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Q1: -Keeping in mind explains how to plan, organize, lead and control its operations. (5 marks)

In this pandemic, humans and industries are struggling to survive. COVID-19 has to lead to lock-down in most of countries.

The restaurant plan, organize, lead and control its operation during COVID-19 pandemic in the ways discussed in the explanation part.

Explanation:

In this pandemic, humans and industries are struggling to survive. COVID-19 has to lead to lockdown in most of the countries, due to which businesses operating in the hospitality industry such as restaurants, hotels and many more have been affected severely because they have left with less or no customers.

Restaurants plan, organize, lead and control its operation during COVID-19 pandemic:

1. Restaurant to survive in this pandemic (COVID-19) situation, they have to plan everything with care. It is evident that restaurants might face extreme losses if they keep their restaurants open (loss in both the ways, first, due to fewer customers and second, COVID-19 being community transferable disease and it might infect the employees of the restaurants or customers among themselves) so they have to figure out something sensible such as they should start online ordering processes and they should also provide essential items with proper sanitation, if possible because in this pandemic people are more prone to have essential items over food from restaurants. They have to plan how this ideal work can be done, and for this, they can smoothen their communication processes for their customers.

2. After planning all the sanitation and communication processes, restaurants have to organize the entire process as planning is merely theoretical, restaurants have to practically implement that plan by organizing all the required items, such as sanitizers, material for food processes and many other items. Restaurants owners have to make sure that their employees are not infected, they can also operate communication processes (receiving orders and then communicating it to other workers that are present in the restaurants to reduce social interaction to the maximum) by assigning it to their employees and let them do this work from home.

3. Restaurant managers have to lead their workers towards decided the goal (that is, in this situation, survival). They have to lead the work process with proper care and sanitization because it is the need in this pandemic situation. Restaurant managers have to act like a mediator, whenever any crisis occurs due to miscommunication, the manager has to resolve it as soon as possible because restaurants can not afford any sort of mistake in the lockdown situation.

4. The restaurant manager has to do controlling also, that is comparing planned performance with the actual performance and have to take corrective measures when the comparison results in any deviation. Managers have to control the communication process, whether workers and customers are able to communicate properly or not.

Q2: Explain how it will cope with the external internal environment and how all these factors are affecting the business.

Answer: Corona or COVID-19 is a recent pandemic that started in China. So far, no cure has been found, and the virus is spreading at a rapid speed. To cope up with this issue, many countries have declared national lock down. In the lock down, no one is allowed to go out of their houses. This has affected many businesses. One such industry is the food industry.

I. Factors Affecting the Restaurant:

The factors that have affected the restaurant business can be divided into two categories namely:

A. Internal Environment: Internal environment consists of all the events that happen within an organization. The COVID'19 has impacted the internal environment in the following ways:

- i. There are chances of employees being infected which would be disastrous for the brand.
- ii. There is a delay in salaries due to the low productivity of the restaurant.
- iii. Restaurants have to spend extra money on sanitization, to keep the place hygienic.
- iv. Many restaurants are failing to pay rents on time.

B. External Environment: External environment refers to the activities that happen outside the restaurant's premises. A restaurant has no control over such factors. The COVID'19 has impacted the external environment in the following ways:

- i. Restaurants have been facing a big fall in demand for their food.
- ii. There's an obligation to follow social distancing by the government.
- iii. Due to this, the restaurants have insufficient inventory for cooking.
- iv. Many countries have obligated restaurants to lock down.

II. Methods to Cope-up:

In the current scenario, the restaurants have to fight back in this scenario, otherwise, the damage will be beyond repair. Few methods to deal with this situation are:

Home delivery –

One of the biggest solutions in the current stage is to implement home delivery. The restaurants cannot open their doors for customers but they can deliver food to their homes. The restaurants can increase the delivery charges to cover up the extra expense.

