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Q 1: LEADING, PLANNING AND ORGANISING RESTAURANT IN PANDEMIC COVID-19 :-

The coronavirus (Covid-19) pandemic is causing increasing damage to the global restaurant industries. Due to measures of social distancing and general cautions in public places, consumers have been dining out less and less.

EFFECTIVE MEASURES:-

The following measures should be kept in mind for operating restaurant in such a pandemic situation.

FOOD SAFETY:-

The food industry follows strict local public health guidelines. To meet these guidelines, restaurants have safety protocols and best practices in place.

Owners and operators should contact their state and local

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local health departments for the latest.

REFRIGERATED FOOD :-

Coronaviruses are generally thought to be spread from person to person through respiratory droplets. Currently there is no evidence to support the transmission through associated food.

ANTIMICROBIAL PRODUCTS :-

On 3-March 2020, a list of registered antimicrobial products is presented that have qualified under its emerging viral pathogen program.

COMMUNICATION TO STAFF :-

There is going to be lot of anxiety surrounding the changes. Reassure your team that these measures are being put in place because of extraordinary circumstances and that we are managing this together as a team.

COMMUNICATION TO GUESTS:-

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The safety of everyone who interact with the restaurant is paramount.

Guests are usually aware that restaurants have to follow strict guidelines for health and safety.

A little confidence building will go a long way for guests who are paying attention to what goes near their faces.

HOMIE DELIVERY SYSTEM:-

Many restaurants have had to shut down their dining rooms and move to takeout and delivery as their primary operation.

By this includes venue, publish an update on social media,

about how your guests can still order food through you.

Push any relevant updates to your listings in Google and on

any third-party delivery apps. 9

MESSAGE OF ENCOURAGEMENT:-

Restaurant is a part of a community and we are all in it together. We don't know what the outcome of this pandemic will be, but sharing a positive outlook and high spirits can be effective.

FINANCIAL SUPPORT:-

By the restaurant is under threat of closure on a more permanent basis. don't be afraid to ask for support in the form of loans from Government and also from guests.

CONCLUSION:-

The pandemic Covid-19 is an experimenting for the world. One must tactically deal with it to overcome its side effects morally, physically, socially and economically.

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STRATEGIES TO COPE WITH EXTERNAL ENVIRONMENT :-

The restaurants are finding themselves on the wrong end of a worldwide lockdown. There are certain strategies which can minimize the impact of the external environment on restaurants.

MAKE A SAFE SPOT TO GUESTS :-

The first step in combating coronavirus is to make restaurant as clean as possible. The EPA has created a list of disinfectants that are effective in killing Covid-19.

SPECIAL ATTENTION TO SURFACE TOUCH :-

We must pay special attention to any surface customers touch, like light switcher and doors and any system that circulates air. Provide antibacterial gloves for your team, especially if they handle cash.

PROFESSIONAL CLEANINGS:-

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Many restaurants have scheduled multiple daily professional cleanings. One must take every initiative to keep the restaurant disinfected. The workers must wipe down the tables and chairs after each guest leave. Add disinfectant napkins to service.

SOCIAL DISTANCING:-

The restaurant setting must be such so as to have the concept of social distancing. The tables must be far from each other and limited persons should be allowed at a time.

The staff also must keep distance from the customers while dealing them.

PRECAUTIONARY MEASURES LIST:-

There must be a precautionary list at every portion of the restaurants mainly at the entrance. The list

include guidance like washing hands with sanitizer entering and leaving the restaurant. The guard must also suggest the guest these precautionary measures.

DELIVERY CAUTIONS:-

The delivery boys must also ensure the proper cleaning of hands and the delivery products. While reaching the corresponding or targeted home for the delivery, the delivery boy must change his gloves and also make sure that the person receiving the item is also well sanitized. They may also provide sanitizer to receiver to have a positive impact on the person and also environment.

Returning to restaurant, the delivery boy again must take care of the restaurant environment.

FACTORS EFFECTING THE BUSINESS :- ⑧

All these strategies can positively affect the restaurant business and also on the external environment.

- Keeping the restaurants a place of safe zone can affect its business both morally and economically.

The people will have a sense of safe spot for them in the restaurant which will ensure their regular visiting to the restaurant which is the base for the development of restaurant business.

- The special attention to surface touch will give a broad outlook to the restaurant making it more enhance in the community.

