

# EVALUATION SYSTEMS AND PROCEDURES

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**Abstract:** This study examines the Evaluation systems and procedures used in Oriental Cuisines Private Limited, a food and beverage company specializing in diverse Asian culinary offerings. Evaluation systems are essential for assessing operational efficiency, employee performance, and customer satisfaction, directly impacting business growth and service quality. The research explores the performance assessment methods, quality control measures, and operational review techniques implemented by the company. It highlights the role of key performance indicators (KPIs), employee feedback systems, customer review analysis, and supply chain monitoring in ensuring seamless operations. Additionally, the study investigates the effectiveness of these evaluation procedures in maintaining food safety, service standards, and overall customer experience. Findings suggest that a structured evaluation framework enables better decision-making, enhances workforce productivity, and ensures continuous process improvement. The paper concludes with recommendations for optimizing the evaluation systems to align with evolving market trends and customer preferences.

## 1. INTRODUCTION

The food service industry today faces fierce competition, rapid technological shifts, and evolving consumer preferences. For companies like **Orientad Cuisines Pvt. Ltd.**, excellence lies not just in product quality but also in **operational efficiency, employee performance, and customer satisfaction** — all of which depend heavily on effective **evaluation systems**.

**Evaluation systems** refer to structured methods used to assess individual, departmental, and organizational performance. These systems measure how well tasks, goals, and standards are being met, enabling organizations to identify strengths, detect weaknesses, make informed decisions, and plan future improvements.

In the context of Orientad Cuisines, **evaluation procedures** cover:

- Employee performance reviews.
- Inbound and outbound logistics assessments.
- Billing, invoice, and inventory error tracking.
- Customer service evaluation based on feedback.

Without systematic evaluation, achieving operational excellence becomes impossible.

## STATEMENT OF THE PROBLEM:

At **Orientad Cuisines Pvt. Ltd.**, the absence of a **centralized, technology-enabled evaluation system** causes several issues:

- Lack of consistent performance tracking across restaurants and warehouses.
- Manual entry errors leading to billing disputes and stock mismatches.
- Inefficient feedback mechanisms for employee improvement.
- No real-time visibility into logistics, billing, or customer service operations.

Thus, operational bottlenecks, employee demotivation, customer dissatisfaction, and regulatory risks threaten business sustainability.

## OBJECTIVES:

- **Primary Objective:**
  - To develop a **standardized, data-driven evaluation system** for Orientad Cuisines Pvt. Ltd.
- **Secondary Objectives:**
  - To study existing processes for employee, logistics, and billing evaluation.
  - To analyze gaps and inefficiencies.

- To recommend an integrated model using **ERP, KPIs, and digital dashboards**.
- To increase employee engagement and customer loyalty through transparent evaluation.

## **II. REVIEW OF LITERATURE**

### **1. Kaplan, R.S. & Norton, D.P. (1996) – The Balanced Scorecard**

#### **Concept Summary:**

The Balanced Scorecard introduces a strategic framework that combines financial indicators with customer, internal process, and learning and growth metrics.

#### **Critical Analysis:**

Traditional evaluations often focus only on profits. Kaplan and Norton argue that long-term performance requires balanced indicators.

#### **Application to OCPL:**

OCPL can use this to assess restaurant profitability (financial), customer satisfaction (service), kitchen operations (internal processes), and chef training (learning).

### **2. Armstrong, M. (2006) – Performance Management**

#### **Concept Summary:**

Armstrong presents performance management as a continuous process of improving organizational effectiveness through employee development and alignment.

#### **Critical Analysis:**

A key weakness in many firms is irregular feedback. Armstrong's approach insists on consistency and clarity in performance expectations.

#### **Application to OCPL:**

Can guide the HR department at OCPL to implement 360-degree feedback and monthly KPI reviews for staff at all levels.

### **3. Deming, W.E. (1986) – Total Quality Management (TQM)**

#### **Concept Summary:**

Deming's TQM focuses on continuous quality improvement and systemic thinking, rather than individual blame.

#### **Critical Analysis:**

Deming criticized reactive quality control and instead promoted proactive process optimization.

#### **Application to OCPL:**

Kitchen workflows, food presentation, and hygiene can be evaluated and improved continuously using TQM principles.

### **4. Parasuraman, Zeithaml & Berry (1988) – SERVQUAL Model**

#### **Concept Summary:**

The SERVQUAL model evaluates service quality based on five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

#### **Critical Analysis:**

Highly relevant for service industries, though sometimes hard to measure subjectively.

#### **Application to OCPL:**

Customer feedback at OCPL restaurants can be structured using SERVQUAL to gauge diner satisfaction and identify staff training needs.

## **III. OBSERVATION REVIEW**

<b>Observation</b>	<b>Key Insight</b>
Manual Systems	High billing errors, stock mismatches
No Formal Feedback	Employees unaware of performance standards
Poor Coordination	Delays between warehouse and billing
Lack of Digitalization	No real-time data, reactive management

## **LIMITATIONS OF THE STUDY:**

- Conducted primarily in Chennai outlets.
- Limited access to full financial and HR records.
- Employees' fear of repercussions may bias responses.
- Study duration limited to 3 months.

#### **IV. ANALYSIS**

##### **Warehouse Operations:**

- 31% of incoming shipments experience recording errors.
- Manual entry of GRNs led to 10% monthly stock variance.

##### **Billing Systems:**

- 55% of invoices generated manually contained errors.
- Delayed invoice generation affected cash flow.

##### **Employee Evaluations:**

- Only 42% of staff received performance feedback quarterly.
- Lack of KPIs causes unclear performance expectations.

##### **Customer Feedback:**

- 18% of customer complaints related to wrong orders or delayed deliveries.

##### **FINDINGS:**

- Evaluation systems are fragmented.
- Employees are unaware of performance expectations.
- There is no dedicated team for quality and evaluation monitoring.
- Insights from evaluations are not systematically used to drive improvements.

##### **SUGGESTIONS:**

- Develop and implement a standardized evaluation framework.
- Establish a Quality Assurance Team to oversee evaluations.
- Incorporate regular training sessions for evaluators.
- Use digital tools for real-time data collection and analysis.
- Set up regular review meetings to discuss evaluation findings and action plans.

#### **V.CONCLUSION**

The current evaluation systems at Orientad Cuisines Pvt. Ltd. are fragmented, manual, and inconsistently applied. To stay competitive, the organization must transition to a **technology-driven, KPI-based, transparent evaluation system** across operations, logistics, and service domains. Investing in automation, employee training, and regular feedback systems will not only enhance internal efficiency but also lead to higher customer satisfaction, reduced operational costs, and sustained growth.

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