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SUBJECT PRINCIPLE OF MANAGEMENT

BS(SE) A

Ans 1

In this current pandemic situation of COVID-19 the Restaurants businesses is hitted very badly Approx. the overall sales of Restaurants are downed by 80%.so Managing Restaurant in current situation is very critical you have to plan for it and then organize,lead,control on it ,

**Planing** : at this current situation planning must be according to the precaution given by the health departments,government and other health agencies. According these precaution you have to plan how to reach out your customers,You need to prepare you staff according to the plan and your plan must me informative and positive.in current situation Online plateform will be the best way to cope this situation.

**Organizing**: organizing must to be according to your plan,in your plan you have to reach out your guest you must Go through positive messages eg “ we have the best precautionary measures” etc. you must organize your staff to follow social distancing techneques to serve the guest .you need a good team to organize your online platforms to deal with custmoers.

**Lead & Control**: A good manager must be a good leader as well, coping with current situation he must do care of their staff as well, lead in manner way because the staff with the manager will follow his instruction if the manager having the ability to lead and control in the current situation this will defenety somehow save his business. For example a manager follows the precautionary rules his staff will must follow him as will their custmers.

Having all these Qualities if you plans well and then organize it in well manners and the manager leads it this will control their operation in positive way.

Ans 2

In current pandemic situation of COVID-19 there are many internal and exrternal factors that affect the businesses.

The internal factors that affect restaurant business are discussed below,

- **Managing Employees**: in this current situation Managing your employees is very important you have to keep your employees motivated and stay positive to cop with current situatin
- **Money And Resources**: Coping with current pandemic situation of COCID-19 the major issue for the restaurant business is Money and resources as the sales down very badly. With very low resurces its difficult to survive ypu have very less flexibility for your business.
- **Staffing & Current Technology**: in this pandemic many restaurant offers delivery base services so to cop with th current situation staffing according to current technology will

help effectively to cope with this COVID-19 situation.

Other internal factors that affect the Business.

**Creating policies according to current situation**

**Setting of budgets**

Ability to satisfy Customers

Upgrading softwares for placing online orders etc

INTERNAL FACTORS THAT AFFECT BUSINESS OF Restaurant

➤ **Restriction from Governments:**

In current situation the main external factor that affects restaurant business is government Restriction for banning the events in hotels, catering, affect the business very badly.

➤ **Global pandemic situation:** as we know the pandemic of COVID-19 is spreaded worldwide and it affects the restaurant business very badly and became a major external issue for restaurant businesses.

➤ **Logistic and supplies :**

In current situation supply of the stock became a headache for the restaurant managers **because they lack of supply**.

**Other External factors that may affect Restaurant businesses now a days**

**Economical factors**

**Pandemic Environment**

**Competition policies etc**

To cope with these environments the managers must have the ability to organize its operations in a mannered way they may reduce their menu to avoid stock unavailability, government restriction should be handled with Precautionary measures, leading your staff to place order and delivery at home because customers avoid to come out of homes.

Ans 3

The following strategies Copeing the COVID-19

Business strategy : Business strategy is the strategy of any business to achieve the organizational goals , in current situation goals must be to survive , for this strategy must be to make sure the availability of sanitizing equipments at the restaurant to attract the customers , set websites for online order placing , quick staff to place the delivery etc.

Low cost strategy : in this pandemic strategy for low cost must to reduced the menu items offer only those items which having frequently sales, cut-of the salary of top management for some months , claims the subsidies offered by the governments.

Operational strategy : operational strategy the restaurant must focus on online platforms and operation are done through home delivery , make sure to your customers that your restaurant follows all the precautionary tools/measures.

ANS 4

In current situations the life cycle may be deferent from the normal cycle of usual cycle .

Usually life cycle starts from start to growth, maturity then decline but it will not work in current situation .

In current situation the restaurant management must create their operational plan as according to the instruction given by the government.

They must focus on the social distancing rules and create the precautionary environment for their growth they should focus to establish online platform for receiving orders and make their delivery quick they can take this situation as in good for their business improvement as they deliver food items quick to grab the attention of the customers and can take their business into maturity .

Restaurants may offers more items with good price to take edge on their competitors as every restaurant will focus on the online placing order and home delivery .