



COURSE NAME: PRINCIPAL OF MANAGEMENT

SUBMITTED BY ABDUL SALAM

SUBMITTED TO MAM ZARPASH ZAMAN

DEPARTMENT OF BS SOFTWARE ENGINEERING

SECTION A

SEMESTR 4TH

STUDENT ID:14480

QUESTION 1: Keeping in mind explains how to plan, organize, lead and control its operations.?

ANSWER:

No one knows how long this situation will last. Some are hoping that warm weather will slow the virus' spread and let health officials get a hold of the situation; others are preparing for a very bleak few months. The only thing we know is that it's going to get worse before it gets better.

Following are the guidelines and best practices to keep your restaurant prepared, connected, and safe during the corona virus outbreak.

1) PLANNING: The Corona virus has caused overwhelming changes in human to human interaction, including the idea of social distancing. As a result, laws all over the country are being changed. Eating in" at restaurants has been shutdown with service being restricted to take out and delivery only.

This has left many restaurants vulnerable to profit decline and inventory spoilage.

The key to success seems to be innovative marketing.

Keep your restaurant top of mind and offer something unusual to attract customers and get their repeat business. Whether in good times or bad, you must first make sure you know your audience; are you serving millennials, the older generation, or families with kids?

1) Make Sure you are Taking Advantage of Free Marketing Channels

Increase awareness by posting great content on any channels such as:

- Instagram- people's affinity for certain restaurants revolves solely around it's food! Foodies and food photography are taking over the social scene. If you don't already have an Instagram account, create one and begin posting pictures of your best popular dishes. Literally tempt customers through their stomachs to come to your restaurant. This is totally free to do, only requiring a camera.

2) Improve the Search-Engine Optimization (SEO) and Ease-of-Use of your Website

SEO is something that all companies are working to improve. This goes hand in hand with making your website navigational and accessible to online orders. You must ensure that the menu is readable and descriptive. Additionally, customers will not want to wait on a busy phone line to place an order. You must make sure you have online ordering capabilities and address this to your customers. Include the choice for delivery time, the option for customizable orders, and descriptive dish information to make it easier for customers.

3) Offer Discounts for Takeout Orders

Your takeout and delivery customers tend to be your most loyal, which is good news for your restaurant. If you aren't currently doing takeout and delivery, begin NOW! You may want to consider doing curbside pickup so that customers don't even have to leave their car. If you don't currently use delivery, You can offer a takeout and delivery option via an **online restaurant ordering system** that works with your restaurant's website, or you can offer delivery via a third-party delivery service.

during the crisis, food delivery services like **Uber Eats, GrubHub, and Seamless are currently suspending their commission fees to independent restaurants.**

Offering customers 15% off on all takeout/delivery orders. This is such a smart idea, further incentivizing customers. With this discount, customers may even feel more compelled to spend more. Another idea is to offer a free **appetizer**, etc. with orders over a certain price. A loyalty program could even be a good option, because it can increase customer frequency.

Sell Gift Cards-

Selling more gift cards will increase your capital, which every restaurant needs during this time. This will simultaneously keep bringing customers back to your restaurant, even once situations improve. You may even want to discount gift cards by 20% or so in order to encourage purchase

Adjust Your Menu & Hours

This is a time to trim the fat and focus on just the essentials. This is the time to update your menu and drop high-cost/low-profit items, and slow-moving items. Focus on what's cheap, popular, and in-season.

Adjusting restaurants hours to save money and also to minimize risk.

2) ORGANIZING:

The second of the managerial functions is organizing. This step requires us to determine how we will distribute resources and organize our employees according to the plan. We will need to

identify different roles and ensure that we assigns the right amount of employees to carry out our plan. We will also need assign work, and provide direction so that our team of sales representative can work towards higher sales numbers without having barriers in their way.

3) Leading: The third function of management is leading. In this step, we spends time connecting with our employees on an interpersonal level. This goes beyond simply managing tasks; rather, it involves communicating, motivating, inspiring, and encouraging employees towards a higher level of productivity.

