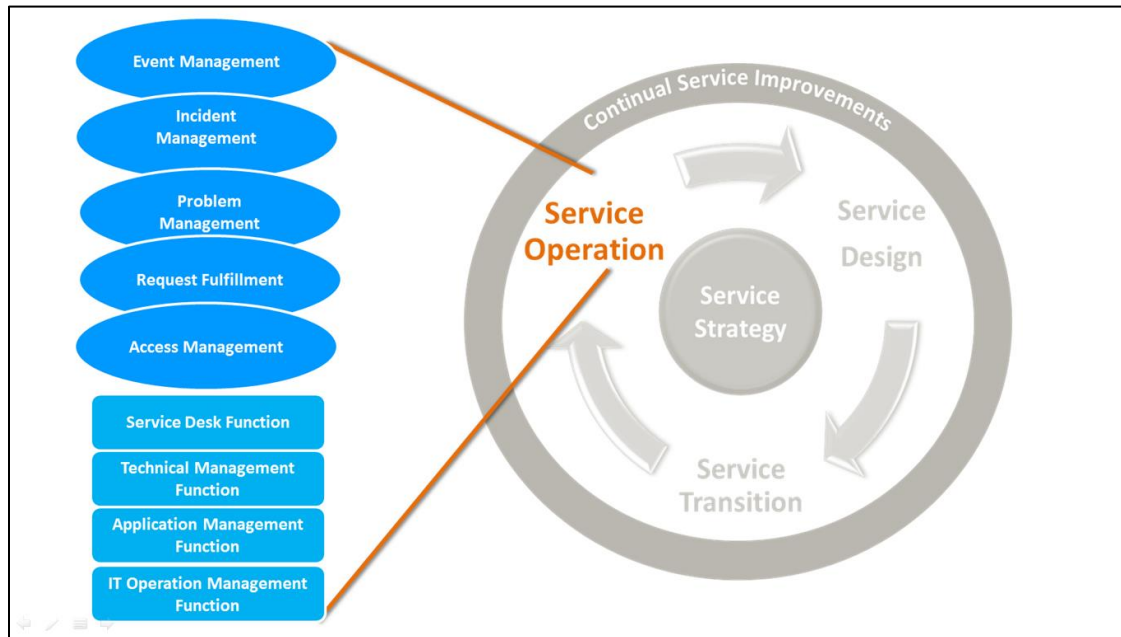


SERVICE OPERATIONS MANAGEMENT



SUBMITTED BY- Sec E

GROUP 2

SUBHAM ROY-1058

VAISHNAVI KULKARNI-1060

ARIJIT CHAKRABORTY-1120

RATUL JEEJ-1059

SECTION E GROUP 2

NAME	REGISTRATION NO.	PHOTO
SUBHAM ROY	2023JULB01058	
VAISHNAVI KULKARNI	2023JULB01060	
ARIJIT CHAKRABORTY	2023JULB01120	
RATUL JEEJ	2023JULB01059	
ABHISHEK PADHY	2023JULB01063	

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CHAPTER 1

SERVICE TRANSFORMATION PROCESS

Basic information about service units

- ▶ NAME OF THE 1ST SERVICE UNIT- Bonjour Pub and Restaurant
(Estd. Jan, 2020)
- ▶ Name of the owner- Shiva Shivkumar (Manager)
- ▶ Contact no. 9990980100
- ▶ email ID- shiva.kumar4174@gmail.com
- ▶ Partnership business- Restaurant services
- ▶ ORDER QUALIFIERS- Mutton rogan josh, shahi paneer tikka masala, badsahi sharab, twinkle doom(alcoholic drink), and others.
- ▶ ORDER WINNERS- USP- Brewed beer, Hawaii Mocktail

- ▶ NAME OF THE 2ND SERVICE UNIT-
- ▶ Skyline Lounge and rooftop restaurant (Estd. Mar,2020)
- ▶ Name of the owner- Kiran Reddy(Owner)
- ▶ Contact no. 9844893698
- ▶ email ID- kirander01247@gmail.com
- ▶ Sole-Proprietorship business- Hospitality/Restaurant services
- ▶ ORDER QUALIFIERS-veg food- Paneer shahi masala, nonveg chicken chettinad, alcohol- spicy seniorita and others.
- ▶ ORDER WINNERS- USP- prepared shisha(hookah)
- ▶ Order qualifiers are the competitive standards that make a firm's products viewed as fit for purchase by consumers
- ▶ Order winners are the standards that separate the products or services of one firm from another.

