

Principle of Management

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Question No 1: Answer

As we all know that in covid-19, government has banned the din-in part for all restaurants which lead them to a major loss in their earnings and profits.

There are some strategic and tactics throw which a plan can be made to overcome that loss by almost 90-95% and there is also an opportunity of leading your business earning more in covid-19 as in normal days.

Following are some points that help your restaurant to lead and control operations during covid-19:

1. The first point that comes in mind is of free home delivery during quarantines people are busy in .work from home. And afraid to go out in markets and especially to buy food from outside as corona is a contagious disease. Just go for a short advertisement in which you show your customers about how hygiene your staff is and your delivery boys (show use of sanitizer and other precautions) to make it safe for your customers and in order to gain your customers trust on you.
2. Expand your delivery areas e.g. If you are delivering free for 5km make it 7km or 8km.
3. Start giving free 100ml sanitizer on order of a particular amount like 2000 or above.
4. Start delivering grocery and departmental items along with food so that people make orders more.
5. Gift cards are a good way to help struggling restaurants generate some immediate cash flow.
6. Presenting new combo and discounted deals to attract your customer
7. Make a like “stay healthy with our food” or other in-case to make your customers sure that it’s completely safe to order food from your restaurant even during covid-19 and your restaurant really cares about them.
8. Give a training session to your all staff about covid-19 to raise awareness and how to behave and gain trust from a corona panic customer.

The above mention points will lead your restaurant in controlling operations

Question No 2: Answer

During covid-19 external and internal environment effects your restaurant in various aspects:

Following are the external and internal factors which I think have effect on restaurant during covid-19:

Consumer Preferences:

Ever-evolving preferences involving what consumers want to eat and when they want to eat it pose significant challenges for quick-serve restaurant managers and to make it feel safe to customers.

Managing Employees:

Personnel components air a variety of ongoing challenges and bout for quick-service restaurant managers. The low wages typical of the quick-service industry usually translate into high turnover rates and unmotivated employees. Reducing attrition and helping employees get excited about their jobs often requires a flexible and creative approach.

Political factor:

As govt has banned din-in and create a political pressure for restaurant without thinking of loss.

Economic factor:

Interest rate during covid-19 effects the growth of restaurant.

Social factor:

Social factor plays while role in effecting restaurant during covid-19 as of social distancing and coronas contagiousness in nature

Environmental factors:

Weather and climate change in covid-19 may affect your delivery business.

Legal factors:

As covid-19 is a serious issue you have to check consumer's law, employment law, and health and safety law to gain trust of your customers.

Industry competitors:

Don't underestimate or forget your competitors. You have to keep a check on competitors move.

Suppliers:

Suppliers provide the raw material and you have to keep a security check on them and it takes a big responsibility and can completely destroy your business.

Technological factor:

It is the influence of government policies and initiatives on the food and beverage business such as tax policy, labor law, environmental law etc. and political stability.

Question No 3: Answer

During covid-19, you have to make effective strategies to keep your restaurant running.

1. Business Strategy:

This strategy is divided into following parts:

i. Go Social:

We are in the era of food porn and social media platforms are bustling with several pictures of delicacies that make the thriftiest of people spend some extra dollars. If you want the orders ringing in, then you have to take advantage of social media level to boost your restaurant online.

ii. Bring The Contests On:

Oblation endeavor are a good way to outspread the word about your restaurant. I would recommend an offline/online contest. Offering competition would definitely get the word about your restaurant out there.

iii. Reach Out To Local Food Bloggers and Influencers

One of the greatest marketing strategies today is leveraging on the network of other businesses. As a restaurant owner, you can take advantage on the network of local food bloggers and causal factor by connecting with them and getting them to share content related to your restaurant. You can give them bonus such as free meals to get them to popularize your brand among their network.

iv. Get Listed On Food Apps

Several food apps have Fudge up over the years due to popular demand by customers. No longer do customers have to go through boring list or surf the web for long minutes to find a suitable place to eat. All they have to do these days is install a food app that points them to the nearest restaurant. Take reward of this motility of mobile technology by collaboration with food apps to make sure that your restaurant is listed. Getting traded on these food apps secure that you do not loose potential consumers.

The above mentioned points will help to reflect you restaurant safe image and will help you to gain more orders.

2. Low-Cost strategy:

Covid-19 is a time to introduce new combo discounted deals with free home delivery.

This will might take your restaurant into a cash cow category.\

3. Functional Strategy:

The functional strategy of a company is customized to a specific industry or strategic business unit (SBU) and is used to retreat other corporate and business scheme. Covid-19 is a time to check your R&D area to make your functional strategy effective.

Question No 4: Answer

During covid-19, there is a cycle of a restaurant which starts with great opportunities and responsibilities.

○ Decline:

There is a decrement in a growth rate of a restaurant due to covid-19 as of a great fear or precautionary measures of people and due to policies of govt. During covid-19 which leads to a great decrease in growth line of restaurant.

○ On Image of Restaurant:

Due to Covid-19, a question has been raise on the cleanliness of a restaurant staff and delivery boys. People have start being aware about

their health and safety on behalf of restaurant food and their ambiance. You should take proper steps like giving corona safety sessions to your staffs and advertise them to build trust.

- **Again building trust:**

At that time you have to start building your restaurant trust on your customers. It's same as building a trust when your restaurant were a start-up. This will help a restaurant to reflect its image as it was before Covid-19.

- **Keep people aware about your concern:**

This is the time where a restaurant get a chance to show his concern about customer's feelings, their safety and about their health. Start making feel your customer that you both are a family members.

- **Again on Maturity:**

Slowly your restaurant again start falling in a maturity line or near to it. You will start getting slightly more delivery orders than normal.

This all happen in a life cycles of a restaurant during covid-19. I personally believe it's not impossible to achieve it but its difficult. it just required a proper planning a determination of your staff and YOU.