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nagement.

Instructor:-

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Question:- 1

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

Planning:-

First of all I define what is planning. Planning is the part of management concerned with creating procedures, rules and guidelines for achieving a stated objective. Planning is carried out at both the macro and micro level.

Restaurant Planning:-

A restaurant business plan is the framework from which you can start to piece together everything from your restaurant management to menu design and develop your restaurant idea into a reality. Read on for everything you need to know about writing a restaurant business plan along with samples and tips.

Organizes-

Organising in a general sense means systematic arrangement of activities.

Organize Restaurants-

1. Develop a Description. The first step in creating a business plan for your restaurant is to create a description.
2. Analyse the market. Marketing is vital for any business, especially a restaurant.
3. operations of your business.
4. ownership and Management.
5. The Cost.

Lead and Control its operation:-

Lead is the third step that is accomplished by communicating, motivating, inspiring and encouraging employees towards a higher level of productivity. Controlling is the final function of management in which the manager, once a plan has been carried out, evaluates the result against the goals.

Lead and Control Restaurants:-

1. Define your goals and expectations.
2. Don't overlook the important of a manager.
3. Invite collaboration and feedback.
4. Be on the floor.
5. Spend one-on-one time with employees.

Question:- 2

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

INTERNAL AND EXTERNAL FACTORS:-

Internal factors that lead to organizations success inevitably characterize the organization's relationship to the external environment in these broad areas. External factors that affect an organization may be political, economic, social or technological.

How does restaurant affect the environment:-

Top environment factors that will affect your business include storms, loss of resources, inflation, and scarcity of food and water. These economic concerns are directly to be secondary to the crisis to human health.

INTERNAL AND external factors that Affect your Restaurant:-

Many people open a restaurant thinking if they have the most delicious food in town, people will flock to their doors. Yet, they ignore the basic principal of the restaurant business and undoubtedly join the 80% of restaurants that fail in the first five years.

1. Labour Costs:-

Are your employees abusing your time clock? This is worth a look every pay day.

2. Food waste:-

Take a look at how much food your servers are throwing away after each meal they serve. If it's excessive, your portion sizes are too big.

3. Employee theft:-

You may not want to think

about it, but many restaurant theft rates among their employees.

4. Employee Turnover:-

Most restaurant owners don't take employee turnover into consideration when thinking about profits, but it can take a chunk out.

5. High Wait Times:-

How long your customers have to wait for a table or service at your restaurant affects your profit.

6. Vendor Price Gouging:-

Have you shopped around for vendors. You want to make sure that by using just one vendor, you aren't experiencing price gouging.

7. Accounting Issues:-

How is your accounting? Do

you have a good system in place to track expenses, invoices from suppliers, payroll and more.

8. Customer Retention:

Make your customer feel valued, and in turn they'll give you loyalty. As a bonus those loyal customers will tell others about you so you are not only retaining a customer but perhaps getting a new one.

9. Portion Control:

One day your customer comes in and gets his tacos stuffed with meat, while the next time he visits, his taco is barely half full.

10. Outdated website:

Potential customers are looking for you online. If your website isn't up-to-date and mobile-friendly, you're going to close business.

Question:- 3

Make the following strategies for your restaurant business Corporate Strategy, Business Strategy, Low-Cost Strategy, Functional Strategies.

Business Strategy:-

- Go Social.
- Get a website.
- Bring the Contests on.
- Don't leave out Email marketing.
- Reach out to local Food Bloggers and Influencers.
- Get listed on Food App
- Social playing
- Tap into power of Social Media marketing.

Low Cost Strategy:-

Marketing Strategies for restaurant play an important role in attracting new customers, but it's important to follow up those tactics with excellent customer service. Restaurant Paging System can be instrumental in providing

that service, helping you to ensure your guest are quickly and efficiently served in every aspect of their dining experience. For more paging system, or to find out how they can enhance your restaurant strategies contact long range systems today.

- Make the most of your website.
- Tantalize with limited-time offers.
- Reward Loyalty.
- Let your menu advantage.
- Give back to the community.
- Be a good host.
- Use competition to bring in crowds.
- Market through email.
- Consider delivery.
- Keep it fresh.

Functional Strategies-

Define as those short term strategies performed at the functional level designed to exploit the functional area's resources, capabilities and core competencies in pursuit of achieving our restaurant business unit strategies.

Question: 4

Explain the stages in the life cycle of the restaurant during Covid-19.

1. Enforce strict hygiene rules in your store:-

There are some basic hygiene steps you need to follow in your restaurant or takeaway to protect your customers and staff from spread of coronavirus. You must double down on hygiene and ensure that all staff wash their hands before handling any food or utensils. To prevent the spread of coronavirus in your restaurant it's important to wash with soap and warm water for at least 20 seconds or use an alcohol-based hand sanitizer that contains 60-95% alcohol when water or soap is not available.

2. Provide a click and collect service to reduce queues:-

Social distance is a key to preventing the virus spreading from person to person. By providing a click and collect service you can help to limit human interaction between staff and customers as they can order ahead and quickly pick up the food in-store without waiting in line.

3. Embrace delivery boy customers who want to order in at home :-

If you don't already have a food delivery system in place in your restaurant or takeaway it's good time to introduce it. You can extend normal delivery practices to a contactless system, asking customers to pick up the food from a designated location outside their home. Your delivery driver should keep a 2 meter (6.5 feet) distance between the customer and themselves.

4. Encourage card only transaction for payments :-

Adopt a cashless payment policy to minimise the risk of exchanging germs. Encourage your customers to pay with credit or debit cards and to use digital payment options such as Google pay, Apple pay and microsoft pay.