Skyline Restaurant



SERVICE TRANSFORMATION PROCESS - BONJOUR RESTAURANT

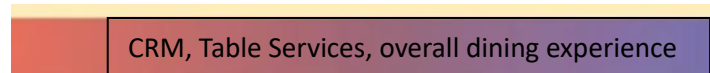
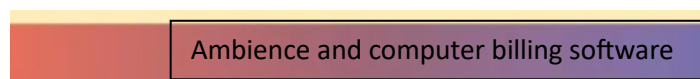
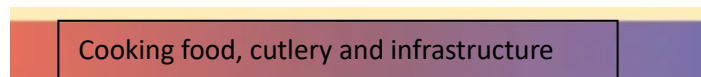
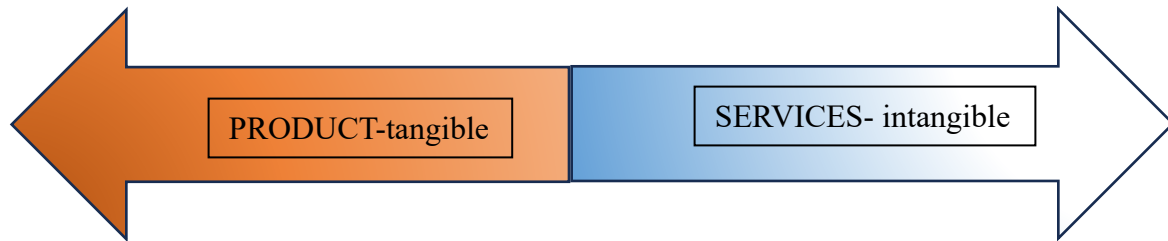
Service Transformation Process

INPUTS	PROCESS/SERVICE TRANSFORMATION	OUTPUT
Raw Material-Fruits, Veggies & Meat	Cooking the ingredients, preparing custom cocktails	Finished products-Healthy food Veg, non-veg, fusion, continental
Furniture, Cutlery-Beer Tower, Pitcher	Innosolv product consulting services comp. app for table booking status-employee side	Better table management during rush hours
Closed space air conditioned infrastructure	Sales and marketing, packaging and delivery through proper channel	Satisfied customer, students, family member, locals, employees
Licensing and Insurance , rental fee	Channels- phone no., websites, Direct to customer, Corporate orders	Customer satisfaction and customer retention
Raw material for food	Home/work delivery, online ordering	Convenience and takeout
Labour staff and people	Printing of receipts	Food at affordable cost through proper cost mangt minimizing process steps
Energy- refrigeration, electricity	Other services- Catering and dining, Table services, Billing	Great ambience for parties and get together, safety of customer.
	Party vibe with lighting and music	Value Proposition-Multi cuisine food and fusion food, Varieties of flavor and cocktail

SERVICE TRANSFORMATION PROCESS -SKYLINE RESTAURANT

INPUTS	PROCESS/SERVICE TRANSFORMATION	OUTPUT
Raw Material-Fruits, Veggies & Meat	Cooking the ingredients, preparing custom cocktails	Finished products-Healthy food Veg, non-veg, fusion, continental
Furniture, Cutlery-Beer Tower, Pitcher	Innosolv product consulting services comp. app for table booking status-employee side	Better table management during rush hours
Closed space air conditioned infrastructure	Sales and marketing, packaging and delivery through proper channel	Satisfied customer, students, family member, locals, employees
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PRODUCT-SERVICE CONTINUUM



