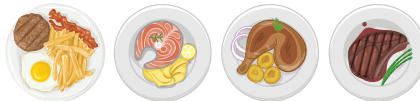
We've put together a team of people that have experience preparing different types of dishes/snacks. It would probably be a lie if I said for example, that the same cook who prepares herbed potato is also really good at cooking chikanda and when she's feeling up to it can also bake the most amazing wedding cakes you've ever come across. We





appreciate the fact that most people are good at cooking certain types of dishes but struggle when it comes to certain other types. This is not because they're slow learners, dumb or any such thing. This is the area in which they have the most experience and chances are, they've gained experience cooking such dishes because that is what they enjoy doing. Cooking is an art and you need to feel a certain way about the food you're preparing else it won't turn out right. I'm sure most people can learn how to cook a wide range of dishes, but let's face it, they will not be good at everything because they lack the emotional connection to certain meals and as a result they cook meals with little or no character which almost always leave a bad taste in the mouth. For this reason we use different cooks for different meals/events (we do some outsourcing, but we have taught any cooks who come to help with specific meals that we want things done a certain way and they have to adhere to our fairly strict procedures and guidelines). By taking this approach we are able to cater for any event you can think of, just as long as we have been given ample notice.

Time management is also extremely important. The cooking needs to be planned such that the food will only be ready just before it is about to be eaten (Ever tried to create the impression that you're really enjoying the food at a kitchen party when you're trying to chew this piece of chicken that was deep fried at 4am and only served at 5pm?). The period between when food is ready and the time it is served should be kept to a bare minimum, in fact for certain foods like rice, they should ideally be served immediately they get cooked as keeping them in a heated chafing dish can be disastrous and keeping them in a cold chafing dish would be just.... wrong!!



ATTENTION TO DETAIL

In some circles it has been said that the secret to a good meal lies in the preparation. The aspect being spoken about in this case is usually how much attention you pay to the small details i.e. is the salt just right? Is the temperature in the oven just right? etc. These are very key elements and getting even just one of them wrong can completely change the outcome of the process. In fact this aspect of food preparation is directly related to the expertise we have just been talking about, after years of preparing meals over and over again. Having cooked a particular meal so many times, one tends to learn small signs, smells etc. that indicate whether everything is going well or something needs to be added or changed. These signs are so small that to the layman they may seem insignificant but they make the difference between a GREAT meal and a meal that's just alright.

HIGH EMPHASIS ON HYGIENE

This is a very important area in the hospitality industry. Hygiene is important both for health reasons and the customer's comfort. Hygiene considerations are so overlooked that it has been reduced to just making sure the plates/ cutlery are clean and any crumbs on the table are quickly wiped off with a mutton cloth.

There are two main areas of hygiene that need to be strictly monitored, namely

- **Personal hygiene of staff**
- **General hygiene on the premises**

I won't go into much detail, but I'll just point out a few things that are key in each of those areas



PERSONAL HYGIENE

Firstly, all our staff will need to have the basic statutory documentation allowing them to do the work they do e. food handler's certificates etc. Having said this, we still have our own in-house hygiene requirements that are strictly followed. Examples of these include

- Use of Hairnets in all food prep/production areas
- No facial hair allowed in food prep/production areas
- Employees MUST shower and use deodorant (provided by the company) before coming for work.
- All fingernails should be kept short and neat
- All symptoms of flu/diarrhea like nature to be reported to line supervisor
- Avoid wearing of jewelry (exceptions include wedding bands etc.)
- No chewing of chewing gum
- Follow strict hand washing procedures and guidelines

GENERAL ON PREMISE HYGIENE

Here again I'll just outline a brief hygiene procedure for the dining room though there are different checklists for the different areas of the restaurant

BEFORE SERVICE:

1. Clean and sanitize tables.
2. Wash hands before handling place settings, food, or beverages.
3. If tableware is preset, it should be protected from contamination by being wrapped, covered, or inverted.

DURING SERVICE:

1. Handle all dishes, glasses, cups, and flatware by non-food contact surfaces only.
2. Immediately wipe up spills as they occur. Use designated cloths and appropriate sanitizing solution.





AFTER SERVICE:

1. Remove unused flatware after the meal, clean and sanitize.
2. If tables are covered with linens, remove after meal and replace with clean tablecloths. Cloth linens, tablecloths, and napkins should be taken to the laundry and kept separate from other linens used in the establishment, such as custodial towels. Treat stains promptly.
3. If no tablecloth is used, remove all materials (salt and pepper shakers, sweetener, etc.) clean and sanitize tables. Replace materials and reset tables.
4. Wipe table seats if necessary after tabletops have been cleaned and sanitized.
5. Sweep and mop floors or vacuum carpet after meals

REASONABLE PRICING

This is really a moral issue more than anything. Because we buy certain things all the time, we have made arrangements with suppliers for preferential pricing. This combined with the fact that we also produce quite a lot of the stuff we use means that our ingredient costs are fairly low. We pass this saving on to the client by making reasonable markups and by not quoting based on what competitors are charging. By managing our costs, we are providing a hidden service to the customer, he is getting the Conciergie experience at prices normally lower than what our competitors are charging for an inferior service. We feel so strongly about this that in most cases we will beat any written quote provided the quotation itself seems reasonable upon analysis and is not just a quotation prepared by someone who did not know what they were doing (*Nshima and quarter chicken K9.73, anybody interested??*).

