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Id :- 14518

SUBJECT :- PRINCIPLES OF MANAGEMENT

TEACHER :- LARPASH LAMAN

SEC :- BS - (SE) (A)

Q1 Ans-1) PLANNING:-

Planning is the function of management that involves setting of objectives and determining a course of action for achieving those objectives. Planning requires that managers aware of the environmental conditions facing their organisation & forecast future conditions. It also depends on manager to be good decision maker. Such as now a days in Covid-19 the higher management have to sit down & think about what to do to run a restaurant or else they'll face a huge loss. A good & intelligent planner would look into the safety of his employees & customer also if one patient of corona occurs in the restaurant. So he'll face huge trouble after then.

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ORGANISING:-

Organisation is the function of management that involves setting & developing an organisational structure & allocating human resources to ensure the accomplishment of objectives.

The structure of organisation is the framework within which effort is co-ordinated. The structure is usually represented by an organisation chart. In restaurant the higher management must organize things that are relevant for what they cook. The chef is keeping or bring safety and clean the kitchen. They should not go for thing necessary for cooking for shop. They should run the restaurant in an organize method. They should suggested or follow the rules from the Govt or other health sectors.

LEADING:-

Leading involves the social & informal sources of influence that you use to take action to inspire others. If managers are

affective users. Their employees will be enthusiastic about an going effort to attain organizational objectives. The higher management should lead from the front & take action which are better for them. If Govt suggested to close the restaurant. They should not think of running the restaurant. The restaurant they shall lead from the front & make a decision in which they do lesser loss.

Ans:- 2)

External environment Affecting the business of Restaurant :-

The higher management and lower management must sit on one table & have a discussion of how to sort out of external environment not affect their restaurant business. They shall have a proper delivery system which can

reach out anywhere in less time as mostly people are quarantine but they should have a proper NOC from a district administration. So that no one can stop them outside if they are not allowed to.

INTERNAL ENVIRONMENT:-

The external environment affecting the business such as the higher & lower management must come on same views of running the restaurant & have a discussion on what lower management needs.

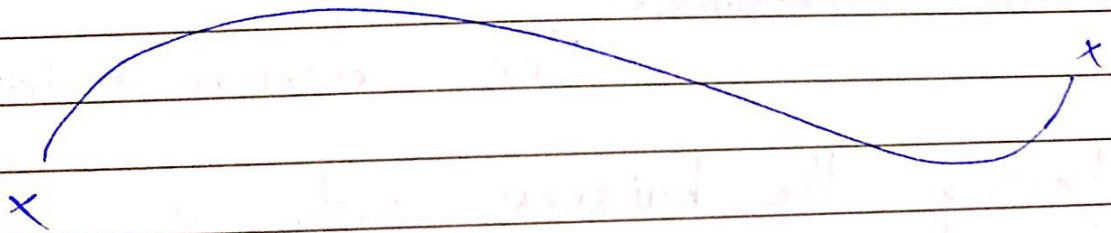
If they are not given proper gloves or mask and sanitizer to protect themselves from this pandemic. So they would do their job properly & efficiently. The higher management must think on providing a high safety precaution in restaurant.

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everywhere which is needed by them. So that
not stops $\hat{=}$ everyone in the restaurant works
properly or else in politics will start which
could be very dangerous $\hat{=}$ harmful for restaurant.



Q3 Ans) Go Social:-

We are in the era of food and social media platform are bustling with several pictures of decades that make the thirftiest of people and spend money. If you are rolling in order then you have the advantage of social media platforms to promote your restaurants online. I acknowledge that their are there are tons of social media platforms out there so here's my advice; When it comes to food.

Instagram, Facebook and the rest of the pages of restaurants. The key going on social and churning in profit is posting top-notch food pictures and video.

Get A Website:-

Having a website for your restaurant buissness is equivalent to having a food shop in every part of the world. If one want to grow his restaurant and make name in the market then he shall get to get a professional website. A website opens up opportunities for a much larger market of customers. It is very easy for potential & even existing customer to find ^{bars} _{subties}.

Bring Contests On:-

Offering contest are a good way to spread word about one restaurant. I would recommend an offline/online contest. This simply means starting a contest in your physical restaurant that customers can share online. Imagine one customer with a massive social media following are uploading related to one's restaurant would definitely get the words of your restaurant out there.

Don't Leave Out Email MARKETING:-

Restaurant email marketing is another important role and plays vital strategy to effectively marketing to your restaurants. These are two ways to grow your email list by getting customers to fill form in person and by getting them to fill form online.

Reach out To Local FOOD BLOGGERS AND INFLUENCERS

One of the greatest marketing strategies now a days is the beginning of leveraging on the network of other business. As a restaurant owner, you can leverage on the network of local food bloggers and influencers by connecting with them and getting them to share content related to your restaurant.

GET LISTED ON Food Apps:-

Several food apps have sprung over the years due to popular demand by customers. No longer do consumers have go through boring directories or search the web for long time to find a suitable.

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Tap into The Power of Social Media:-

In social media marketing is one of the most powerful for any business. Social media marketing can put your restaurant in front of thousands of millions of potential and customers. Social media marketing goes beyond just brand awareness. It also helps you gain insight into your target consumer.

Mind Your Online Reputation:-

Nothing destroys a business like a bad review. A meal who wants to visit a restaurant with a not good food or "dead insect in the food" review? All your online efforts could be waste through if you don't have good online reputation. Management strategy in place.

Qn Ans) The life cycle of a restaurant in Covid-19 will be

- 1) The restaurant must be closed and their workers shall follow the guidelines given by government.
- 2) The restaurant must give delivery and take away so that the business doesn't effect.
- 3) There shall be proper person to take phone calls for delivery who understand customer.

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- 4) The restaurant shall do advertisement of delivery and take aways that the customers will be aware. & give free home delivery.
- 5) The restaurant must store the ingredients in large quantity which is use in the dishes stored in store room.
- 6) There shall be a person whom does not let any stranger enter the restaurant because of the safety measures of manager & employees.
- 7) The restaurant must introduce some interesting deals which attracts the peoples so that they order from their restaurant.
- 8) There must be a hand sanitizer at the entrance of the restaurant so that an employee enter the restaurant should sanitize herself hands.
- 9) They shall have a clean environment so that they could have the attention of the customers to it.
- 10) The employees in the restaurant shall wear mask for safety of themselves and do not inhale in cooking.