COMPETITIVE PRIORITIES

1. **Cost**- low price good quality alcohol in **Bonjour**
2. **Quality**- **Skyline** good for fine dine and best quality food as per health preference. The food and service at a restaurant must be of high quality in order to attract and retain customers. This means using fresh, high-quality ingredients, preparing food to perfection, and providing excellent customer service.
3. **Speed**- **Bonjour** have their own delivery service in fixed radius as well as Zomato like app delivery, **Skyline** has yet to evolve business model to cater speedy delivery
4. **Flexibility**- **Bonjour** caters to flexibility with orders, changing or cancelling orders does cost a significant amount in **Skyline**, specially if you ordered hookah as cost benefit ratio has to be balanced in every business model along with good customer feedback.
5. **Value**- Customers want to get a good value for their money when they dine out. This means offering competitive prices, but it also means providing a good value-added experience. For example, **Skyline restaurant** offer free appetizers or desserts, or have a happy hour with discounted drinks.
6. **Variety**- Customers want to have a variety of options to choose from when they dine out. This means offering a wide variety of menu items, as well as different types of seating and atmospheres. For example, **Bonjour restaurant** have a casual dining area, a private dining room, and a patio.
7. **Convenience**: Both the restaurants are in Neeladri Electronic city Bengaluru are at a convenient location, offer online ordering and delivery, and have a quick turnaround time for food orders.
8. **Atmosphere**: In **Bonjour**, customers feel comfortable and relaxed when they dine out. Having a well-designed and decorated interiors of restaurant and providing attentive and friendly service.

SERVICE MATRIX OF SKYLINE RESTAURANT

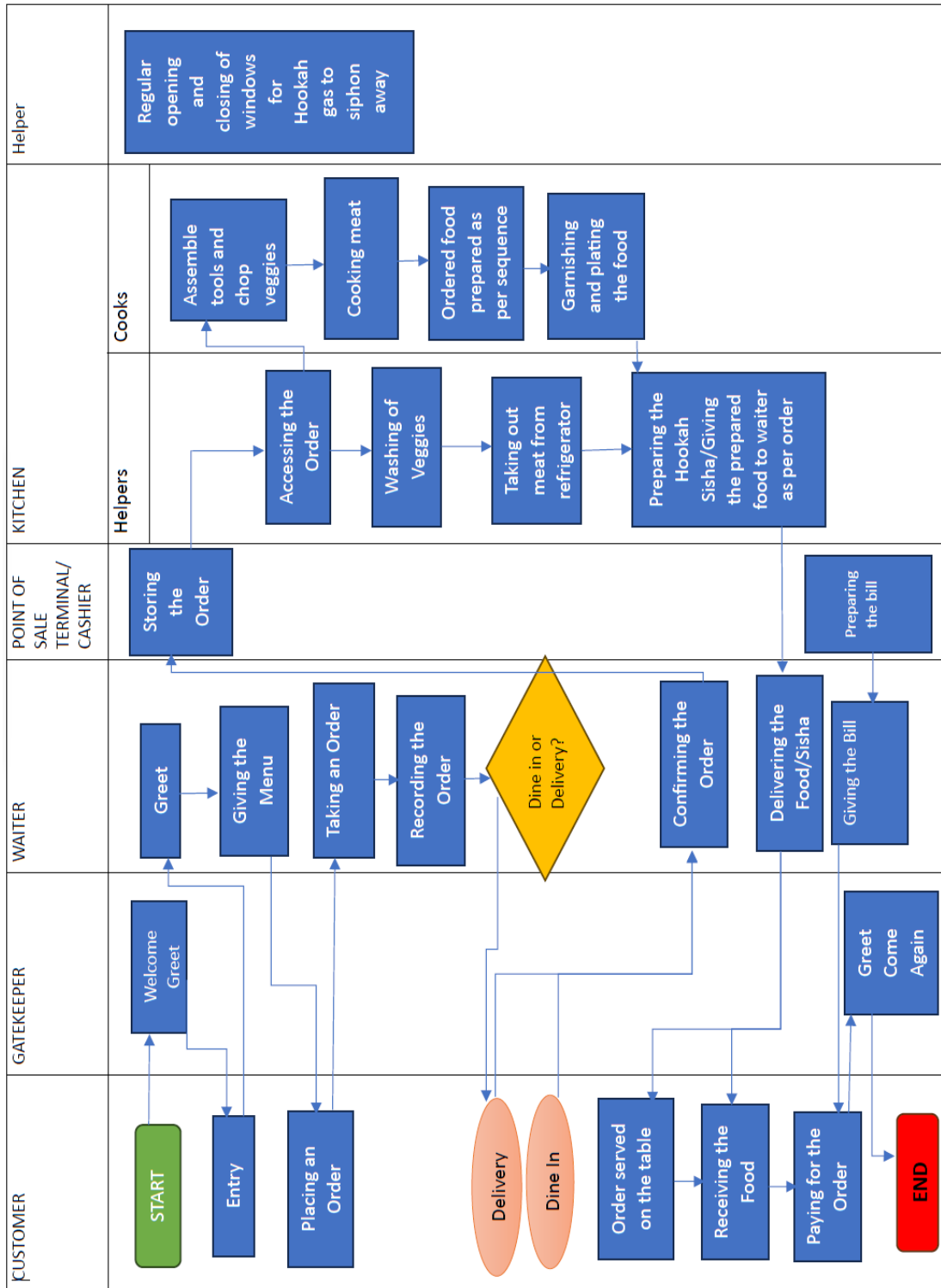
	Degree of Interaction and Customization		
		Low	High
	Low	SERVICE FACTORY	SERVICE SHOP
Degree of Labor Intensity			<div>SKYLINE RESTAURANT</div> <div>BONJOUR RESTAURANT</div>
	High	MASS SERVICE	PROFESSIONAL SERVICE

