

Name: Hassan Mudassir

Id: 13003

Subject: Principles of Management

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.

Q1: Keeping in mind explains how to plan, organize, lead and control its operations

Ans: First of all, operations of the restaurants should be minimized to only Home deliveries and Take away, the reason for that is social distancing. The restaurants shouldn't allow anyone to come inside and eat.

For planning the restaurants should only stock a limited amount of food because people at home will be thinking of ordering food so they should plan to increase the number of delivery boys.

For organizing we need to get every food item at once because the suppliers are already very busy in this lockdown situation, they are delivering groceries to people at home.

For leading we have to check that every worker and chefs are well sanitized and maintaining a safe distance from each other because it will be very dangerous if they are not well aware of the instructions to prevent the spread of COVID-19.

For controlling the operations, we need to keep an eye of government regulations and lockdown SOPs, so that we don't get fined by the government. We have to control and maintain the perfect supply from our supplier according to our demand.

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

Ans: If we look at the environment both the internal and external environment is affecting the restaurant business, because of COVID-19 no one is allowed to leave their homes which results in a big fall in demand for their food. Also, the Government instructed that every person should

follow social distancing which applies to the restaurants as well so they have to minimize their cooks and workers and most of them are afraid of getting exposed to this virus so they are staying at home. Restaurants are spending extra money on sanitization to keep the place clean and hygienic. Many waiters are jobless because the dine in area is closed.

Procedures to cope-up:

For coping with these factors' restaurants have to follow the instructions issued by the government to keep everyone safe, few methods to deal with these problems are:

- The waiters who work inside the Dine in now should be responsible for delivering the orders which will help to prevent unemployment.
- Restaurants should stick to online payments so that the delivery staff become safer while delivering and they also have to put the order outside of the home.
- The restaurant should be active on their social media pages like fb or Instagram and give discounts on their meals which will attract their customers

Q3: Make the following strategies for your restaurant business corporate strategy, Business Strategy, Low-Cost Strategy, Functional Strategies

Ans: Corporate Strategy:

Corporate strategy is a companywide plan to choose and develop particular markets in which to compete while improving the various divisions or units of the business. The corporate strategy of the restaurant would be to achieve growth by cost leadership and product differentiation.

Business Strategy:

Restaurants should use innovative technology that will reduce the cost of their production and provide clean and hygienic food to their customers and give special offers like discount the whole menu to 20% off or 25% depending on their budget which will attract new customers and builds their trust.

Low cost strategy:

The Company decides to offer low cost products to their customers. It is used to create demand and gain market share.

Functional strategies:

The functional strategies for the restaurant business would be:

- Reduce the total cost of marketing and spend it on the overall production quality.
- Diminishing the wastage of products.
- Receiving raw material at a very low cost by arranging good deals with the seller.

Q4: Explain the Stages in the life cycle of the restaurant during Covid-19

Ans:

If we consider the life cycle of the restaurant during covid-19 the graph of their sales is completely falling down, because of the lockdown mostly people are not going to the restaurants and only few people are going for the takeaways.

Some restaurants are going at declined stage because they had no delivery system, they were very popular before Covid-19 that they didn't had to establish any kind of delivery system and now they had started it which is too late for them to compete in the local market so they are partnering with famous delivery systems and also they are spending their money more and more on social media advertisement which is slowly helping them to regain their profits. Some of the Restaurants are pricing their food items to achieve higher revenue to sum up their losses. Only the well-known restaurants are surviving in this hard situation and those restaurants who already had lower revenue they are struggling and even some of them are closed.