

PRINCIPAL OF

MANGMENT

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DEPT # BSCS II

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Q1:

Corona Virus pandemic:

Ans:

Corona pandemic is  
A viral infection affecting  
business through out  
the world.

According to IMF all  
most every country  
economy will suffer  
in year 2020 due  
to this pandemic.  
Situation in Pakistan  
is not different in  
any country in the  
world.

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Shop And Restaurant  
Are closed for All  
Most one month.

Which is effecting the  
Restaurant badly.

I own a Small  
Restaurant in KPK

And facing the same  
problems. is the  
rest of the world.

## ↳ LEADING AND PLANNING

I strictly following the rules and regulation set by the Government of Pakistan.

proper instructions about handling of the food items were given to

the ~~staff~~ staff.

~~staff~~ staff routine

~~check off~~ checkup

will be done every morning

before entering the

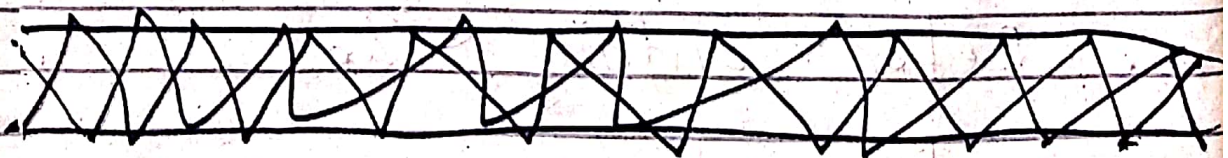
restaurant.

↳ ORGANIZE AND CONTROL

proper social distancing  
B/w staff and  
customers will be  
practiced.

Sanitizer at the  
Entry Gate for customers  
will be used.

The restaurant will  
be open for customers  
from 9 a.m. to  
5 p.m.



Q 2:- ANS:-

ANS:- External / Internal

Environmental factor which

Effect Business ::

Since The Corona Virus  
Can Be transmitted  
Very easily from  
person to person.

So its a very  
Important Sanitizer.

That we Control The  
Internal and External  
factors which include  
To Run Our Restaurant.

## External:

- ↳ Daily Basis The Visiting Customers temperature will be checked at the Entry Gate.
- ↳ Hand Sanitizer will be placed on the Entry point for disinfecting customers hands.
- Hand Shaking B/w the Staff and Customers will be strictly avoided.

→ Sterilization of food items and that are purchased from the vegetable market.

→ Internal

→ proper Dressing Code for Staff (mask and Gloves)

Will be strictly followed.

→ Six feet Social Distancing will be



followed b/w the  
Customers and Staff.

→ take away option  
will be available  
for Customers.

→ Cashless payment  
will appreciated from  
the Customers Sides.

→ We will wash  
the restaurant floors  
after the closing and  
before the opening  
with chlorinated water.

Q:- What is Business, Strategic

low cost and functional strategies

Make the following strategies for your restaurant business corporate.

→ Business Strategy.

Ans:

Defferent

Businesses have defferent

Goals and take defferent

routes to fulfil those

Goals. These routes

Constitute the Business

Strategies of these businesses

While it is easy to

Understand the definition

of business strategy:

Sometimes it's an

Unphilt. task to form

And execute a Successful

One.

A business strategy  
can be defined as the  
combination of all the  
decisions taken and actions  
performed by the business  
to accomplish business  
goals and a secure  
competitive position  
in the market.

## → Low cost Strategy.

A pricing strategy in which a company offers a relatively low price to stimulate demand and gain market share.

It is one of three generic marketing strategies that can be adopted by any company and is usually employed where the product has

few or no Competitive

Advantage or where

economies of Scale are

Achieving Achievable with

Higher production volumes.

Also called low price

Strategy.

→ Functional level Strategy

functional level Strategy

Can be defined as the

Day to day Strategy

which is formulated to

assist in the execution.

of Corporate and Business level Strategies

These Strategies are framed as per the Guidelines Given by the Top level management.

Functional level Strategy is concerned with

operational level decision

Making, called "tactical

Decisions" for various

functional areas such

As production, marketing,

Research and development,

Finance, personnel and  
So forth.

## Roles of functional Strategy:

\* It assists in the  
Overall business strategy.

By providing information  
concerning the management  
of business activities.

\* It explains the way  
in which functional managers  
should work, so as to  
achieve better results.

Q :- Explain The Stages of lifecycle of the restaurant during COVID-19.

ANS:- lifecycle of restaurant  
During Covid-19:-

Restaurant and all businesses in general have very similar lifecycles comprising five stages beginning with the startup phase,



Where Restaurant

Design is crucial, and

Ending with either

A rebirth or renewing

of the business model

As it begins to

Decline and deteriorate:

or dissolution as a

Going Concern due to

irrelevance with current

Market trends.

More Specially, these

lifecycles stages are

Startup, Growth, Maturity,

Decline and rebirth/cessation

Lifecycle of restaurant

During COVID-19:

We know that Business-as-usual will be Anything but as the Industry begins its recovery from COVID-19 and Begins its re-negotiation of Expectations with the Restaurant Customer.

They will be a much more wary and demanding

Customers, not necessarily <sup>it</sup>  
As it relates to the  
price or selection, but  
in regard to their  
perception of safety,  
cleanliness, and overall  
Quality.

The events of this  
pandemic have raised  
alarms bells not simply  
within the realm of  
our personal hygiene  
and cleanliness standards  
but those of our

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MERCHANTS, and Their  
MERCHANTS, and Their  
MERCHANTS. Everyone Should  
Expect That The next  
level of Security is  
it relates to restaurants.

After The physical plant  
will be The food quality  
And Supply chain.

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The End