Skyline restaurant comes under service shop because-

Characteristic	Service shop	Detail
Labor intensity	Low	Only 7 members
Customer participation	High	Customer ask for specific hookah to be made in special way
Service customization	High	Tailoring the dining experience-ambience, menu changes
Customer throughput time	Relatively short	Ranges from 15 min-4hours

CHAPTER 2

ACTIVITY-2- SWIMLANE FLOWCHART OF A RESTAURANT

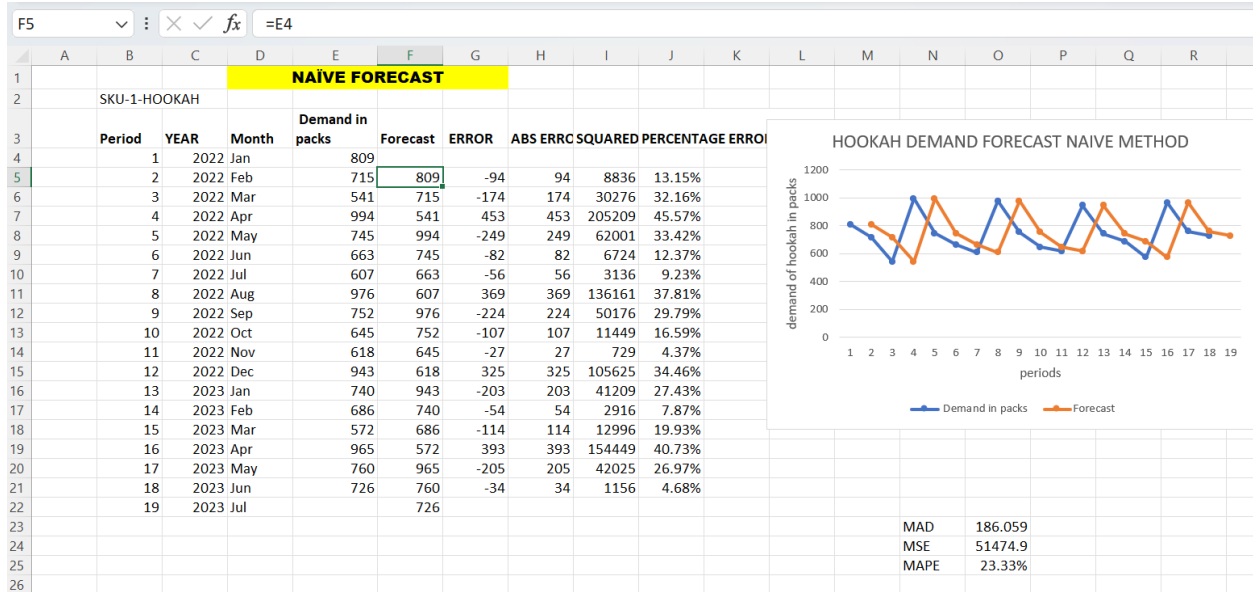


Swimlane Flowchart of SKYLINE Lounge and Rooftop Restaurant

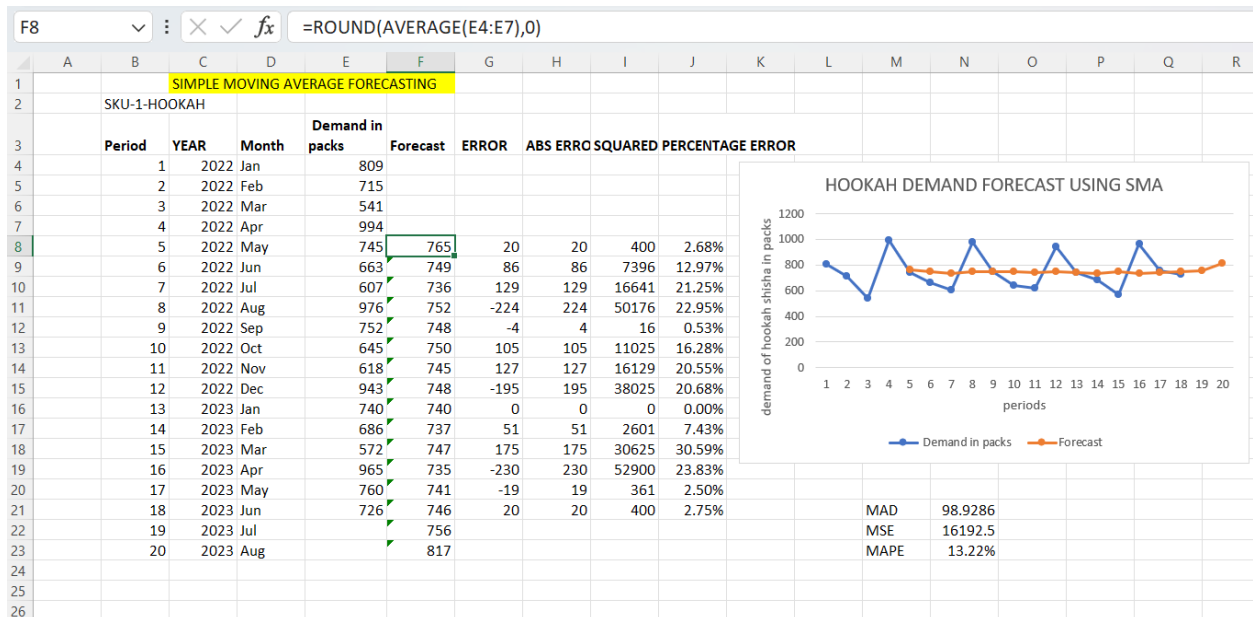
CHAPTER 3

ACTIVITY-3 DEMAND FORECASTING ON SERVICE MODEL

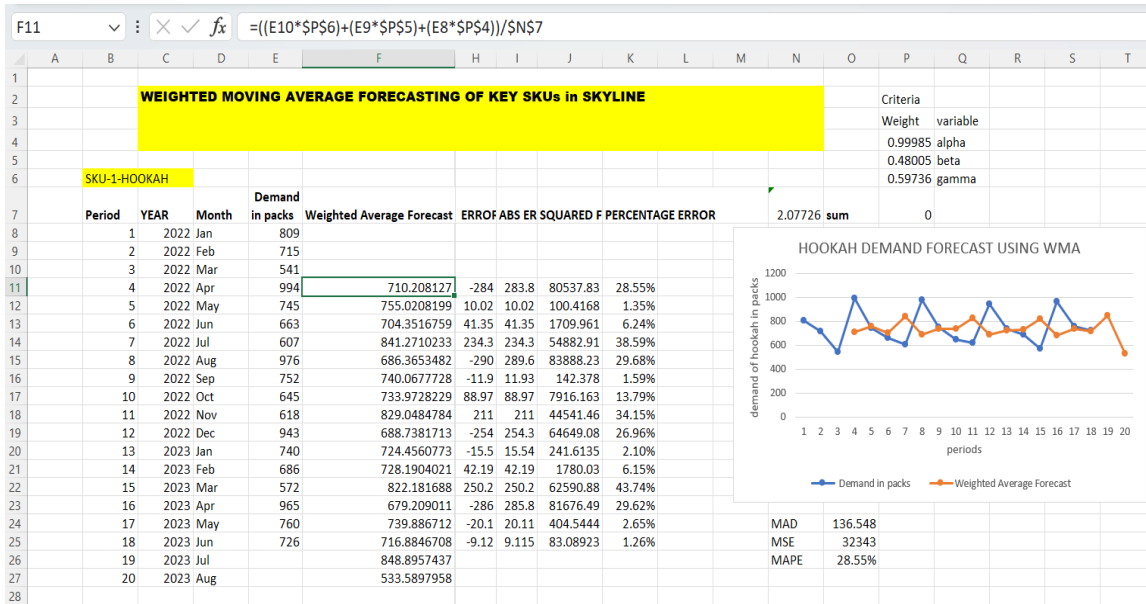
1. NAÏVE METHOD IN EXCEL



