

Q2:- Explain how it will cope with the external internal environment and how all these affecting the environment?

Internal Environment Factors:- The internal

factors refer to anything within the company and under the control of the company no matter whether they are tangible or intangible. These factors after being figured out are grouped into the strengths and weaknesses of the company. If one element brings positive effects to the company, it is considered as strength. On the other hand, if a factor prevents the development of the company, ~~if one element~~ it is a weakness. Within the company, there are numerous criteria need to be taken into consideration.

①4:-

Answer:- In the last three weeks restaurant owners added another reason the abrupt lack of consumer demand brought about by COVID-19, the disease caused by the Corona virus; the forced shuttering of restaurant dine in establishments in many states and a work from home work-force that has all but eliminated the lunchtime crowd for traditional restaurants and Quick-Service Restaurants (QSRs).

We see it in the data. According to the latest edition of PYMNTS COVID-19 Brief Series, the share of consumers dining at sit down restaurants declined 85.2 percent since the pandemic began, dropping 52.3 percent in 11 days. Thus far that marks the largest behaviour shift observed in our data. And the same data set notes that traffic isn't merely shift to take out only 16 percent reported they were ordering in more to replace eating out.

① 3:- Make the following strategies for your restaurants Business Corporate strategy

(i) Business Strategy:-

Every business required strategy for marketing. Restaurants are no exception. In fact some way argue that restaurants have to fight for every customer more than detail stores because it seems that in slower economic time families are excluding (or last reducing dining) out from their budgets in marketing your restaurant you will acquaint yourself with your target customer your competition brand building techniques and advertising opportunities. These are some effective strategies.

- ① Go social
- ② Get a website.
- ③ Bring the contest on
- ④ Don't leave out e-mail marketing.
- ⑤ Social Buying.

Low-Cost strategy:-

Don't underestimate the potential benefits of joining your local Chamber of Commerce (BBB). These organizations are basically networks of businesses that work together to promote one another. Many times each organization has a physical location or host, regular networking meetings as well as maintaining a light website.

Start a campaign that offers incentives that leave a positive review on sites that like Yelp. This strategy helps generate more organic reviews and create positive buzz ~~and~~ about your business. People love to know find out any know the hottest and hippest restaurant in their area regardless what your is there is something exciting about your business how your business was promoted.

Factors of Affecting the Business:

1. Factors in regional Considerations:-

Under the crisis management team are regional team tasked with similar activities but for incidents focused in their particular region. Hinton says "key to this multitiered approach is a clear definition of roles and responsibilities (who's on first), depending on what type of crisis it is and how escalation protocols will work as the impact of crises increase.

2. Have both an internal and external communication plan in place:-

Both internally and externally communication should be "easy and often," Green says and people need to know when the next communication is coming. "That gives people a sense of calm," he says. "That show that you're managing an incident and not just responding to it."

Q1: Keeping in mind explain how to plan, organize, lead and control it's operation?

Ans 1: As coronavirus fears gripped the world this week, more attention has focused on challenges restaurants often face, in keeping sick workers home - and how that could exacerbate the spread of a virus many experts believe is destined to become a global pandemic. The result of a potential pandemic could lead to mass quarantines, travel restriction and other steps that could have a serious impact on restaurants. "Disruption to everyday life may be severe," Messonnier said. For restaurants, the prospect of a global pandemic put increasing importance on developing a pandemic plan, said Roslyn Stone. On March 27, President Trump signed the Coronavirus Aid, Relief and Economic Security (Cares) Act, the single largest economic relief in U.S. history at \$2.2 trillion. Included \$300 billion in direct payments to individuals earning less than \$3,400 per family of four; \$350 billion in loans for small business with loan forgiveness provisions.

TYPES:-

These are 14 types of internal environment factors:-

1. Plans and policies
2. Value proposition
3. Human Resource
4. Financial and Marketing Resources
5. Corporate Image and brand equity.
6. Plant/machinery/Equipments (as you can say Physical assets)
7. Labour Management.
8. Inter-personal Relationship with employees.
9. Internal-personal Resources & Dependence
10. Organizational Structure or in some cases Code of Conduct.
11. Quality and Size of infrastructure
12. Task Executions or operations.
13. Financial Forecast.
14. The founders relationship and their decision making power.

External Environment Factors:- on the

Contrary to internal factors, external elements are affecting factors outside and under no control of the company. Considering the outside environment allows business to take suitable adjustments to their marketing plan to make it more adaptable to the external environment. There are numerous criteria considered as external elements. Among them, some of the most outstanding and important factors need to be listed are current economic situation, laws, and customer demands.

Types:-

There are 6 types of external environment factors.

1. Economic
2. Political/legal
3. Technology
4. Social and
5. Natural.

Functional strategy:-

Seek to improve implementations at business and corporate strategies. Functional strategy include marketing strategies and human resources often they concern specifics such as resource allocation, operating expense efficiencies and product improvement. The strategies level is immediately concerned with showcasing and implementing strategic improve function in specific departments.

The underlying purpose of all functional strategies is to answer the question. It's at this level that business correct emerging or continuing problem and develop new ways of different ways.