

Q:1: Keeping in mind explain how to plan, organize, lead & control its operations

Ans:

Planning:-

(i) Firstly restaurants should create delivery only menu. It means that those meals which do not lose its quality during delivery time should be produced.

ii) Secondly they should subscribe with those apps which offer food delivery in that area.

iii) Next they should start their own delivery system. It should be free of cost & effective

iv) They should also use social media platforms to advertise their menu & delivery system.

v) They should offer free gift cards to draw more customer attention and grow their business.

ORGANIZING:

(2) Second function follow the organizing is the of management planning.

DARSI NOTES

Organizing is a management process that refers to the relationship between people, work and resources that is used to achieve goals. In organizing system top management first fixes the common objective and resources. In organizing the manager make different kind of department and mixed all the department for better work.

(3) LEADING:

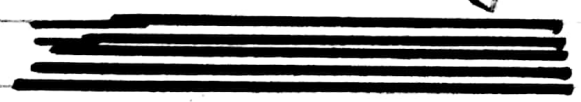
Involve motivation the subordinates to do the most effective communication channel resolving conflicts and directing as well as guiding the actions of others with the intention of achieving all the objectives.

(4) CONTROLLING:

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The measuring of performance in all pre-determined objectives, determining reasons for deviation and taking appropriate actions where necessary. It provide ways to ensure that the organization moves toward achieving its objectives.



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④ Customers responsiveness.

Note:

This leads to a competitive advantages and Superior profit profitability and growth.

Q2: Explain how it cope with the External internal environment and how all these factor are affecting the business.

ANS:

COMPONENT OF EXTERNAL ENVIRONMENT:

- ① Economic
- ② Global
- ③ Political
- ④ Social Culture
- ⑤ Technological
- ⑥ Demographics.

(1) ECONOMIC ENVIRONMENT

The terms economics

environment refers to all the external economic factors that influence buying habits of consumers and therefore affect the performance of a business company.

GLOBAL ENVIRONMENT :

global environment consist of the international interactions of a company's control and influences the operations of a business.

POLITICAL ENVIRONMENT :

The political environment is the combination of factors such as the current political party in power. The degree of trade industry politization. The efficiency of government current policies, government current

legal attitude towards the public
economy. etc

SOCIO-CULTURAL ENVIRONMENT

The sociocultural environment is that part of the firm's environment that has to do with society and culture. Each firm operates with a particular society or societies.

TECHNOLOGICAL ENVIRONMENT

External factors in technology operations impacting on business.

DEMOGRAPHIC ENVIRONMENT

The demographic environment includes such factors as: age distributions, birth deaths, immigration, marital status, sex, education, religious

affiliations, disperson and geographic characteristics that are often used for segmentation purpose.

HOW EXTERNAL ENVIRONMENT AFFECTS MANAGERS:

- ① Jobs and employment
- ② Assessing Environment Uncertainty
- ③ Managing stakeholder Relationship.

INTERNAL ENVIRONMENT COMPONENTS:

- ① employees,
- ② management
- ③ Corporate Culture.

DEFINITION:

Company ability to serve its customers. That is in effect its ability to serve its customers.

CONSIST OF:

- ① Mission
- ② vision
- ③ strategy
- ④ And Services.
- ⑤ Resources.
- ⑥ Processes.

INFLUENCE:

High:

ADVANTAGES: (The i)

- ① The internal environment is important for determining your marketing strategy.
- ② it is an important part of business environment

TYPES OF INTERNAL ENVIRONMENT:

MACRO:

force larger than societal affect the

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micro environment

MICRO: The industry in which an company operates on and the industry market.

INTERNAL: Small force within the company that affects its ability to serve its customers.

IMPORTANT PARTS OF INTERNAL ENVIRONMENT:

- ① Vision
- ② Mission.
- ③ Strategy

Date: _____

Question: No 3:-

Make the following strategies for your restaurant business corporate business strategies functional strategies?

Answer:-

The following strategies for restaurant business during covid-19.

(1) Business strategies:-

We have to focus on establishing a strong identity in our community with a grand opening.

- In now a day we all are online on internet due to covid-19, So make a food App for online ordering
- Show in advertise of your restaurant with a covid-19 website.
- They should offer free gift card to draw more customer attention and grow their business.

→ They can also use social media platform to advertise their menu and delivery system.

(2) Functional Strategies:-

→ If you are longer employer, they will have the most up to date information and guidance, and also may provide innovative solution and ideas to help your business remain viable.

(3) Corporate Strategies:-

→ This is to redesign the menu of the restaurant, and make him more easily. All the food will must be clean and safe environment. because everywhere now the disease of corona virus is present. We need to care of over all restaurant.

(4) Low cost strategies:-

- In this situation all are online on internet is free now at home due to covid-19, so for low cost make and someone help from facebook, twitter, instagram and some order social media.
- Every where you go, whatever you do if you meet with someone new so invite him to your restaurant.

Question No 4:-

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

Answers:-

Restaurant could be operated through online booking of food, tea, coffee and ice cream.

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The payment be made on window or where in which u book the food e.t.c. Cash payment as well as credit card and the payment can be done in this system. home delivery can also be provided by the restaurants.