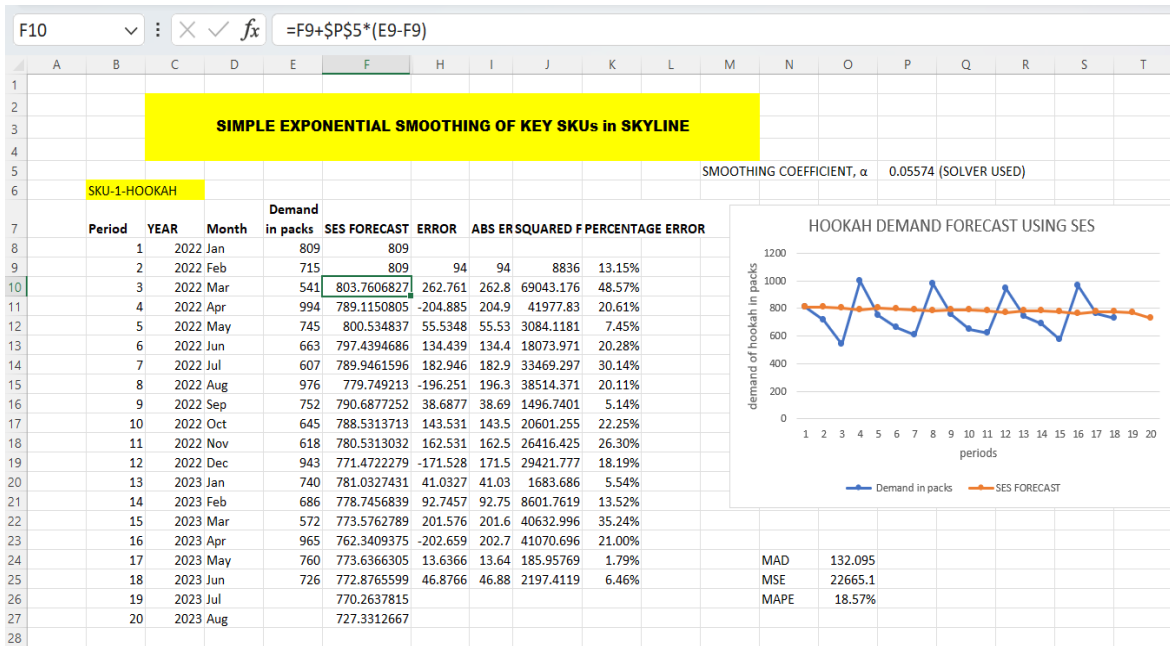
2. SIMPLE MOVING AVERAGE



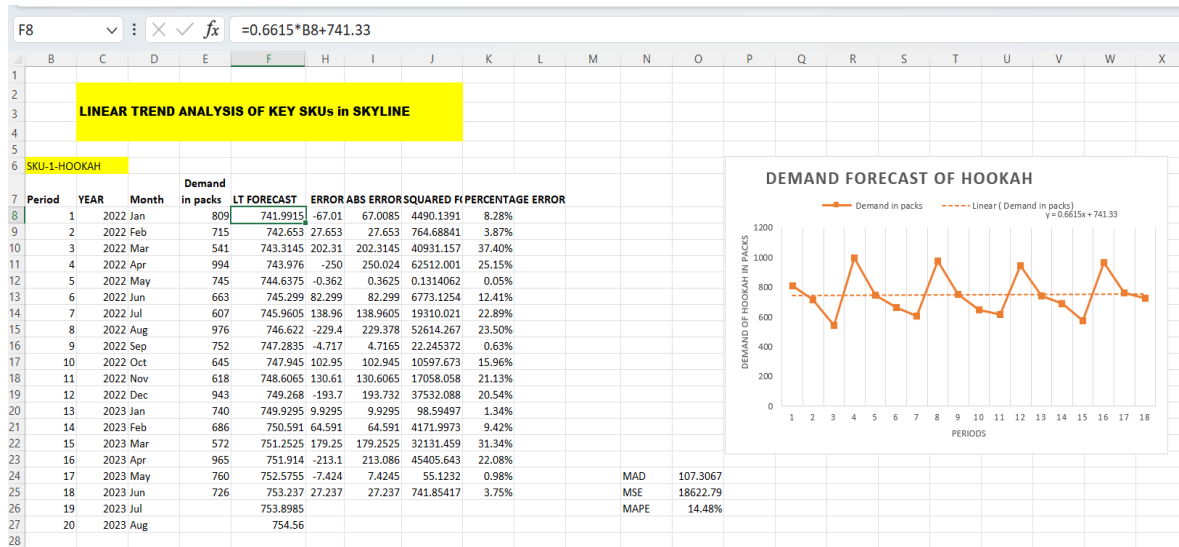
3. WEIGHTED MOVING AVERAGE



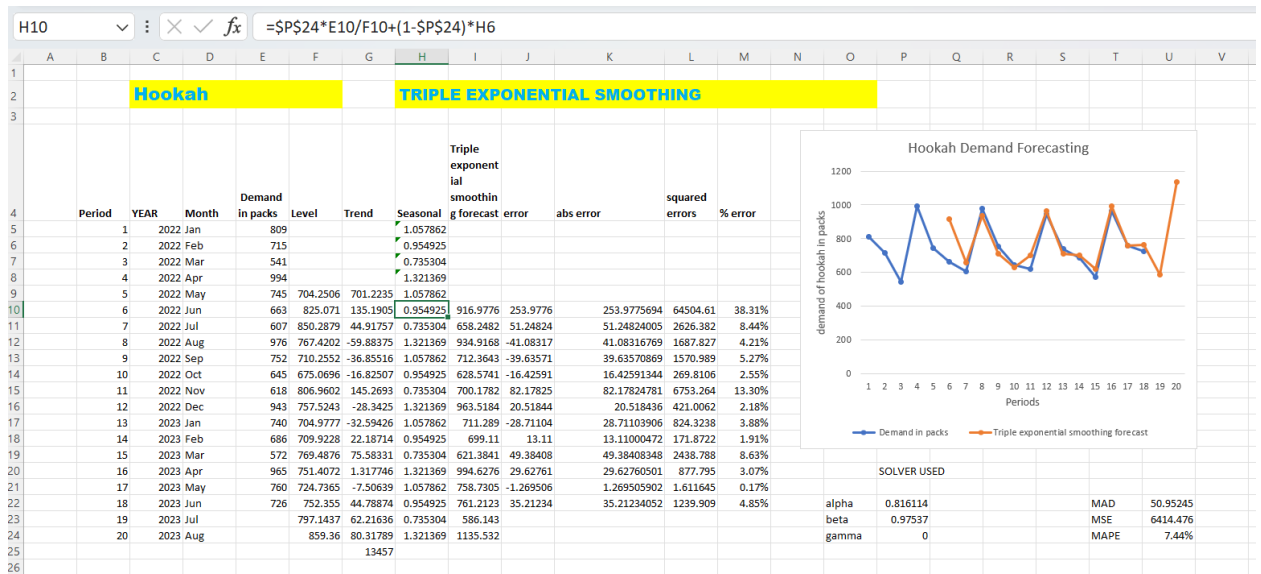
4. SIMPLE EXPONENTIAL SMOOTHING



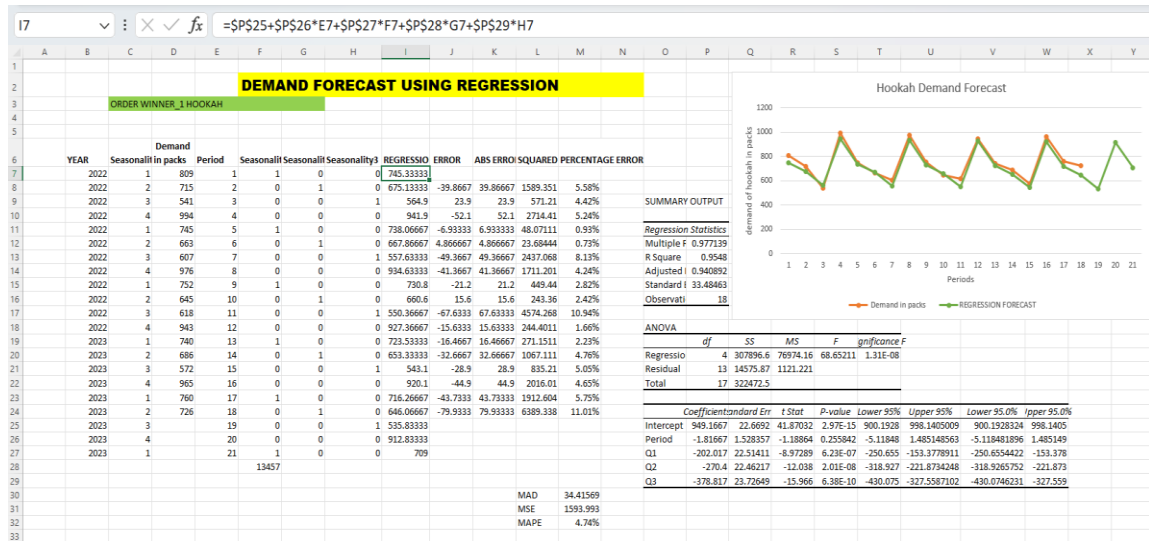
5. LINEAR TREND



6. TRIPLE EXPONENTIAL SMOOTHING



7. REGRESSION METHOD FOR DEMAND FORECASTING



Questionnaire

1) Do you plan for next week's or next month's demand?

Answer: We plan for next month's demand on our different SKUs such as hookah, wine and mughlai chicken.

2) How do you plan for the demand? Do you keep records of sales? Do you use the sales data to meet the demand in future – next week or next month?

