

**Impact of Training On
services of Restaurants in Rawalpindi & Islamabad**



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Abstract

Restaurant industry is one of the most important industries of the country. This is the age of competition. There is competition in every industry. Competition in restaurant industry is also increasing. Now customers have more choices and to retain the customers the restaurants have to give the customers quality services that will please them and according to their needs.

The focus of the research is to assess the impact of training in restaurant industry regarding to service quality. A restaurant is a place where food, drinks and desserts are prepared and served to the customers in return of money. In restaurant industry frontline employees plays an important role in delivering services to the customers. Any activity that one party can offer to other and intangible in nature is service. Human resource management is the most important asset of any organization. The main object of HRM is to improve performance of its employees by giving them training to meet the organizational goals.

This research shows that the training plays an important role in services marketing, helps in increasing employee's performance and meeting customer expectations better.

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