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Question Number 1

The current disaster of covid19 pandemic too is opening new opportunities and creating new trends, In developing societies like Pakistan where people are begging for basic needs of life, we have not seen sanitizers and good standards of life. But this opportunity(covid19) has turned our overall attitude to positive sides and now as a society we are entering to new era where people and state seem to invest on themselves.

To avail this opportunity food eateries business and restaurants can be the best option, as food is basic need of life and everyone cant have the kitchens or skill to manage it on large or smaller scales that's why even in severe lockdowns the restaurants are needed and even more needed that normal days.

We take the example of Bannu city for our system.

We can collect a rough data of the demand from society. We can best use social media for collecting the data. We would analyses the demands quantity and specially the radius of the demand so that we can manage the transport price with the price of the meal packages. Home delivery is the best possible option in view of the current conditions.

Packing material needs to be managed at least for a period of month, before the start of the restaurant home delivery services we must have calculated the inventory for packing material as in Peshawar there is a scarcity of packing material we must manage it for a sufficient time at least for a month.

The cooks need to be socially isolated and before the start of the services they must be tested for the disease. After the test the results should be shared with the customers it will increase their confidence over the management of the restaurant.

The operation of the restaurant should be start with the menu of common foods like Bannu beef pulao, meat, chicken etc, after the feedback of first days of home and services the menu can be changed accordingly.

Question Number 2

The restaurant industry as a whole has been affected by recent events. The real impacts can be hard to measure because the effects have been far from evenly meted out. When customer not come from home due to lockdown that is the biggest reason of business effect from covid19. For the external internal effect we can cope from these bad affect. For restaurant management the masks, gloves, senitizers to wash hands regularly and gowns/cap to cover heads are compulsory to control the spread of coronavirus. The overall effects on the business is a low turnover of customers as mostly they remained in lockdown with keeping social distance and telling people to stay at home. More the surplus staff will be no more required and layoffs chance are there if the lockdown is prolonged the alternative is to give on facebooks, newspaper and on whatsapp.

Question Number 3

The coronavirus pandemic has forced restaurant owners to save down their operations for the time being and the rest of us to limit activity outside the home

Business Strategy

Having your restaurant shutdown is tough. This is a great opportunity to show customers and loyal fans how you are dealing with what is going on especially since, everyone is online right now.

For example

If you are taking extra measure to support your staff in some way, you can share that on your website, social media or by email, especially at a time like this do not be afraid to let people see that grade of your business.

Low-cost-Strategy

Staying engaged with customers while your door are closed. Share recipes tutorials and live cooking shows with so much time at home, people are looking for something new to do. Why not give them a miniature cooking class at low rate

Even if you show you audience every step you make a certain dish at your restaurant , you are still the expert. That's why people love coming to dine with you.

Functional Strategy

Just because your restaurant is shutdown right now , does not mean you cant come together with others. Performing a few restaurant marketing activities, like creating context, optimizing your online presence, looking at partnership and preparing for your re launched will help you stay of the mind with you guests.

Question Number 4

Restaurant could be run through take away system which could be operated through online booking of good and beverage, tea, coffee and ice cream.

The payment be made on the take away window or where you book the food stuff in the booking stall even sitting in your car or on motorbike.

There are many restaurants who have ATM system and allow also payment on credit card. To run the restaurant there is home

delivery system or office delivery and at others work places like hospitals, shops and private sectors enterprises.

The restaurants who are marring fast food must keep efficient staff who can be good drivers of motorbike or small cars of food stuff well on time as per order of the clients.

For successful business the cleanness and health care is very important especially in the light of covid19. Hygiene is no to protect ones self from corona virus. Is also requires social distance so the restaurant are closed but no one window operation to take away along the food stuff there be at least five to six feet distance between two person in a row. For restaurant managements the masks, gloves, sensitizers to wash hands regularly and gowns/cap to cover heads are compulsory to control the spread of corona virus. This is imperative for the management of the restaurant or food business to check the health of conditions of the staff for all diseases regularly including covid19 tests.

THE END