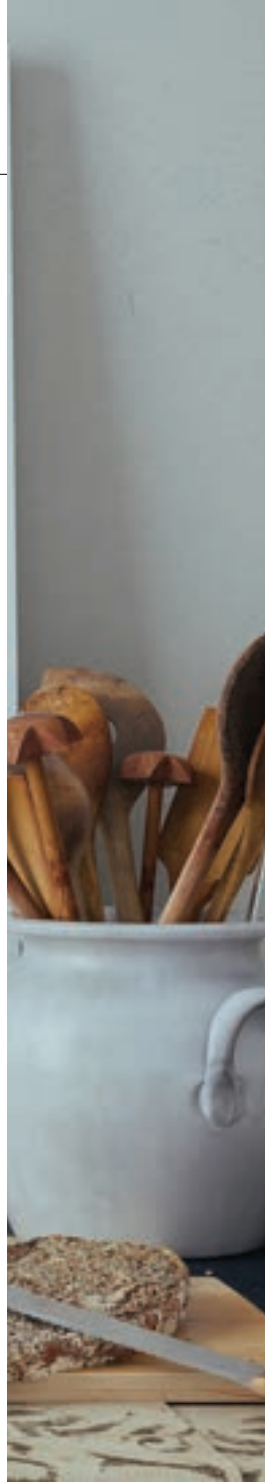
We are normally also very open to negotiating a quotation where the client has got budget limitations or feels some costs seem unreasonable.

INTEGRITY



Anyone can tell a good story about this amazing food and service they will give you. In some cases you find that the service promised and the service offered do not match. This can be due to all sorts of reasons, e.g. the caterer overrated themselves, they lied in order to get you to give them the business, circumstances beyond their control arose etc. The actual reasons as to why the promised service was not delivered are but mere after the fact issues. The fact is... service delivery was poor and it may have resulted in all sorts of things e.g. you probably got embarrassed in front of your clients at a product launch cocktail, there was an outbreak of disease amongst the people who ate food at your event, Your only daughter's big wedding night was a disaster etc.

As earlier stated, service delivery is an intangible “product” so as an organization we sit down with the client and produce a series documents and checklists in order to try and make it more tangible. These documents and checklists are wide and varied in nature depending on the nature of the event. Almost always there will be some sort of specifications document (or contract) outlining the client's expectations from us and our expectations form the client. This document will normally be generated after the client has filled in an event specification questionnaire that we provide. This questionnaire aims to just shed more light on what the client wants (or didn't even know he wanted) so that there are no assumptions.





QUESTIONS MAY INCLUDE THINGS LIKE

- How many guests will be at the event?
- Any guests with special/specific dietary needs?
- Do you have any specific seating arrangements (No of people per table)?
- What cooking facilities will be made available to us during the event?
- How many shifts are we providing meals for in your cafeteria?
- Do you require waiter service at your wedding or do you prefer a buffet?

OUR AIM is to get as much information about your event/situation as possible so that we make decisions based on fact when we are planning. Once we know your exact needs and have committed to providing you a service, we will then need to come up with a series of checklists that we will use to see whether our promise to you is being kept. In instances where we get into a running contract to manage a school cafeteria, Plant canteen etc. we will have several checklists that will enable the client to do periodic checking in order to give us feedback or point out areas in which we are slacking.

This approach is very good in the sense that there's no arguing about this and that because everything is clearly spelt out and it's easy to tell whether or not something has been done.

I have included a couple of sample checklists and policy guidance documents to give a general idea as to what such documents would typically look like.

When we say we'll do something for you, we'll try our level best to ensure we do it. If for any reason something happens and affects our ability to deliver quality service to you, we'll let you know **IMMEDIATELY** so that you are not caught off guard. If something unfortunate happens or we do something wrong, we will not get defensive and try to shift the blame onto someone else, we will take full responsibility and let you know how we intend to correct the situation.

CONCLUSION...

Once again, thanks for going through our profile and I hope you have learned more about us and the manner in which we feel hospitality should be managed. We feel our approach GREATLY increases the chances of us giving you a service that will leave both your organization and ourselves really happy. We are very passionate about what we do, and we know the learning process never ends so if you feel our approach to certain issues can be improved, please feel free to let us know. Hopefully, now that you know more about us, you will be in touch to give us a chance to help you with an event your planning or for any catering needs, no matter how basic or complex.





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