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Q1:

Corona Virus pandemic:

Ans:

Corona pandemic is
A viral infection affecting
business through out
the world.

According to IMF all
most every country
economy will suffer
in year 2020 due
to this pandemic.

Situation in Pakistan
is not different in
any country in the
world.

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Shop And Restaurant
Are closed for All

Most one month.

Which is effecting the
Restaurant badly.

I own a Small

Restaurant in KPK

And facing the same
problems. is the

Rest of the world.

↳ LEADING AND PLANNING

↳ Strictly following
the rules and regulations
set by the Government
of Pakistan.

proper instructions about
handling of the food
items were given to
the staff.

~~Staff~~ Staff Routine

~~check~~ checkup

will be done every morning

before entering the
restaurant.

↳ ORGANIZE AND CONTROL

proper social distancing

B/w staff and 5/20

Customers will be practiced.

Sanitizer at The Entry Gate for Customers will be used.

The restaurant will be open for Customers from 9 a.m. to 5 p.m.



Q 2:- ANS:-

ANS:- External / Internal

Environmental factor which

6/20

~~External~~ ~~Inter~~
Effect Business ::

Since The Corona Virus
Can Be transmitted
Very easily from
person to person.

So its is very
Important Sanitizer

That we Control The
Internal and External
factors which include
To Run Our Restaurant.

External:

↳ Daily Basis The
Visiting Customers temperature
will be checked

7/20

The Entry Gate.

↳ Hand Sanitizers will be
placed on the Entry
point for disinfecting
customers hands.

→ Hand Shaking B/w the
Staff and Customers
will be strictly avoided

→ Sterilization of food items and that are purchased from the vegetable market.

→ Internal

8/20
→ proper Dressing Code for Staff (mask and Gloves)

Will be strictly followed.

→ Six feet Social Distancing will be

followed b/w the
Customers and Staff.

→ take away option
will be available
for Customers.

→ Cashless payment
will appreciated from
the Customers sides.

→ We will wash
the restaurant floors
after the closing and
before the opening
with chlorinated water.

Q: What is Business, Strategic
low cost and functional strategies
Make the following strategies for
your restaurant business corporate.

→ Business Strategy.

Ans:

Defferent

Businesses have defferent

Goals and take defferent

routes to fulfil those

Goals. These routes

Constitute the Business

Strategies of these businesses

While it is easy to

Understand the definition

of business strategy:

Sometimes it's an

Unphilt. task to form

And execute a Successful

One.

A business strategy
can be defined as the
combination of all the

11/20
Decisions taken and actions

performed by the business

to accomplish business

Goals and a Secure

A Competitive position

in the market.

→ Low cost Strategy.

A pricing strategy in which a company offers a relatively low price to stimulate demand and gain market share.

It is one of three generic marketing strategies.

That can be used

By any company and its usually employed where the product has

few or no Competitive
Advantage or where
economies of Scale are
Achieving Achievable with
Higher production volumes.
Also called low price
Strategy.

→ Functional level Strategy

Functional level Strategy
Can be defined 13/20 th
Day to day Strategy
which is formulated to
assist in the execution.

of Corporate and Business level Strategies

These Strategies are framed as per the Guidelines given by the top level management.

Functional level Strategy is concerned with operational level decision making, called "tactical Decisions" for various

functional areas such

as production, marketing, Research and development,

Finance, personnel and
So forth.

Roles of functional

Strategy:

- * It assists in the overall business strategy. By providing information concerning the management of business activities.
- * It explains the way in which functional managers should work, so as to achieve better results.

Q :- Explain The Stages of lifecycle of the restaurant during COVID-19.

Ans: lifecycle of restaurant
During Covid-19:

Restaurant and all Businesses in General Have very similar lifecycles comprising five stages beginning with the startup

Where Restaurant

Design is crucial, and

Ending with either

A rebirth or renewing

of the business model

As it begins to

Decline and deteriorate:

or dissolution as a

Going Concern due to

irrelevance with current

Market trends.

More Specially, these

lifecycles stages are

Startup, Growth, Maturity,

Decline and rebirth/cessation

lifecycle of restaurant
During COVID-19:

We know that
Business-as-usual will be
Anything but as the
Industry begins its recovery
from COVID-19 and
begins its re-negotiation of
expectations with the
restaurant customer.

They will be a much
more wary and demanding

Customers, not necessarily ^{it}
As it relates to the
price or selection, but
in regard to their
perception of Safety,
Cleanliness, and overall
Quality.

The events of this
pandemic have raised
Alarm bells not simply
within the realm of
Our personal hygiene
and cleanliness standards
but those of Our

Merchants, and their
Merchants, and their
Merchants. Everyone should
expect that the next
level of security as
it relates to restaurants.

After the physical plant
will be the food quality
and supply chain.

The End