

Page no. 2

NAME:- MUHAMMAD Usman Khan

IDNO: 15038

Semester:- BS (SE) Semester :- 4th.

Q: keeping in mind explain, how to plan, organize, lead and control its operation?

Answer:- Over the past month, we've witnessed the impact a public health crisis like covid-19 can have many restrictions. Because millions of people are harmed due to this disease. The government of countries take a step to close all the restaurants, ~~and~~ small and large business to overcome these pandemic as to safe the lives of people. By closing all these restaurants. Many people are entered into different crisis. People are making loss in their business.

A good business man always make a plan to overcome their losses.

Following are some to overcome the loss of the restaurants and these

are following:-

Plan:- All the owners give their opinions and make different strategies to overcome these losses.

- Plan to serve food without taxes.
- An app should be developed so that people get their food as a online-bases.
- Drive out services are given to the customer with free home delivery.

Organization:- Loans at low interest should be provided by organization to their restaurant staff on their request. Sanitizer and mask are provided to them for their safety.

Lead:- The owner must ensure that the staff must work in a relax environment. Safety measure must taken strictly. Cleanliness of the environment should be observed.

Control organization:- Online system of delivery is provided to their beloved customer in it quarantine time with favourable cost and low taxes with a best and delicious meal with an appetizer kit.

Q2 Explain how it will cope with the ^{Page no 3} external and internal environment and how all these factors are affecting the business?

Answer:- Environment :-
Internal

In the internal environment the owners of the restaurants losses much in their business the staff members haven't received salaries due to the lock down of the restaurants. So to overcome these internal issues online apps, home deliveries have been announced to overcome the burden of losses. But keeping in mind, the cleanliness and hygienic ways not to dissatisfying the customers. Gradually dine-out process have been started with a great care. After a minimum overwhelming dine-in in restaurants have been started with much care. → At the first, we should

take a ^{covid-19} tests of the whole staff

-> There are many loss due to wages.

-> The property rent.

-> bills are not paid.

-> Restaurants must be open 3-days in a week so that people get some meal.

-> There should be some social distances.

External situation:-

In the external situations, no customers visit. The food suppliers were not providing food stuff due the shortage. Major issue is the unemployment of the restaurant staff. Household people who rely on restaurants might have difficulty in finding food. Also another point to mention is the wastage of products due to the closing of

Page No. 5

restaurants. The products being placed in the hotels and motels are expired and it resulted in the wastage of food items. Also another problem is the paying of the bills. like various bills of electricity and so on.

Factors Affecting business:

Due to the corona virus country have been locked down. Delivery of food items at low price is a great threat and loss to the business owners. Less taxation and free home delivery must be introduced for the encouragement of the business owners and to fight against this break out of corona virus. Use of digital means to consume much electricity is also a danger for the business owners. Due to this epidemic and contagious disease people are maintaining social distance so minimum number of customers

would come to restaurant. so there would be not much profit as it should suppose to be. unemployment is greatly spreading due to lockdown. Every should concern and aid with those NGO's which are playing a role of activists in the society. We should minimize the famine by working in association with these organizations.

Conclusion:-

We should join the tiger force which is introduced by our PM. in order to help the poor and needy. Its the right time to get united and minimize our differences. An exemplary union must be established in our society. Illiterate people should be guided about the safety measures taken against

this corona virus. Its time to get serious.

- Avoiding shaking hands.
- Wash hands regularly.
- Wear mask on daily basis.
- Use sterile and disposable products.
- Use tissue for sneezing.
- Use yours hands when you cough.



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

Answer:-

Business strategy:- As we are so much concerned about our customers not only we are providing a healthy food item also a small sanitizer, a small pack of mask and pocket tissue for their good health and keep reminding them about hygiene and to take care of the whole community. Helping to overcome the burden and countries crisis on being lock-down.

Low cost strategy:- Online business and dine-out services are given to the customer with free home delivery. The prices are being kept low for more sale and taxes are being reduced. Just because to minimize their income crises and to enjoy the quarantine meal.

Functional strategies:- For the dine in we have a functional strategy that the space between the tables will be increased or breaking larger rooms in to smaller sections. Greater access or hygienic products such as wipes and sanitizer on tables, cutlery, glass wear and plates clean at table site must be wrapped properly -

→ ~~Removal~~ of ~~cash~~ pay at table functionality to avoid passing a credit card to a server.

→ Digital ~~menu~~ menu board or tablets with anti-microbial screens instead of paper menu.

→ Removal of salt and pepper shakers and provide either in packets on demand.

→ In this way restaurant staff will not suffer the income crises.

Q 4 Explain the stages in the life cycle of the restaurant during covid-19? Page no. 103

Answer:: After the covid-19 crises - The world is suffering from health crises and business as well. Due to this virus people are suffering. The restaurants are suffering because their business are making very much losses.

Due to this situation the owners of different restaurants make a strategy to run their business without harming the local people.

Loss Faced by Restaurants during Covid-19:-

- Money loss is major problem due to
- Lock down.
- wastage of products.
- Loss due to wages.
- Heavy rents paid by owners.
- bills are not paid.

- worries are found among the staff due to unemployment because they have to support their families.

MEASURES Taken by restaurants during Covid-19:-

- Take care of your staff. In different restaurants different people are working. This includes your waiters and chiefs which make food for the customer. The owner should take a test of covid so that there is no health issue for them.
- Communicating to Guests:- The owner of the restaurant must communicate to their customer to support them in this critical situation. It is important to reach out to your customer directly via your restaurant website, social media, Google and online ordering.
- Manage your profits:- This can be challenging time to decide which step should be taken

to overcome these losses. Online services has been started and it is much useful to run the restaurants.

Sanitizing your restaurant:-

Due to public areas these restaurants have been closed for the safety of people. Restaurants share their

Sanitization procedures and to encourage support and empathy in this turbulent time.

- cleaning of credit card when we dine out handed to an employee
- changing of gloves and a regular use of hand sanitizer is compulsory for all restaurant staff
- sanitizing of tray while delivery the meal to the customer.
- we will make sure that we refrain from plastic use.
- Placing items like napkins and condiment behind the counter and requiring customers to ask for them.

Overcoming the loss:-

By taking the above mentioned safety measures business owners have overcome much of the loss ~~be~~ caused due to Covid-19.

- Money loss is minimized upto much extent.
- Control the wastage of product.
- bills are paid.
- staff members are paid their salaries.

