

Learning and development strategies:-

Learning and Development objectives:-

- To keep and maintain a motivated workforce in the business
- To attract a qualified staff to the business
- To retain the best skills, competencies and expertise in the business
- To update employees with changes in the hospitality industry in order to enhance the competitive edge of the business

Strategies:-

- Match interest, values and principles of all employees with those of the business
- Head hunt and remunerate all employees well
- create a conducive and motivating work environment
- Employee training in the use of the latest computer software and technology.

strategies:-

Implement customer management systems
 create lasting first time impressions and
 improve customer satisfaction.
 Proper segmentation of the market
 Identify and understand customer needs and
 preferences and adjusting the business
 system to profitably satisfy the customers.

INTERNAL PROCESS STRATEGIES:-

Internal process objectives:-

To enhance operational efficiency
 To effectively deliver services and products
 to the customer
 To enhance the reliability of the business for
 the customers and other business stakeholders
 To minimise operational costs.

Strategies:-

Automation of business functions/activities
 in back and front offices.
 Employment of effective backed up computerised
 delivery monitoring systems in the business.
 Continuous monitoring and evaluation of all
 customer complaints through effective audits
 and other remedies.
 Preparation of budgets, preparation actual-variance
 reports.

Functional strategies:-

Financial strategies:-

Financial objectives:-

To attain a Return on Investment

that will exceed the cost of capital invested on a continuous basis.

To achieve an annual turnover not less than

R882,936.

To achieve a contribution margin of 67% (or above)

To minimise bad debts.

Strategies:-

proper use or application of the business assets

Targetting the right customer mix

strategically determine the proper mix of the services offered

create an efficient and effective credit control system.

Marketing strategies:-

Marketing objectives:-

creating lasting customer relationships

To enhance customer retention

Attract the right mix of customers.

Exceed the expectations of the customers at all times.

your menu and other pertinent information. Remember many people prefer to access your site from their phones or mobile devices, so keep it mobile friendly. If customers can't find your menu, address, phone number, hours and other information they're likely to go somewhere else.

Tantalize with limited-time offers:

Of all the marketing strategies of for restaurants, this is probably the best way to introduce new menu items. Get new and current customers excited by promoting new foods on your website and through social media. offering a good discount to encourage them to come in and try the new items. Then provide comment cards to encourage feedback from your customers.

Be a good host:

From pancake socials, to wine-and-cheese nights, musical acts, or stand-up comedy, special events are a chance to give the customers a little something extra. In addition, special events will more than likely bring in new clientele.

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

Business strategy:

Here are 13 effective ways to market your restaurant to your local market.

- 1) Build a website
- 2) Create a monthly email
- 3) update the menu on a regular basis.
- 4) create a customer loyalty program.
- 5) offer an online reservation tool.
- 6) Have a social media presence
- 7) Participate in your city's restaurant week
- 8) use marketing techniques to attract new customers
- 9) Develop a first-time customer program
- 10) Develop a customer loyalty program
- 11) get involved in the local community
- 12) organize events
- 13) describe a menu item.

Low cost strategy:

A website that's easy to navigate and user friendly can be a great form of restaurant advertising. Avoid making your page too "busy", and make it easy for customer to access.

Q:- Explain the stages in the life cycle of the restaurants during covid-19 20-25% reduction in the first week of March with dinners shying away from eating out post the coronavirus panic rising day by day in India.

The coronavirus epidemic has not been easy on the F&B sector. In the backdrop of falling revenues and footfalls, restauranters have been struggling to maintain their fixed overheads and other expenses.

Maharashtra had announced that all malls, pools, movies halls and gyms across the state would be shut till March 31 amid the spike in the number of covid-19 cases.

2) IMPROVE The Search-Engine Optimization (SEO) and Ease-of-use of your website:

working to improve view this article to see 13 super-Easy ways to Immediately Improve SEO. This goes hand in hand with making your website accessible to online orders. navigational and 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 ensure you have online ordering capabilities and PREACH this to.

ORDERS:-

Your takeout and delivery customers tend to be your most loyal, which is good news for you. If you aren't currently doing take out and delivery, begin Now! you may want to consider doing curbside pickup so that customers don't even have to leave their car. 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

Q:- Keeping in mind explains how to plan, organize, lead and control its operation.

This has left many restaurants vulnerable to profit decline and inventory spoilage so what can you do to stay afloat during these times of chaos? 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.

Advantages of Free Marketing channels:

Increase awareness by posting great content on these channels.

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, literally tempt customers through their stomachs to come to your restaurant. This is totally free to do, only requiring a camera.

depending on the level of practical skills
attitude toward work, performance
and so on. For example. If a business has
skilled and motivated workers, they are
sure to be the biggest asset of this
enterprise.

Capital resources:-

From a general view, financial
capital is the funds necessary to grow
and sustain a business. CEO takes
financial capital to invest in not only
tangible goods such as factories,
machines, tools and other production
equipment to produce an output but also
intangible resources such as marketing
employee training etc.

1) Natural Method of Study:-

There are many factors affecting business have been studied among them, we provide you a deep insight of the most decisive factors which are at the center of every business today.

Internal Impacts:-

The internal factors refer to anything within the company and under the control of the company no matter they are tangible or intangible. These factors after being figured out are grouped into strengths and weakness of the company.

If one element brings positive effects to company, it is considered as strength. On the other hand, if a factor prevents the development of the company, it is a weakness.

Human Resources:-

In the modern global economy where ideas and digital skills - rather than physical resources are increasingly where economic value is realised human resources can be a company's greatest treasure. In general, the employees can be either a strength or weakness of the company.

External Environmental Factors:-

Definition:-

on the contrary to internal factors external elements are affecting factors outside and under no control of the company. Considering the outside environment allows businessman to take suitable adjustments to their marketing plan to make it more adaptable to the external environment.

There are numerous criteria considered as external elements. Among them, some of the most outstanding and important factors need to be listed they are current economic situation, laws, surrounding infrastructure, and customer demands.

Types:-

Micro factors

- 1) Customers
- 2) Input or suppliers
- 3) Competitors
- 4) Public
- 5) Marketing and Media
- 6) Talent.

Macro Factors

- 1) Economic
- 2) Political / Legal
- 3) Technology
- 4) Social and

weakness, within the company, there are numerous criteria need to be taken into consideration.

Types:

There are 14 types of internal environment factors.

- 1) Plans and Policies
- 2) Value proposition
- 3) Human Resource
- 4) Financial and Marketing Resources
- 5) Corporate Image and brand equity.
- 6) Plant / Machinery / Equipments (or you can say physical assets)
- 7) Labour Management
- 8) Inter-personal Relationship with employees.
- 9) Internal Technology Resources and Dependencies
- 10) organizational structure or in some cases code of conduct
- 11) Quality and size of infrastructure
- 12) Task Executions or operations
- 13) Financial Forecast
- 14) The Founders relationship and their decision making power.

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Subject: Principle of Management.

Q:- Explain how it will cope with the External Internal environment and how all these factors are affecting the business?

Internal and External Factors:-

First, you need to understand that there is a variation of internal and external factors depending on the size, type and business status. However you can find those key factors by analyzing the business environment using the following categories.

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