

Q:1; Keeping in mind explains how to plan, organize, lead and control its operations.

PLAN: As Communities depend heavily on the food service workers who keep the country running. And even as social distancing efforts increase, dinners still need to eat, so in this time of crisis everything needs to be managed with no mistakes. The restaurant would need a responsible manager to manage the staff and give each of them a task or a duty to perform, first of all they should take care of the hygiene and safety and then manage the food resources and they should always take care of the sanitization regularly.

ORGANIZING: The restaurant must be organized in a proper way because in this situation it need to be organized and cleaner than ever. Every person in the staff and the manager should take care of their health and they should use masks and gloves regularly for safety as the virus is very dangerous. There are some basic hygiene steps to follow in the restaurant to protect the customers and staff from the spread of Coronavirus. They 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 the 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 and soap are not available. They must sanitize all the furniture in the restaurant and also keep the kitchen neat and clean, they should always use the sanitizer before they enter the kitchen. They should also put hand sanitizer on every table or near the entrance so the costumers can also use it as they enter the restaurant.

LEAD AND CONTROL: If the restaurant is led by a professional and a responsible manager, the staff must follow the rules and they should not make any kind of mistake as the situation is crucial and can't afford any mistakes. They should also maintain social distance by organizing the tables in a distance.

Q:2; Explain how it will cope with the External internal environment and how all these factors are affecting the business.

The impact on the global economy may increase depending on the extent of geographic spread of the virus. However, the pandemic has already negatively impacted the global economy as a whole. It has affected all the restaurant business, not only restaurants but the pandemic has also affected the major and successful businesses. In this pandemic people now prefer to eat in their homes because they are not sure if the food they are going to eat from a restaurant is clean and secure. That is the reason all the restaurants and even small food stalls has been closed, which is a big lose for every restaurant and also for them who run small food stalls. Now the rich and successful restaurant owners as well as the middle class and poor people who run small restaurants or food stalls are sitting home, well it does not affect the rich ones because they have enough money survive this pandemic and spend while sitting at their homes but it

surely affected the middle class and poor ones because they have now no resource of income and they can't afford to fulfil their daily needs.

Q:3; Make the following strategies for your restaurant business corporate strategy, Business Strategy, Low-Cost Strategy, Functional Strategies.

- **CORPORATE STRATEGY:** A corporate strategy clearly defines the long-term vision that an organization set, and seek to create corporate value and motivate the workforce to implement the proper actions to achieve customer satisfaction in every way. We should always keep an eye on the competitors, observe what their business strategies are and marketing strategies. The restaurant must aim to achieve the objectives while achieving competitive advantage. We also need to create a clean and fresh looking environment than ever as compare to the competitors.
- **BUSINESS STRATEGY:** For business strategy we need to observe the current situation, as customers are not going out for dinner but as we know they still want to go out for dinners, especially the young youth is bored of eating at their homes. If the restaurant doesn't already have a food delivery system or takeaway, it's a good time to introduce free delivery. We can extend normal delivery practices to a contactless system, asking customers to pick up the food from a designated location outside their home. The delivery driver should keep a 2 metre distance between the customer and themselves. This will increase the sales of the restaurant as well. So for a restaurant business to satisfy the customers we need to provide them good quality food with 100% safety and hygiene in this situation of crisis, and provide them great service, offer them great deals with discount on each item. In this way the trust will be built and the customers would be satisfied. If there are any outside investors it will be a great impact on them too and invest their money with no hesitation thinking their money is going into a safe place.
- **LOW-COST STRATEGY:** Low-cost strategy is the important one in the list because it all depends on the customers that how much food items or stock do we need. In this situation of crisis, first 2 or 3 weeks we need observe the customers that how they approach the restaurant or visit and how much delivery order do the restaurant gets. Depending on that we should restock the food items just in the quantity of that we can use it for a proper month and it doesn't get wasted.

- **FUNCTIONAL STRATEGY:** For functional strategy we need to advertise and introduce new exciting deals and meals with discount rates, and introduce free home delivery to attract the customers, also with following the rules that the government implemented.

Q:4; Explain the Stages in the life cycle of the restaurant during Covid-19.

- First of all one cannot startup a restaurant business in this critical situation of covid-19. If already have a restaurant then everyone should follow the rules and guidelines that government has implemented.
- Keeping that in mind, if a restaurant has a good quantity of customers then their timing of opening the restaurant should be from 9:00 am to 10:00 pm and also do the deliveries around that timing
- If talking about the visiting customers then the restaurant should welcome them by strict precautions of safety and security like wearing masks and use of sanitizer and keeping the distance.
- And about the employees and working staff, they also must use or wear safety gears and maintain the distance.
- they should also make the dishes with neat and clean hands with safety and keep the environment fresh and clean.
- The restaurant or the manager must take care of their employees as well specially the delivery guys because they risk their lives and go out to deliver the food to different places and meet different people, they should take extra care.
- And They must make sure that there is no one sick in the employees or in the kitchen staff, the manager should be aware of everyone's health because can't afford a single irresponsibility, one mistake and everybody's life is on risk.