Answer: We plan for the demand using a Innov Software Solutions Ltd.- we have a subscription with one IT solutions to cater this need; which use Triple Exponential Smoothing to forecast our demand. Yes, we keep record on our sales. Our business is built to cater both new and repeat customers, so in order to keep track on our customer and revenue generated we record sales. Yes, we use sales data to meet the demand in future for next month.

3) Do you plan for individual SKUs or do you plan for aggregate demand of a product category?

Answer: We plan for individual SKUs which gives track on our order winner and what comes under order qualifiers. As for instance, last year we removed a dish made of goat (schzewan bakrich) which did not give sales, and we removed that dish from our product menu. We keep revising our menu and make sure that price goes palatable with the dish served.

4) Does your prediction go wrong? What do you do then?

Answer: Yes, prediction do go wrong as there is seasonality in our demand that comes from festive seasons, sometimes we missed the target sales even after reserves were utilized.

5) Do you record lost sales? How do you use that information?

Answer: No, we do not record lost sales as most products are either preserved (alcohol, hookah), or served hot (freshly prepared dish).

6) Can you show the data, if you have recorded the sales?

Answer: Sorry, due to confidentiality we cannot give you detail sales data, but we can provide you with sales overview of one of our order winner- Hookah in 2022-2023.

7) The results of demand forecast of order winner-HOOKAH of Skyline Restaurant are-

- Here 7 methods were deployed to forecast demand of order winner “Hookah” of Skyline Restaurant, and it was found Regression forecast gives least MAPE, i.e., 4.74%.
- Three types of error measurements are used- MAD, MSE, MAPE.
- MAPE: Regression forecast (4.74%) < Triple Exponential Smoothing (7.44%) < Linear Trend (14.48%)
- MSE is reduced with solver in simple exponential smoothing, weighted moving average.
- In regression model, seasonality has been reduced.