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Q1:

Keeping in mind explains how to plan, organize, lead and control its operations.

Ans: ①

Plan :-
One of the most common sets of activities in the management is planning. Reference overall singular purpose or desired result from system. Take stock outside and inside the system. Analyze the situation, Establish goals, Establish strategies to reach goals.

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The management function that assesses the management environment to set future objectives and map out activities necessary to achieve those objectives.

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To be effective, the objectives of individuals, teams, and management should be coordinated to support the firm's mission.

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Organizing: The management function that determines how the firm's human, financial, physical, informational, and technical resources are arranged and coordinated to perform tasks to achieve desired goals.

The deployment of resources to achieve strategic goals.

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Lead: The management function that energizes people to contribute their best individually and in cooperation with other people.

Following steps are involved for leading:-

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Clearly communicating organizational goals!

- ② Inspiring and motivating employees.
- ③ providing an example for others to follow.
- ④ Guiding others.
- ⑤ Creating conditions that encourage management of diversity.

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④ Controlling: The management function that measures performance, compares it to objectives, implements ~~ness~~ necessary changes, and monitors progress.

Many of these issues involve feedback or identifying potential problems and taking corrective action.

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Q 3:

Make the following strategies for your restaurant business corporate strategy, Business strategy, low-cost strategy, functional strategy.

Ans:

Strategy:

⇒ A plan of action designed to achieve a long-term or overall aim.

Strategies for your restaurant business:

First of all you need a best planning or strategy to create your or start your restaurant business.

For best restaurant you need to get a website.

Your 50% customer will use internet, so you need to get

9 apps, Food apps.

Tap into the power of social media marketing.

Sell more food and beverages.

Attract more customers. keep your business open for extended meal periods. Encourage private parties

or special events. Increase the cover average of each guest.

Offer packages to local businesses.

Get some media coverage.

communicate with customers.

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Attracting customers to your restaurant can be a challenge. Even venues with the best food or the cheapest prices struggle to fill all their tables on a wet and cold evening.

Corporate Strategy :-

= corporate strategy
The set of businesses, markets or industries in which an organization competes and the distribution of resources among those entities.

concentric A strategy employed for an organization that operates a single business and competes in a single industry.

Concentration Diversification A strategy used to add new businesses that produce related products or are involved in related markets and activities.

Vertical Integration The acquisition or development of new businesses that produce parts or components of the organization's product.

Business Strategy:-

Business strategy is the major actions by which a business competes in a particular industry or market.

After the top management team and board make the corporate strategic decisions, executives must determine how they will compete in each business area. Business strategy defines the major actions by which an organization builds and strengthens its competitive position in the marketplace. A competitive advantage typically results from one of two generic business strategies:

Low-Cost Strategy:-

It is a strategy that an organization uses to build competitive advantage by being efficient and offering a standard, no-frills product.

Businesses using a low-cost strategy attempt to be efficient and offers a standard, no-frills product. They often are large and try to take advantages of economies of scale in products and services distribution.

In many cases, the large size allows them to sell their products.

and services at a lower price, which leads to higher market share, volume, and ultimately, profits. To succeed, an organization using this strategy often must be the cost leader in its industry or market segment.

Functional Strategy:

The strategy implemented by each functional area of the organization to support the organization's business strategy.

The final step in strategy formulation is to establish the major functional strategy. Functional strategies are implemented by each functional area of the organization to support the business strategy. The typical areas include production, human resources, marketing, research and development, finance and distribution. For example Cirque du Soleil's expansion plan includes functional strategies, including training and other activities related to the creative process.

Q 2:

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

Ans:

External environment: Everything outside an organization's boundaries that might affect it. External environment is composed of all the outside factors or influences that impact the the operation of business. The business must act or react to keep up its flow of operations. The external environment can be broken down into two types. The micro environment and the macro environment.

External environment has two types.

- ① General environment
- ② Task environment

General environment:-

It is the set of broad dimensions and forces in an organization's surroundings that create its overall context.

