**Service Quality Assurance in the Catering Business: The Case of Yemen**

Prepared by

**Asma'a Abdullah Abduljabbar Althowainy**

Supervisor

**Dr. Ammar Aamer**

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Faculty of Business and Finance International University of Technology Twintech

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**ABSTRACT**

Catering business should adapt its services to fit in with the clients’ requirements and to suit the unique conditions of individual projects. Whether the task is to support a small overwork rig with a few working men or a large construction company with a workforce of many thousands, the same high standard service and attention to details should be applied .

These days all organizations are realizing that one of the key challenges them is how to assure service quality ,which holds a great importance to customer satisfaction.

Quality is a critical factor to company success as it as it plays an important role in improving the company performance .

The aim of this dissertation is to study the factors that affect the quality assurance in catering service for oil field companies in Yemen .

The researcher conducted a case study as an investigative tool about one of the biggest catering companies in Yemen that provides catering services to the biggest oil companies in Yemen .

The research is based on qualitative case study for a catering service company (Yemen Catering and Services Ltd. ) .

The study constrain on the factors that affect the service quality assurance in Yemen .

The results of the research proved that environment, training, motivation, union and culture are the key factors in assuring the quality of the catering services.

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