Example: Whether your staff will be staying on to facilitate takeout and delivery, or if you will be letting them go, outline all the steps you'll be taking to help make their transition as smooth as possible.

What resources will you make available, what documentation will you expedite for them, what steps will you be taking to ensure their safety – let them know every step.

4) Controlling:

Controlling is the final function of management. Once a plan has been carried out them we will evaluates the results against the goals. If a goal is not being met, then we must also take any necessary corrective actions to continue to work towards that goal..

QUESTION 2: Explain how it will cope with the External internal environment and how all these factors are affecting the business?

ANSWER:

An organization must have the ability to examine and make changes based on internal and external environmental factors that affect its performance. The use of tools to analyze these environmental factors is the key to a successful organization.

There are two types of environmental factors:

Internal environmental factors and **External environmental factors**

1)Internal Environment

Internal environmental factors are events that occur within an organization. Generally speaking, internal environmental factors are easier to control than external environmental factors.

Some examples of internal environmental factors are:

- Management changes
- Employee morale
- Culture changes
- Financial changes and/or issues

Following are the measures which restaurant can take to overcome covid19 crisis

MAKE YOUR RESTAURANT FEEL LIKE A SAFE SPOT TO GUESTS

The first step in combating corona-virus is to make your restaurant as clean as possible

Pay special attention to any surface customers touch, like light switches and doors, and any system that circulates air. Provide antibacterial gloves for your team, especially if they handle cash. Finally, many restaurants have scheduled multiple daily professional cleanings. Take every initiative you can to keep your restaurant disinfected.

But don't just clean to make your restaurant safe. Send a message to your customers that your restaurant is a haven from what's outside.

Make an abundance of caution part of your brand. Put language about your efforts on your site and in your booking flow. If you choose to put more space between tables, broadcast that on social media. Do everything you can to make guests seek out your restaurant as a place of refuge.

OPEN UP YOUR RESERVATION POLICIES

Lower rates of walk-ins and new bookings mean that you should plan to overbook more than usual.

- Open up your pricing to allow more flexibility for when guests can book.
- Make more inventory reservable available across booking channels. This is a good time to leverage third-party booking channels.

- Revisit your cancellation policies to accommodate the situation. If you normally charge a non-show fee, for example, consider waiving it.
- Consider making changes to your floorplan. Some restaurants are removing tables so they can put more space between each guest.

You can also minimize no-shows by communicating with guests to confirm existing reservations. It's a good opportunity to reassure guests of the precautions you're taking, and to offer any promotions you have to get them to complete the reservation: a complimentary appetizer, drink, loyalty rewards, etc

PREPARE YOUR STAFF TO DEAL WITH SICK CUSTOMERS

Take extreme measures to keep your staffs and guests safe. Such as taking customers temperature at the door and denying entry to anyone who refuses or shows symptoms.

If that doesn't sound appealing, make sure your staff is trained on how to react when a customer starts displaying symptoms.

- Equip staff with personal protective equipment (PPE) such as gloves and masks
- Appear promptly on the spot with tissues or napkins
- Offer the guest sanitizer or another disinfectant
- Be prepared to put guests in touch with medical resources
- Thoroughly disinfect every table, utensil, glass, and surface the questionable guest has contacted
- Plan ahead of time for a circumstance in which you'll need to expedite a guest's exit from your restaurant

In general, make sure your team has a plan in place for dealing with a sick customer. Protecting your employees and making the other customers feel safe remains your number one priority.

IDENTIFY NEW OPPORTUNITIES FOR COST SAVINGS

Analyze POS data for food cost savings

If you find yourself in the position of ordering a smaller amount of food or supplies, inform your purchasing by pulling recent purchase history from your POS (Point of sale system). Look for two things: which menu items you can temporarily eliminate (those ordered less frequently) and which meals your most loyal guests tend to prefer.