- The hall mark of positive effects on the restaurant business is cleanliness. The restaurants must provide the sense of heaven on earth during such a terrific situation.

Q 3:- STRATEGIES IN RESTAURANT
BUSSINESS :

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The following strategies can be helpful for a restaurant business in such a pandemic.

• CORPORATE STRATEGY:-

INTRODUCTION:- The corporate level strategy is when a business makes a decision that affects the whole company.

FOR RESTAURANT:-

This strategy function as a coordinating body, developing and implementing strategies that satisfies the objectives of the restaurant and promoting overall cooperative goals. The head of the restaurant act as the coordinating body and expands the number of products offered.

MAIN KEYS FOR RESTAURANT :

- ① Visioning
- ② Allocation of resources
- ③ Strategic trade-offs
- ④ Objective setting

BUSSINESS STRATEGY:-

INTRODUCTION:-

At this level, strategy formulation is related to how the business competes with other bussiness in the industry.

FOR RESTAURANT:

In such a pandemic situation the bussiness strategy for the restaurant is more beneficial than earlier. As most of the restaurants are closed, a good restaurant with all the measures according to the p current situation can progress more and compete will for the rest of time. The most influential idea for this in my view is establishing small branches of the restaurant for temporary time so that people easily access and also the home delivery system.

LOW-COST STRATEGY:-

INTRODUCTION:-

It is a pricing strategy in which a company or a restaurant offers a relatively low price of products to stimulate demand and gain market share. In the low-cost strategy, the true winner is the one with the actual lowest cost in the market place.

FOR RESTAURANT:-

If two restaurants are purchasing essentially identical product that sell at the same price, the one with the lower costs has the advantage of a higher level of profit. In such a current terrific situation the best cost strategy for a restaurant relies on offering products to customers by focusing both high and low cost difference. The cost focus strategy is best in circumstances today.

FUNCTIONAL STRATEGY:-

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INTRODUCTION:-

Functional level strategies are the actions and goals that support business and corporate level strategy.

FOR RESTAURANT:-

The most functional strategy for a restaurant in current situation is distribution strategy.

As people can't expose them to the environment due to the pandemic of coronavirus (COVID-19), the restaurants can continue their business through distribution strategy which is simply home-delivery system.

EXAMPLE:-

The McDonald's distribution restaurant, a fast-food restaurant works on this strategy to get its products to the market.

Q 4) LIFE-CYCLE OF RESTAURANT IN

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COVID-19 :-

The pandemic of Covid-19 has left many restaurants vulnerable to profit decline and inventory spoilage. The important stages of life cycle of any restaurants are the following:

- Startup
- Growth
- Maturity
- Decline
- Rebirth

According to the latest edition of PYMINTS' COVID-19, the shares of consumers dining at sit-down restaurants had declined 85.2% since the pandemic began.

STAGES DURING COVID-19 :-

TAKING ADVANTAGE FROM MARKETING

CHANNELS :-

The covid-19 got the restaurants

to focus more on advertising and marketing channels. They are advertising their presented food through a third-party apps. They are attracting the customers through social media.

OFFERS DISCOUNTS :-

The restaurants are offering discounts on takeout and delivery. Customers tends to be more loyal to this. This may have some loss at the start but will be beneficial than nothing.

SUPPLY CHAIN VISIBILITY :-

Some of more progressive restaurants have preached the importance of supply chain visibility and the ability to trace products literally from farm to the back-door of the plate. They are providing door to door restaurant services.

EMPHASIS ON FOOD SAFETY:-

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The restaurants are emphasizing more on food safety and cleanliness. They are trying to provide a quality food products to ensure health of customers.

MORE CONCERN TO CLEANLINESS:-

The restaurants are becoming more concern towards cleanliness. Examples: cleaning of a credit card when handed and cleaning of it upon return.

The changing of gloves between customers or the regular use of hand sanitizers between customers.

DISADVANTAGES IN STAGES:-

There are also losses to these restaurants because of the strategy of low costs.

more discounts, loans etc.

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The growth rate of the restaurants are decline. The are in the stage of declining phase.

STARTUP STAGE:-

The restaurants should startup with the necessities adaptive measures according the situation.

GROWTH PHASE:-

The growth of restaurant in such situation is declining momentarily but at the same time it is beneficial for a restaurant to compete with other restaurants by enhancing its previous strategies.

REBIRTH PHASE:-

The restaurants with the necessities measures can emerge with more stronger bases.

