



*Iqra National University, Peshawar*  
**Examination 2020**  
**Assignment**  
**Course Title: Principle of Management**

**Total Marks: 30**

**Valid for 48 hours**

**Note: Attempt all questions**

**Instructor: Zarpash Zaman**

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**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.**

**-Keeping in mind explains how to plan, organize, lead and control its operations. (5 marks)**

**Ans : Management team :**

The management of the establishment should adopt a responsible attitude to address the health threat of COVID-19. 1. Action plan The Management Team, in consultation with local health authority, Hotel, Restaurant, Catering, and Tourism administration and industry associations should establish an action plan tailored to the situation and implement it in accordance with the recommendations of local and national public health authorities with the aim to prevent cases, effectively manage cases, and mitigate impact among clients and staff, including cleaning and disinfection of rooms occupied by ill persons. The plan, which may incorporate teleworking, should be updated when necessary as a consequence of new guidance, procedures, or regulations issued by the pertinent authorities.

## **2. Mobilisation of resources :**

The Management Team should make sufficient human and economic resources available to ensure that the action plan can be implemented rapidly and effectively. The action plan should also include the provision of equipment and procedures, developed in collaboration with local health authorities, for the management of suspected case(s) and their possible contacts.

## **3. Supervision**

The implementation of the action plan and the effectiveness of the measures undertaken should be evaluated frequently to verify compliance, identify and correct gaps, and adapt the plan to practical experience. A Crisis Team involving members of each relevant department can support Management in the implementation of the action plan and timely identification of required adjustments. It is necessary to be alert to any unusual rise in worker absenteeism, especially those due to acute respiratory infections, possibly caused by COVID-19.

## **4. Logbook of actions**

It is advisable to keep a logbook of the important actions and measures carried out and to record them in enough detail (e.g. including date and time a disinfectant was used, by whom, where, etc.). This logbook can be used to improve the actions implemented.

## **5. Communication**

Communication should be maintained between Management and staff, including through the managers in charge of the different departments, in order to predefine an information policy for guests as well as to rapidly provide and obtain information on incidents that may arise in the establishment and to know the status of the situation at all times. Providing guidelines to the staff on how they should communicate the action plan to guests and other stakeholders can ensure alignment consistency. Short documents or informative posters can amplify the key messages among guests and staff, including the promotion of hand-washing (at least 20 seconds, all parts of the hand), respiratory hygiene, and coughing etiquette. Official leaflets on basic hygiene practice and COVID-19, in different languages, could be useful information tools.

## **6. Training and information**

Management should inform all staffs of the measures to be adopted and the measures that could protect their health and that of others, including the recommendation to stay home and seek medical attention if they have respiratory symptoms, such as coughing or shortness of breath. Management should organize information briefings that should cover all the basic protective measures against COVID-19 and the signs and symptoms of the disease. Training may be needed for specific procedures.

## **Reception and concierge**

### **1. Information and communication**

Reception desk staff should be sufficiently informed about COVID-19 so that they can safely carry out their assigned tasks and prevent the possible spread of COVID-19 within the establishment. They should be capable of informing guests who inquire about the establishment's policy in terms of the preventive measures established or other services that guests may require (for example, medical and pharmacy services available in the area or at the establishment itself). They should also be able to advise guests with respiratory symptoms to stay in their rooms until they are seen by a doctor—management should arrange it immediately—as well as to provide basic hygiene recommendations when asked. Reception desk staff, if possible, should not be older or with underlying health conditions. Reception desk staff must take all necessary precautions, including physical distancing. Official, up-to-date information should be available about travel to and from countries or areas where COVID-19 is spreading. Reception Desk staff should be familiar with the room occupancy policy for accompanying persons in the event of a suspected case of COVID-19. The latest definition of suspected case of COVID-19 can be found on WHO website. The reception desk should have immediately available the telephone numbers of the health

authorities, medical centres, public and private hospitals, and assistance centres for use whenever there is the possibility that a guest may be ill. Operational considerations for COVID-19 management in the accommodation

## **2. Necessary equipment and medical kit**

at the reception desk Although the use of masks is not recommended for the public as a preventive measure, but only for those who are ill with COVID-19 symptoms or those caring for them, the reception desk should have a medical kit that includes the following items: • Germicidal disinfectant/wipes for surface cleaning Tissues. • Face/eye masks (separate or combined, face shield, goggles). Note that disposable face masks can only be used once (see Advice on the use of mask). • Gloves (disposable) • Protective apron (disposable) • Full-length long-sleeved gown • Biohazard disposable waste bag

## **Technical and maintenance services**

### **1. Water disinfection**

It is necessary to maintain the concentration of disinfectant in water for consumption and in pools or spas within the limits recommended according to international norms and standards, preferably at the upper limits of the range.

