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Section :- A

Paper :-

Question # 4

Explain the stage in
the life cycle of the
restaurant during covid-19.

Answer :- 4

INTRODUCTION:-

These are
turbulent and scary times
for restaurant operators
across the board - online
orders from 10% to 100% of
your business in just a
matter of days.

Your in-store
order channel completely at
disappeared! . And we're as
soon with seems, or anyone
to touch anything

The only piece

of well good news is -
to call people still need
a pandemic to survive during
an industry we must
country. And a

But the pre-Covid
rules of the road
have changed drastically.
and they're looking
to you to acknowledge
that pain and adapt
quickly.

6 ways to ensure your
life cycle could of - 19 :-

1) Save up your highest
margin - top selling items.
Start by doing

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a good hard look at your p-min data to identify your high-margin and low-margin items.

Other considerations to make your menu down for online success.

1) Pick menu items that are easiest to produce

and sell.
2) Be on the lookout for cheaper ingredients that could give margin up.

2) Bundle and Super-size Everything:

of note families are back together and wanting larger groups. The first thing as a guest as they see you online is either you make a bulk order or you make a group and bulk order as easy and visible as possible.

② Offer medium, large, and XL portion sizes for small remove option for portion items

③ Round out the meal experiences:

to keep you want and speed, do not overdo up-sell potential by adding items that round out the meal experience.

① high margin items are often

② in refrigerators for day

④ Promote and then Promote:-

stressed and hurting people are your business is hurting this mean offering promotion in all sizes. offer and skipper so repeats off a family meal.

could - Save Products:-
consider

Consider offering
hand sanitizer, toilet paper with
order or cover

Gift cards.

offer gift cards via all your channels to stay top of mind and encourage gifting

5) Ensure a simple online experience.

I know this is harder said than done, but look at your online menu experience and make sure the guest can quickly and with few clicks

6) Be - Agile, Transport:-

Now is the time to by keep an open mind pivot to stay afloat, and

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Embrace your creative
spirit And market importantly
don't give up! Stay
positive and adaptable.

Publicize your charitable
efforts.

Tell guest how
you're supporting local
and national relief efforts
on your websites.

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Question # 2

Explain how it will cope with the external internal environment and how all these factors are affecting the business!

Answers: 2

External environment :-

everything outside an organized's boundaries that might effect it.

- ① General environment
- ② Task environment

Internal environment :-

The condition and forces within an organized. Not all parts of the environment are equally important to all organization.

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Policy in the business in Covid - 19 is increasing.

The Covid - 19 pandemic is spreading rapidly, with new updates flying in every minutes. As the situation evolves, many small business owners are unsure of what step to take to mitigate risk, protect employees and support customers.

Factors affecting the business.

following are the factors affecting the business.

1) Establish a remote work option.

with plenty of people already working remotely, there are a lot of free tools business owners can utilize so that teams can stay in touch and keep working even if they are in the same place.

② Reduce meeting and travels :-

Try to keep opportunities for exposure to the virus to a minimum. Postpone any team meeting or hold them virtually. Skip any conference or other planned business travels. If your workers get sick because of travels or meeting, you could have a liability issue on your hands or you will have to manage low, moderate and sick leave requests.

③ Give employees flexibility:-

Schools across the country are closing as are offices, stores, business and commercial centers. With the country slowly moving towards total lockdown, you will need to be flexible with your employees.

④ Communicate with your customers - **Transparency**

Everyone is going to be transparent together, so be transparent about what your business is going through. Customers can bring empathy with brand as they as crisis communicate with you properly.

⑤ Shift your sales strategy to online - **the reality**

of by the coronavirus market Amazon companies provide a blueprint for weathering this storm than those who shuttered their doors.

Some other points -

① More than 6.6 million American filed unemployment claims

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Last week, for the second week in a row.

- ② The US Federal Reserve unveiled its plans to provide \$2.3 Billion in loans to small and midsize business and states as cities and states as the economic downturn is expected to worsen recession since the great Depression the SME says.

Question # 3

Make the following strategies for your restaurant business corporate strategies:

Business strategy,
low-cost strategy,
functional strategies?

Answer # 3 :-

Business Strategy :-

Businesses today are operating in an unpredictable environment. Amid the Covid-19 pandemic and its impact on the worldwide economy, leaders are facing elevated levels of instability, pressure, and anxiety.

In some cases for the sake of ensuring business continuity it may be necessary to choose to reduce investment, freeze hiring or avoid entering new markets.

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From experience we know
organization with a
clear outlook and a
proactive strategy are
more resilient and
can a competitive
advantage over long term

② low cost strategies:-

Some following are the
basic low cost
strategy for restaurant
business in Covid-19.

① ~~online ordering~~

② online ordering:-

It is
a very easy and low
cost strategy for
restaurant business in
Covid-19. In this strategy
we can order online
every thing like food
pizza, etc. and it
is very easy and low
cost.

② Decrease your menu -
It is the second low cost strategy and it is very useful for life time. In this strategy we can decrease our menu. i.e. on other day we can buy 5kg of sugar so now we can only order 2kg.

③ Offer items other than food & ~~and~~ ~~beverage~~
people are looking to support local business right now in way possible. Gift cards and merchandise are great options to offer.

③ Functional Strategies -
functional strategies following are

① Be accessible and show customers their options, what option

you offering to customers
 right now, call ahead
 ordering? Curbside service?
 online ordering or delivery?
 make it as easy as
 possible for them to
 take action

② Use SEO :-

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
 restaurant can find you.
 Contact has easy to use
 SEO tools that will
 help boost your visibility
 through organic searches.

Question # 1

keeping in mind explain how to plan, organize, lead and control its operation?

Answer # 1 :-

Organize Plans:-

Some basic following are restaurant business in Covid 19-

- ① Using SEO
- ② Online order
- ③ offer item foods and other.

① Using SEO :-

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 restaurant.

Online order:
Second organize

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Plan is online order
it is very easy
way to organize. In
could

③ offer item food and others -
people are
looking to support local
businesses right now in way
possible gift and other
thing.

Lead and Controlz-

are the some following
of lead and point
controlz.

- 1) social distance
- 2) Awareness
- 3) using mask
- 4) could not shake hand with others.

① Social distance :-

just point to the very lead

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and control Covid 19
is social distance if
we could not meet
with people and make
social distance so then
we can control Covid 19.

Using masks:-

and if we can
control Covid
19 so then it is very
important to using mask
because Covid-19 is
spreading very fast and
enter in our body
by breathing and by
noise and mouth - So
we can use mask -

Shaking Hands:-

The third
point in which we
can control Covid-19
is did not shaking
hand because by
shaking hand the Covid 19
is passes through out
from one person to
another. It can move very
fast so we did not
shake hand with people