

BILAL

ID = 16020

= BS (C.S)

= ~~A~~ 2nd Semester



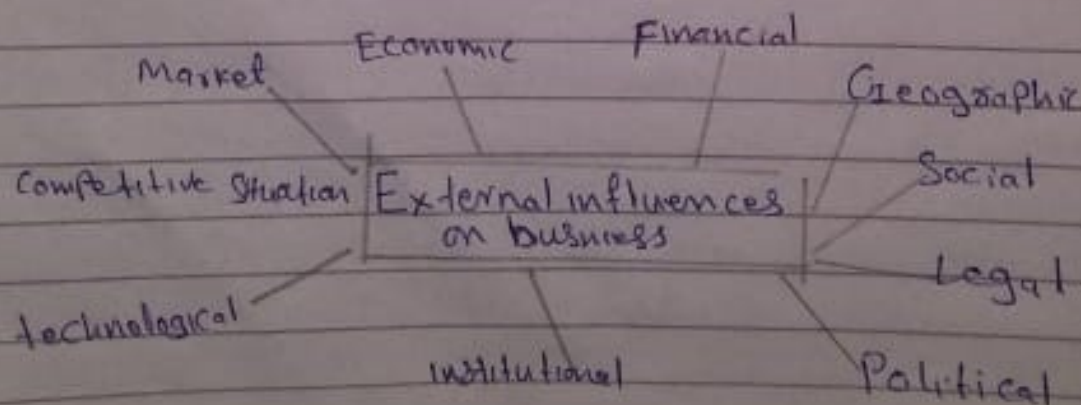
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Q2) Explain how it will cope with External Internal environment and how all these factor are affecting ~~to~~ the business.

A- The worldwide impact of Covid-19 on the economy cannot be overseen. It is important for every business to face the current situation and come up with a plan of action. As we don't know when and how the circumstances will evolve the time to minimize the (digital) impact on your business is now.

External - Change in the external environment make it necessary for managers to make adjustment to business operations. This may include the introduction of new government regulation that require the business to make adjustment. For Ex all business will need to respond to some type of carbon reduction scheme that will result in organization paying for the carbon ~~so~~ pollution they generate in order to reduce carbon pollution and eventually create a more sustainable economy.



These are the types of External environment business

- ① Economic
- ② Political
- ③ Technological
- ④ Social
- ⑤ Natural.

Internal - Internal influences relate to the specific factor within the business that will affect its operation. These factors can be identified via feedback and evaluation process that provide the business with information for change. The internal factor refer to anything within the company and under the control of the company no matter whether they are tangible or intangible. These factor after being figured out are grouped into the strengths and weakness of the company. If one element brings positive effects to the company, it is considered as strength.

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 asset
- 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 Execution or operations
- ⑬ Financial forecast
- ⑭ The founders relationship and their decision making Power

Q1 Keeping in mind Explain how to Plan organize lead and control this operation?

~~As~~ Restauranters around the world calling for an aid package that could save their restaurants during the on going COVID-19-Crisis. Petition signed by over 50,000+ in less the 2 hrs calls for legislator to to engage with local industry leader and restaurants association immediately to come to a swift plan for how you can meaningfully give your local restaurants the best chance for survival according to the petition. Some of their Policy suggestion include-

- Providing emergency employment benefits to all hourly and salaried worker who have been laid off or suffered or lost their pay for the length of this crisis
- Waiving Payroll tax
- Endorsing rent and loan abatement for workers

Q Make the following Strategies of your restaurant business Corporate Strategy  
Business - Low cost - Function Strategy -

\* Every business requires a Strategy for marketing. Restaurants are no exception. In fact some may argue that restaurants have to fight for every ~~customer~~ customer even more than retail stores because it seems that in slower economic time families are excluding (or least reducing) dining out from their budgets. In marketing your restaurant you will acquaint yourself with your target customer, your competition, brand-building techniques and advertising opportunities.

~~These~~

These are some effective Strategies for

- ① Go Social
- ② Get a website
- ③ Bring the contest on
- ④ Don't Leave out Email Marketing
- ⑤ Reach out to Local Food Blogger And Influencers
- ⑥ Get listed on food Apps
- ⑦ Social Paying
- ⑧ Mind your online Reputation.



## Low-Cost Strategies-

★ A list of three Low cost Strategies-

① Don't underestimate the potential benefits of joining your local Chamber of Commerce B2B. These organizations are basically a network of businesses that work together to promote one another. Many times each organization has a physical location or hosts regular networking meetings as well as maintaining a mailing list and website.

Start a Campaign that offers incentives to patrons that leave a positive review on sites like Yelp. This strategy will help generate more organic online reviews and create positive buzz about your business. People love to find out and know the hottest and hippest restaurants in their area. Regardless of what your niche is there is something exciting about your business. How your business was founded, your passion for the industry, your work in the community or how your employees make a difference. We all have a story. Look internally and find yours.

Functional Strategies :- Seek to improve implementation of business and Corporate Strategies. Functional Strategies include marketing strategies and human resource. often they concern specifics such as resource allocation, operating expense efficiencies and product improvement. The strategies level is immediately concerned with fashioning and implementing strategies that improve function in specific departments.

The underlying purpose of all functional strategies is to answer the question. Its at this level that businesses correct emerging or continuing problem and develop new ways of moving specific aspects of the business forward.

you can slice and dice business strategies hundreds of different ways. But one recommended way put corporate strategies at the top, business strategies in the middle and functional strategies at the base. functional strategies supports business and corporate strategies in specific ways often resulting in improved bottom line.



Q Explain the Stages in the life cycle of the restaurant during Covid-19-

↳ In the last two months restaurant owners added another season. The abrupt lack of consumer demand brought about by COVID-19 the disease caused by the virus. The forced shuttering of restaurant dining establishments in many States and a work from home workforce that has all but eliminated the lunchtime crowd for traditional restaurants and quick-service restaurant.

According to the latest edition of PYMNT'S COVID-19 brief Series, the share of consumers dining at sit-down restaurant had declined 85.2% since the pandemic began dropping by 52.3% in 11 days. The largest behavioral shift observed in our data - And the same data set ~~some~~ note that traffic ~~has~~ isn't merely shift to take out only 16% reported to they were ordering in more to replace eating out.