### **2. Dishwashing and laundry equipment**

The proper functioning of the dishwashing and laundry equipment should be checked, particularly the operating temperatures, as well as the correct dosage of cleaning and disinfecting chemicals.

## **Cleaning and housekeeping**

### **1. Cleaning and disinfection**

Even in the absence of COVID-19 cases in the establishment, it is recommended that hygiene services be enhanced. Special consideration should be given to the application of cleaning and disinfection measures in common areas (restrooms, halls, corridors, lifts, etc.) as a general preventive measure during the entire COVID-19 epidemic. Special attention should be given to objects that are frequently touched such as handles, elevator buttons, handrails, switches, doorknobs, etc. Cleaning staff should be instructed accordingly. As part of the tourism accommodation establishment action plan for COVID-19, there should be a special cleaning and disinfection plan for situations in which there are sick guests or employees staying at the establishment or identified with COVID-19 within a few days after leaving the establishment. Written recommendations for enhanced cleaning and disinfection should describe the enhanced operating procedures for cleaning, managing solid waste, and for wearing personal protective equipment (PPE)

-Explain how it will cope with the External internal environment and how all these factors are affecting the business. (10 marks)

Ans : **Organizational Environments:**

***External environment*** – everything outside an organization's boundaries that might affect it.

General environment

Task environment

***Internal environment*** – the conditions and forces within an organization.

Not all parts of the environment are equally important to all organizations. [small organizations do not have BoDs, but corporations are required to; private schools worry less about economic conditions as do schools supported by the government, etc]

**Internal environment:**

The board of directors ,employees ,physical environment and cultures this all come in the internal enviroment of a business.

**Board of directors:**

So in the satuation of covid 19 the managers will have the biggest role to control the satuation and to guide the staff and keep them unites and to not breal the flow of the bussnies . The management of the establishment should adopt a responsible attitude to address the health threat of COVID-19. 1. Action plan The Management Team, in consultation with local health authority, Hotel, Restaurant, Catering, and Tourism administration and industry associations should establish an action plan tailored to the situation and implement it in accordance with the recommendations of local and national public health authorities with the aim to prevent cases, effectively manage cases, and mitigate impactamong clients and staff, including cleaning and disinfection of rooms occupied by ill persons. The plan, which may incorporate teleworking, should be updated when necessary as a consequence of new guidance, procedures, or regulations issued by the pertinent authorities.

**Employees:**

The employees have to stand in any satuation with the management of hotel and if the employees follow the oders and the diection given by the higer atuorites so it will not be hard to fight in this satuation .

## **physical environment and cultures:**

The objective of this study is to examine the influence of physical environment on emotions, customer satisfaction and behavioural intentions . An Integrated Model of Service Experience, Emotions, Satisfaction and Price Acceptance: An Empirical Analysis in the Chinese Hospitality Industry.this way we will come to know the feedback and if we are doing the best steps for the prevention of covid 19.

## ***External environment:***

### **General environment**

is the set of broad dimensions and forces in an organization's surroundings that create its overall context.

**International dimension**

**Technological dimension**

**Political-legal dimension**

**Socio-cultural dimension**

**Economic dimension**

### **task environment:**

consists of specific organizations or groups that influence an organization.

**Competitors**

**Customers**

**Suppliers**

**Strategic partners**

**Regulators**

#### ***Economic Dimension***

**Overall health and vitality of the economic system in which the organization operates.**

**Usually influenced by economic growth, inflation interest rates and unemployment.**

#### ***Technological Dimension***

Methods available for converting resources into products or services.

Examples include:

CAD (computer-assisted design) techniques

Assembly-line techniques for car manufacturing and hamburger assembly at McDonald's

Use of internet in all areas of business

Integrated business software systems

### *Socio-cultural Dimension*

Customs, values and demographic characteristics of the society in which the organization functions.

Socio-cultural processes determine the products, services and standards of conduct that society is likely to value.

Consumer tastes change over time – preferences for color, style, taste, etc change from season to season. [McDonald's response to healthier food selections]

Socio-cultural factors influence how workers feel about their jobs and organizations.

Appropriate business conduct varies from culture to culture.

### *International Dimension*

The extent to which an organization is involved in or affected by business in other countries.

