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**Assignment: Principle of management**

**Q1) Keep in mind explains how to plan, organize, lead and control its operations.**

Ans)

**Planning:**

Planning is the function of management that involves setting objectives and determining a course of action for achieving those objectives. Planning requires that managers be aware of environmental conditions facing their organization and forecast future conditions. It also requires that managers be good decision makers.

In (covid-19) we well planning different strategy in this situation.

- 1.Safety
- 2.Lives in home
- 3.Wash hand with soap

**Organizing:**

Organizing is the function of management that involves developing an organizational structure and allocating human resources to ensure the accomplishment of objectives. The structure of the organization is the framework within which effort is coordinated. The structure is usually represented by an organization chart, which provides a graphic representation of the chain of command within an organization. Decisions made about the structure of an organization are generally referred to as organizational design decisions.

- 1.Job design
- 2.job enrichment teamwork

**Leading:**

Leading involves the social and informal sources of influence that you use to inspire action taken by others. If managers are effective leaders, their subordinates will be enthusiastic about exerting effort to attain organizational objectives.

### **Controlling:**

Controlling involves ensuring that performance does not deviate from standards. Controlling consists of steps, which include in (covid-19)

- 1.If we do these things, we can prevent the disease.
- 2.Nor will it affect our society

**Q2) Explain how it will cope with the external internal environment and how all these factors are affecting the business.**

Ans: Corona or COVID-19 is a recent pandemic that started in China. So far, no cure has been found, and the virus is spreading at a rapid speed. To cope up with this issue, many countries have declared national lock down. In the lock down, no one is allowed to go out of their houses. This has affected many businesses. One such industry is the food industry.

#### **I. Factors Affecting the Restaurant:**

The factors that have affected the restaurant business can be divided into two categories namely:

**A. Internal Environment:** Internal environment consists of all the events that happen within an organization. The COVID'19 has impacted the internal environment in the following ways:

- There are chances of employees being infected which would be disastrous for the brand.
- There is a delay in salaries due to the low productivity of the restaurant.
- Restaurants have to spend extra money on sanitization, to keep the place hygienic.
- Many restaurants are failing to pay rents on time.

**B. External Environment:** External environment refers to the activities that

happen outside the restaurant's premises. A restaurant has no control over such factors. The COVID'19 has impacted the external environment in the following ways:

- Restaurants have been facing a big fall in demand for their food.
- There's an obligation to follow social distancing by the government.
- Due to this, the restaurants have insufficient inventory for cooking.
- Many countries have obligated restaurants to lock down.

### **Methods to Cope-up:**

- In the current scenario, the restaurants have to fight back in this scenario, otherwise, the damage will be beyond repair. Few methods to deal with this situation are:
  - Home delivery - One of the biggest solutions in the current stage is to implement home delivery. The restaurants cannot open their doors for customers but they can deliver food to their homes. The restaurants can increase the delivery charges to cover up the extra expense.
  - No-touch delivery - The restaurants should ensure that the delivery staff does not come in contact with the customers for their safety. Restaurants should stick to online payment to avoid cash payments.
  - Special offers - The restaurants should communicate their offers through email or social media. For example, Brands like Burger King and Dominoes keep on communicating with their customers.
  - Tie up with home delivery apps - Restaurants who do not have enough resources to start their home deliveries should consider collaborating with online delivery apps. For example, Food Panda has collaborated with many restaurants to deliver their foods to customers.

Overall, the restaurants should bear in mind that COVID'19 is a deadly virus, and they should ensure that their premises, kitchen, and delivering personnel are fully

sanitized to ensure the safety of employees as well as customers.

**Q3) Make the following strategies for your restaurant business corporate strategy, business strategy, low-cost strategy, functional strategies.**

Ans: A strategy is a plan of action that is formulated to achieve specific goals. Strategic planning is a process that is aimed at maintaining co-ordination between an organization's internal and external environment.

**Corporate strategy:**

A corporate strategy is the highest strategic plan that defines the overall goals and commitments of the organization. Formulating a corporate strategy helps a company to create value and motivate its workforce to achieve customer satisfaction. The corporate strategy of the restaurant would be to achieve growth by cost leadership and product differentiation.

**Business strategy:**

The restaurant would be to provide safe and hygienic food and drinks to the consumers at the lowest possible price and use of innovative technology to minimize the total cost of production.

**Low cost strategy:**

The Company decide to offer low cost products to their customers. It is used to create demand and gain market share. This strategy is adopted in those cases where economies of scale can be achieved through high production.

**Functional strategies:**

Those strategies which aims at the maximization of resource productivity to achieve business and corporate strategy.

**a)** Minimizing the total cost of marketing and quickly adapting to the changing market conditions.

**b)** Hiring skilled human resources and providing adequate training to them to

minimize errors and service deficiencies.

c) Reducing wastage of products and improving the overall production quality.

**Q4) Explain the stages in the life cycle of the restaurant during COVID-19.**

Ans: If we look into the life cycle of the business during COVID-19 the graph will be completely falling down, because the demand will fall at an alarming rate, because people can't come to restaurants for dine in.

It would fall until we introduce the home deliveries and takeaways. Once they start home delivery.

And takeaways the graph and sales will increase. If the restaurant is well known and made profit in the

Beginning it will survive otherwise it will the sales and revenue will fall and the restaurant will have a loss it will decline and ultimately it will close down.

- Growth
- Maturity
- Decline