No-touch delivery –

The restaurants should ensure that the delivery staff does not come in contact with the customers for their safety. Restaurants should stick to online payment to avoid cash payments.

Special offers –

The restaurants should communicate their offers through email or social media. For example, Brands like Burger King and Dominoes keep on communicating with their customers, ensuring them that they are providing safe home deliveries.

Tie up with home delivery apps –

Restaurants who do not have enough resources to start their home deliveries should consider collaborating with online delivery apps. For example, Food Panda has collaborated with many restaurants to deliver their foods to customers. Restaurants should ensure that these apps also follow no-touch delivery and only accept online payments.

Overall, the restaurants should bear in mind that COVID'19 is a deadly virus, and they should ensure that their premises, kitchen, and delivering personnel are fully sanitized to ensure the safety of employees as well as customers.

Q3: Make the following strategies for your restaurant business corporate strategy, business strategy, low-cost strategy, functional strategies.

Answer: A strategy is a plan of action that is formulated to achieve specific goals. Strategic planning is a process that is aimed at maintaining co-ordination between an organization's internal and external environment.

Corporate strategy: A corporate strategy is the highest strategic plan that defines the overall goals and commitments of the organization. Formulating a corporate strategy helps a company to create value and motivate its workforce to achieve customer satisfaction. The corporate strategy of the restaurant would be to achieve growth by cost leadership and product differentiation.

Business strategy: The restaurant would be to provide safe and hygienic food and drinks to the consumers at the lowest possible price and use of innovative technology to minimize the total cost of production.

Low cost strategy: The Company decide to offer low cost products to their customers. It is used to create demand and gain market share. This strategy is adopted in those cases where economies of scale can be achieved through high production.

Functional strategies: Those strategies which aims at the maximization of resource productivity to achieve business and corporate strategy. The functional strategies for the restaurant business would be:

- a) Minimizing the total cost of marketing and quickly adapting to the changing market conditions.
- b) Hiring skilled human resources and providing adequate training to them to minimize errors and service deficiencies.
- c) Reducing wastage of products and improving the overall production quality.
- d) Negotiating with vendors and acquiring raw material at the lowest possible cost.

Q4: Explain the stages in the life cycle of the restaurant during COVID- 19.

Answer: The product life cycle of a restaurant during Covid-19. All new product and services follow the stages of product life cycle when introduced in the market. Marketers need to understand all these stages in order to come up with strategies that give them a competitive advantage over their rivals in the market.

Product life cycle of a restaurant:

Introduction:

It is the first stage of the product life cycle where the business product or service is new to the market and brand awareness or recognition is low. It is the most expensive stage of the product life cycle due to marketing and research costs that are incurred to raise brand awareness in the market. Marketers usually conduct market research about customers in the market and establish their needs and expectations that enable them to come up with products or services that satisfy consumer needs, wants, and expectations. Finally, marketers extensively invest in advertising and promotional campaigns to raise brand recognition in the market.

Growth:

At this stage, sales start to rise as the product or service has started to gain awareness in the market. There are no or fewer competitors in the market and business entities have to continue with advertising campaigns to remind and make customers know of their existence in the market. To achieve high revenue before competitors, saturate the market, business entities usually price their products at a high price to make profits during the short-run.

Maturity:

At this stage, the firm's product or service has built a reputation in the market and the main objective is to maintain the gained market share and reputation in the market. Rival firms enter the market hence attacking the firm to reduce its influence in the market. To maintain its market share, marketers modify their products to gain a competitive advantage over their competitors. At this stage, business entities still make a profit from their operations but they reduce or match their pricing decisions with those of competitors to reduce rivals' influence in the market.

Decline:

This is the last stage of the product life cycle where the market is saturated due to the entry of rival firms in the market. The sales of the firm diminish and they start

to make losses from their activities. The main reasons why the market shrinks can be attributed to consumer saturation where all customers have already bought or consumed restaurant products or the effect of a substitute product that customers prefer against personal computers.