Multinational firms are clearly affected by businesses in other countries. [car and aircraft manufacturers, restaurants, electronics firms, etc]

Advances in transportation and information technology have linked all parts of the world, no matter how remote.

Virtually every organization is affected by the international dimension of its general environment.

## **The Task Environment:**

### *Competitors*

Other organizations that compete with our organization for resources.

Most obvious resource is customer dollars.

Organizations compete for bank loans, property, quality labor, technological breakthroughs, patents, scarce raw materials.

### *Customers*

Whoever pays money to acquire an organization's products or services.

Customers of major organizations may include: schools, hospitals, government agencies, wholesalers, retailers and manufacturers.

Customers have more discriminating tastes and new products' and services' expectations.

Companies who expand internationally face critical differences

### *Suppliers*

Organizations that provide resources for other organizations.

McDonald's depends on Heinz for its ketchup packets and Coca-Cola for its soft drinks.

### *Strategic Partners (Allies)*

Two or more companies that work together in joint ventures or similar arrangement.

McDonald's with Wal-Mart and Disney.

Strategic partnerships allow companies to share expertise they lack, spread risk and open new market opportunities.

Usually occurs with international firms.

### *Regulators*

A unit that has the potential to control, legislate or otherwise influence the organization's policies and practices.

Regulatory agencies – created by the government to protect the public from certain business practices or to protect organizations from one another. [EPA, SEC, FDA, EEOC]

Interest groups – organized by their members to attempt to influence organizations. No official power, but use the media to call attention to their positions.

## **Affecting business:**

All the above factors are affecting the business the roles are discussed above already so if they are not united and don't work together and don't form a united front in the situation of COVID-19 so the business will fall down and stop and will get the owner a big loss and the employees will be also left unpaid. So we have to allow the higher authorities take major precautions and fight COVID-19 the first we have to take precautions and follow the orders and the directions of the higher authorities.

**-Make the following strategies for your restaurant business corporate strategy,**

**Business Strategy, Low-Cost Strategy, Functional Strategies. (5 Marks)**

Ans:

**Business Strategy:, restaurant business corporate strategy:**

Before I tell you the five priorities that are guiding our marketing right now, let's talk about where these priorities are implemented.

The marketing guidelines I'll go into below are focused mainly on your restaurant's website and social media, but you'll also want to make sure to send out an email update to your subscribers, update your listings on sites like [Google My Business](#) and [Yelp](#), and place signage in and around your physical location. These updates should contain basic information like:

- Changes to your restaurant's hours
- Updated service availability (likely takeout and/or delivery only)
- Precautions you're taking to keep customers safe

## **Updating our restaurant's website**

Now might be a good time to sit down and update your [restaurant's website](#). I had been wanting to update our restaurant's site for a while, and this situation pushed me to get it done so that we could rely on it for our marketing efforts during this difficult time.



Even more so than before, your website is like the “home base” for your restaurant business. It should provide a quick overview of the information that people need about who you are and what you offer, in a timely manner, and direct them to take action. In this case, the action is to place an order.

***TIP:** If you don't already have a website (or if you could use a new website), Constant Contact is currently offering [free websites to all new and existing email marketing subscribers](#).*

I'll admit — our old website did not do this. It was a bit convoluted with a lot of unnecessary pages and endless clicking to find what you needed.

So I did a complete overhaul to our restaurant's website using Constant Contact's [website builder](#). I was able to make it a space for our customers to act quickly and to get the timely, essential information they needed to do business with us.

## **1. Be informational and timely**

There's a lot going on right now and things are changing quickly. It's important that you recognize these changes and clearly communicate how you're responding to them. When you respond, so will your customers.

Share with them the safety precautions you're taking. Inform your audience on current regulations and laws. Become a resource to your patrons so they not only see you as a place to eat but as a business that's informed. You become the “go-to.”

And when your customers see how informed you are, they will be more likely to trust that your business is taking precautions seriously and that it's safe to order from you during this time.

## **2. Be accessible and show your customers their options**

What options are you offering to customers right now? Call-ahead ordering? Curbside services? Online-ordering or delivery? Make it as easy as possible for them to take action.

Don't hide your call to action behind multiple clicks. Make it as obvious as you possibly can! You can see in the image above that our website features a big "CALL TO ORDER!" button right on the homepage, and when you scroll down, there are even more options, including online ordering.

### **3. Offer items other than food and beverages**

People are looking to support local businesses right now in any way possible. Gift cards and merchandise are great options to offer.