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International dimension

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Technological dimension

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Political-legal dimension

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Socio-cultural dimension

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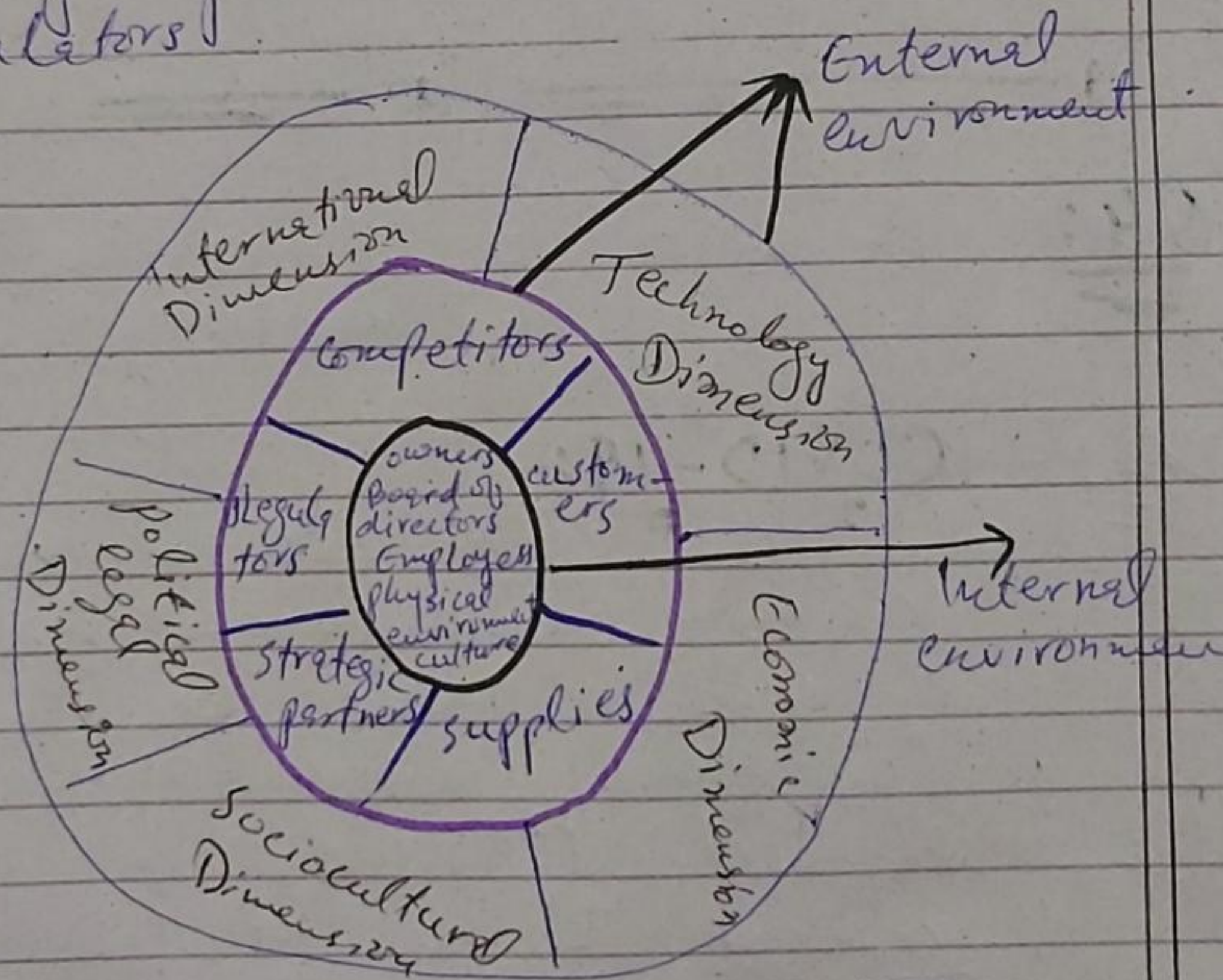
Economic dimension.

Task environment:

= = It consists of specific organizations or groups that influence an organization.

- * Competitors
- * Customers
- * Suppliers
- * Strategic partners
- * Regulators

Competitors
 Customers
 Suppliers
 Strategic partners
 Regulators



affecting the business:

= = = The internal business environment comprises of factors with the company which impact the success and approach of operations. The external environment the company has control over these factors. You can change how internal and external factors affect your business.

External factors include political factors, macroeconomic factors, microeconomic factors, social factors and technological factors. Internal factors are factors from inside the organization that affect a business, such as organizational culture, organizational structure and management structure.

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Q4: Explain the stages in the life cycle of the restaurant during Covid-19?

Ans:- COVID-19: = = The disease caused by the novel coronavirus first identified in Wuhan China, has been named Coronavirus disease 2019 (COVID-19). Formerly this disease was referred to as 2019 novel coronavirus. The COVID-19 virus is a new virus linked to the same family of viruses as severe acute Respiratory Syndrome (SARS) and some types of common cold.

Restaurant during COVID-19:

Restaurants are tough business to operate, even in the best of times 60% percent fail within their first year, and 80% percent within their first five year.

There are lots of reasons for that high failure rate.

Changing consumer preferences this merging in the best of times a workforce with a high turnover rate the wrong location. And in the area of smart phones and apps, a poor digital experience for consumers.

In the last three weeks, restaurant owners added another reason. The abrupt lack of consumer demand brought about by COVID-19, the disease caused by the coronavirus, the forced shuttering of restaurant dine-in establishments in many states. And a worker from home workforce that has all but eliminated the lunchtime crowd for traditional restaurant and quick service restaurant.