Partner with nearby restaurants

We are all in this together right now. Seek out and take any opportunity you can find to partner with a local restaurant: share kitchen space, resources, staff, supplies, etc. There are no restaurant competitors right now, only partners in weathering the storm

2) External-Environment:

The external environment includes the factors that are outside of the organization that are customers, competition economy, technology, political and social conditions that are included in external environment, so during the covid19 crisis our restaurant is going to deal with all these factors first of all our **Customers**, we are committed to provide high quality food to our customers with different facilities, secondly the restaurant authorities must make sure that all the customers who visit restaurant have no signs of covid19 they are having proactive materials masks and gloves, more than three customers should not be allowed on one table, there must be enough space between each customers.

Furthermore, with our **Competition** we are going to compete with our competitors by matching their services and qualities of food, so we will always do our best to provide high quality food with reasonable prices to our customers in order to be a market leader,

3) **Customer and suppliers:** we assure our customer and suppliers that during bad economy we are assuring them that we will stand beside them side by side. We will identify the threats and opportunities. Also during, political changes our restaurant will work hard to be abided by the rules and regulations and we are committed to pay the taxes and operate under the laws.

4) **Technology:** In technology dimensions our restaurant will be equipped with latest technology machines. MIS system will be placed in order to operate and manage our operations smoothly and effectively. Finally we believe in **Social Responsibility** in this critical time of covid19 we

will do our best to help the needy people. Arrange awareness programs, distribute proactive materials in order to stand with the society in this tragedy

QUESTION 3: Make the following strategies for your restaurant business corporate strategy, Business Strategy, Low-Cost Strategy, Functional Strategies.

ANSWER:

COPORATE STTRATEGY:

Coporate refers to strategic decisions about determining overall scope of the business, allocating the resources and visioning. First of all , our restaurants will provide fast food such as pizza , burgers and dieting food. Secondly, our vision is to serve the nation and be the leader of the market in the future specially helping the nation in this bad time. Thirdly, allocating of resources. We aim to employ the most competent, experienced and well-mannered employees and we estimated 4 million budgets in order to start the restaurant.

BUSSINESS STRATEGY:

The business strategy of our restaurant is to achieve the restaurant's vision to hire the employees, we will identify the competitive strategy we are going to find out our competitors and we want to provide high quality food for our customers than our competitors and also to identify the strengths, weaknesses, threats and opportunities.

LOW COST STRATEGY:

This strategy called pricing strategy. Therefore, our low-cost strategy is to provide relatively low price food to customers as compared to our competitors, so we will not charge for the delivery and we want to providing best quality food for reasonable prices.

FUNCTIONAL STRATEGY:

Functional strategy of our restaurant is to provide best ways for promoting our business and choosing best channels for advertising through TVs and banners. Finally, Hiring the right person for the right job and reliable workers.

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

ANSWER:

The life cycle of any business includes the five stages that are introductions or startup, growth, maturity, decline and rebirth or cessation, our restaurant named Al-Habib restaurant during this pandemic disease covid-19.

1) In startup stage or phase specializes in providing the quality food to the customers.

Moreover, we specialize in fast food so as a startup we are going to provide fast food for the convenience of customers the food will be pizza, burger and some other light food.

2) in the growth stage: we will encompass expansion of capacity in the size of restaurant, kitchen or dinning-area. In addition, we will provide food for more than 1000 customers at a time with convenient comfortable and calm environment

3) Third stage is maturity: in stage of maturity by the passage of time we are going redesign our menu with new food list, favors and different types of traditional and international food that our customers will enjoy the most as they are our priority.

4) In decline stage: we will bring to bear thorough review of our restaurant concept and review our menus with a study of internal processes, so we will operate efficiently to stop or avoid the restaurant from closing or declining, therefore, we will bring out new idea with new food with new food facilities and with a different menu and operate the plan with something changes in the menu in order not to be closed or declined. Finally, by reviewing and having a good and effective plan we will continue our business and **rebirth** with both old and new menu in order to serve the customers and provide the high quality food.
