Description: C:\Documents and Settings\Administrator\Desktop\urdulogo.png ***Iqra National University, Peshawar* ID: 14531**

**Examination 2020 Name: Muhammad Musa**

**Assignment Program: BS(SE)-4 A**

**Course Title: Principle of Management**

**Total Marks: 30 Valid for 48 hours**

**Note: Attempt all questions Instructor: Zarpash Zaman**

**Keeping in mind the Current Pandemic ( Covid-19) How will a Restaurant cope in this situation:**

**The Example of the restaurant applies to all questions.**

**It’s an open book exam so don’t copy and paste, use your creative thinking.**

-Keeping in mind explains how to plan, organize, lead and control its operations. (5 marks)

-Explain how it will cope with the External internal environment and how all these factors are affecting the business. (10 marks)

-Make the following strategies for your restaurant business corporate strategy,

Business Strategy, Low-Cost Strategy, Functional Strategies. (5 Marks)

-Explain the Stages in the life cycle of the restaurant during Covid -19. (10 Marks)

**Answer Number 1:**

**Planning:**

Planning is the function of management that involves setting objectives and determining a course of action for achieving those objectives. Planning requires that managers be aware of environmental conditions facing their organization and forecast future conditions. It also requires that managers be good decision makers.

Such as in now a days this pandemic which is all over the world in this COVID-19 the higher management have to sit down and think about what they have to do to run the restaurant or else they’ll face a huge loss. A good planner would look into the safety of his employees and the customer also if one case occurs in the premises of his restaurant so he’ll face a huge trouble then.

**Organizing:**

Organizing is the function of management that involves developing an organizational structure and allocating human resources to ensure the accomplishment of objectives. The structure of the organization is the framework within which effort is coordinated. The structure is usually represented by an organization chart.

In the restaurant the higher management must organize things that are relevant for what they cook they shall not go for things that isn’t necessary because in that case the one whom bring the things for shop isn’t going to roam around here and there. They shall run the restaurant in an organize method they shall follow all the things suggested from the GOVT or any health sector. And have limited things going on in the restaurant they shall not beat bushes around.

**Leading:**

Leading involves the social and informal sources of influence that you use to inspire action taken by others. If managers are effective leaders, their subordinates will be enthusiastic about exerting effort to attain organizational objectives.

The higher management shall lead from the front. And make decision which are better for them and most importantly their staff. If the GOVT suggested to close the restaurant so they shall not think of running the restaurant they shall led from the front and make a decision in which they could do lesser loss.

**Answer Number 2:**

External Environment Effecting Business Of the Restaurant :

The higher management and lower management must sit on one table and have a debate of how to sort out the external environment not affect their restaurant business. They shall have a proper delivery service which can reach out anyone around them in no time as mostly the people are in quarantine but they shall have a proper NOC from the district administration so that no one outside can stop them if they are not allowed to.

Internal Environment Effecting Business:

The higher management and the lower management must come up on same page and have a debate on what the lower management needs. If they are not given proper mask or gloves to protect themselves from this pandemic so they would not do their job properly and efficiently the higher management must think upon providing every safety precaution which is needed by them so that nothing stops and everyone in the restaurant works properly or else politics will start and which could be harmful for the restaurant.

**Answer Number 3:**

* **Go Social**

We are in the era of food and social media platforms are bustling with several pictures of delicacies that make the thriftiest of people spend some extra money. If you want the orders rolling in, then you have to take advantage of social media platforms to promote your restaurant online. I acknowledge that there are tons of social media platforms out there so here’s my advice; when it comes to food, Instagram is King, Facebook is Queen and the rest are puns. The key to going social and churning in profit is posting top-notch food pictures and video.

### **Get a Website**

Having a website for your restaurant business is equivalent to having a food shop in every part of the world. If one want his restaurant to grow big, then he shall got to get a professional website. A website opens up opportunities for a much larger market of consumers. It makes it very easy for potential and even existing customers to find it.

### **Bring The Contests** **On**

Offering contests are a good way to spread the word about one restaurant. I would recommend and offline/online contest. This simply means starting a contest in your physical restaurant that customers can share online. Imagine one customer with a massive social media following uploading content related to one’s restaurant. Offering contest would definitely get the word about your restaurant out there.

### **. Don’t Leave Out Email Marketing**

Restaurant email marketing is another vital strategy to effectively marketing your restaurant. There are two ways to grow your email list; by getting customers to fill forms in-person and by getting them to fill forms online

### **Get Listed On Food Apps**

Several food apps have sprung up over the years due to popular demand by consumers. No longer do consumers have to go through boring directories or surf the web for long minutes to find a suitable place to eat from and make a delivery and get it on their home step as they can’t go out in this pandemic.

### **Tap Into The Power Of Social Media Marketing**

Social media marketing is one of the most powerful tools for any business. Social media marketing can put your restaurant in front of thousands of potential customers. Social media marketing goes beyond just brand awareness; it also helps you gain insight into your target consumer.

### **Mind Your Online Reputation**

Nothing destroys a restaurant business like bad review. I mean who wants to visit a restaurant with a “bland food” or “dead insect” review? All your efforts online could go to waste if you don’t have a good online reputation management strategy in place

**Answer Number 4:**

The lifecycle of a restaurant in COVID-19 will be:

1. The restaurant must have to be closed and their worker shall follow all the guidelines given by the GOVT and personal management for the safety.
2. The restaurant must give delivery and takeaway so that their business doesn’t effect.
3. Their shall be a proper person to take the phone calls for delivery
4. The restaurant shall do advertisement of takeaway and free home delivery so that everyone knows.
5. The restaurant must have all the ingredients they need to prepare a dish in large quantity stored in their store room.
6. There shall be a person whom does not let any stranger enter the restaurant because of the safety measure of the employees.
7. The restaurant must introduce some exciting deals which attract people eyes so that they order it from their restaurant.
8. There must be a hand sanitizer in the entrance of the restaurant so that an employee enters shall sanitize their hands first.
9. They shall have a clean environment so that everyone have their attention to it.