

Student ID : 16043

Q1. Plan, Organize, Lead and control restaurant operations in covid-19

Answer:

While restaurants are designated as an essential business, they are only allowed to stay open for carry-out and quick serve food operations – including food preparation, carry-out and delivery food. Food businesses can play an important role in both protecting their employees and customers from COVID-19 by following the recommended personal and environmental hygiene practices described below.

- **Wash your hands thoroughly with soap and warm water** for 20 seconds upon first arriving to work, after using the restroom, before and after eating and frequently throughout the day. Avoid touching your eyes, nose or mouth.
- **Provide alcohol based (60%) hand sanitizers** for use for both employees and customers by placing them at convenient/accessible locations.
- Use sanitizing solution (i.e., one teaspoon of unscented household bleach in a gallon of cool water) to **frequently sanitize commonly touched surfaces and objects** such as electronics, door knobs, faucet handles, counter tops, cash machine key pads, dining tables frequently throughout the day. Change the sanitizing solution at least once every four hours.
- **Stop self-serve style operations**, including salad bars, buffets and dispensers.
- **Implement social distancing** by ensuring employees and customers maintain social distancing of at least 6ft and reduce duration of close contacts.
- **Ensure dishwasher and/or three –compartment sinks are used properly and have the appropriate level of sanitizer** for final rinse (50-100 PPM chlorine based sanitizer, follow product label for other approved sanitizers).
- **Ensure sneeze guards are in place** where required.

If you have food employees at higher risk for coronavirus with underlying health conditions, such as people 60 or older, people with underlying health conditions (heart disease, lung disease, or diabetes) or those with weakened immune systems or those who are pregnant: consider temporarily assigning employees with underlying health conditions to non-public-contact duties.

Q.2 External internal environment and how all these factors are affecting the business.

Ans: The outbreak of COVID-19 is impacting all businesses, including the hard-working owners, operators, farmers, delivery drivers, staff, and just about everyone in the food industry. Government and social responses are changing at a rapid pace, Communities depend heavily on the food service workers who keep the country running. And even as social distancing efforts increase, diners still need to eat, so we'll likely see consumer behaviors change to demand food in different ways. That means staffing needs will change, too. As restaurant professionals face hard decisions about their business models moving forward, many guests are still looking for ways to support their favorite local businesses. As the situation develops, it's important to reach out to your customers directly — via your restaurant website, social media, Google My Business, email, physical signs, and more — to communicate any changes you may be making, share your sanitization procedures, and encourage support and empathy in this turbulent time.

There are numerous ways you can encourage customers to support your business without requiring them to step foot in your restaurant, including online ordering, curbside takeout, pickup or takeaway, and digital gift cards.

Q.3 Business Strategy, Low-Cost Strategy, Functional Strategies.

Ans: We're all navigating this situation as it's happening, and it can be overwhelming, but you're not helpless. As difficult as this crisis is, it's an opportunity to build trust with customers and to show your community who you are and what your business is all about. Here are the five priorities that have guided our restaurant's online presence, and have made a huge impact on our business's stability during the crisis

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.

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.

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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.