**TIP:** Encourage people to buy several gift cards but in smaller amounts to give away as gifts. Not only are your loyal customers expanding awareness of your business, but you're also receiving immediate revenue and setting yourself up for more business later. Depending on your average price per patron; say an average bill is \$30 – when those who come to redeem their gift cards use their \$10 they'll also need to spend an additional \$20, bringing in additional revenue later.

If you're selling merchandise, set up an [online store](#) within your website so your supporters can rock that swag during their video conference calls, creating brand recognition. You can even encourage them to post photos to social media of them wearing merchandise as a way to further support your small business.

### **4. Use SEO (search engine optimization) tools to make your restaurant easy to find online**

While we are all self-isolating at home, there are more people online now than ever before. Make sure that those who are searching for local restaurants can find you. Constant Contact has easy-to-use [SEO tools](#) that will help boost your visibility through organic searches.

When using these tools and creating content for your website, make sure to use keywords that searchers might use when looking for a restaurant like yours. You'll want to do a little bit of [keyword research](#), but in general, you should be including highly relevant terms in your content like "restaurant," "delivery," "takeout," and the name of the city/area you serve.

Google matches those keywords when your customers are looking for you, which will help push you to the forefront within search results.

## 5. Keep your message positive

Easier said than done right? Of course [in times of uncertainty, it's important to communicate sensitively](#). But there are enough news outlets that are covering the negative. Right now, people need positivity. In fact, they're craving for it.

Our restaurant has dedicated this "season" to reinforcing the relationship we have with our audience. We promote neighboring businesses that we love and support. We've created humorous promo videos giving our customers a reason to laugh.

## Low-Cost Strategy:

Tantalize with limited-time offers. **Of all the marketing strategies 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.**

Consider delivery. **While this may seem like a daunting proposition, it opens a much larger market! From college kids to busy families, there are many people who want delivery beyond Chinese and pizza, so this is a great place to find your niche. Fortunately, you don't have to do it alone, as there are delivery services across the country that provide call centers and drivers to take and deliver orders. In many cases, this form of restaurant marketing requires only that you give the service an updated menu, then fill the orders in a timely manner as they roll in.**

## Functional Strategies:

### FINANCIAL STRATEGIES

To attain a Return on Investment that will exceed the cost of capital invested on a continuous basis is to **Proper use or application of the business assets**

### MARKETING STRATEGIES

**Creating lasting customer relationships is to implement customer management systems**

## -Explain the Stages in the life cycle of the restaurant during Covid -19. (10 Marks)

Ans:

There are three stages of a life cycle :

### **1:birth stage :**

Establishing the firm  
Getting the costumers  
Finding money  
Fighting for existence and survival

### **2:break through stage:**

Working on finances  
Becoming profitable  
Growing  
Copying with growth and takeoff

### **3:matuarity stage:**

Refining the strategy  
Continuing the growth  
Managing for success  
Investing visely and staying flexible

Restaurants are tough businesses to operate, even in the best of times — 60 percent fail within their first year, and 80 percent within their first five.

There are lots of reasons for that high failure rate: changing consumer preferences; thin margins in the best of times; a workforce with a high turnover rate; the wrong location; and in the era of smartphones and apps, a poor digital experience for consumers.

In the last three weeks, restaurant owners added another reason: the abrupt lack of consumer demand brought about by COVID-19, the disease caused by the **coronavirus**; the forced shuttering of restaurant dine-in establishments in many states; and a work-from-home workforce that has all but eliminated the lunchtime crowd for traditional restaurants and quick-service restaurants (QSRs). The share of consumers dining at sit-down restaurants had declined. While the restaurant industry as a whole has been affected by recent events, the panel noted, the real impacts can be hard to measure because the effects have been far from evenly meted out. The pizza industry, for example, is actually growing because pizza is affordable and pizza firms have spent the last several decades perfecting delivering it in 30 minutes or less. There are also minimal touchpoints between the time a pie goes into the oven and the time it goes into a box and then sent out for delivery.

For the early stages the people who are just starting or have given a fresh run to a restaurant they have to work hard and they are affected because in the start they need customers and people are not coming to visit them so they are failing and are continuously investing in their project to survive and some have failed to save themselves.

The ones in the middle stage are fine and on the level where they cannot save extra money but they are not going into loss and they can survive by doing home delivery.

There are two types of last stages: the ones which have reached the peak are safe and are affected but they are stable and have a hold on the market so they are less affected. The other ones are those which are in a falling stage; they have failed and they cannot survive in this situation because they are getting down day by day.



