

## PROJECT DESIGN PHASE – 2

### PROPOSED SOLUTION

TEAM ID	NM2023TMID01253
PROJECT NAME	Creating an sponsored post for Instagram

S.NO	Parameter	Description
1.	Problem statement (problem to be solved)	<p>The primary problem to be solved for the restaurant is to enhance customer satisfaction and operational efficiency.</p> <p>Consistent Food Quality: Implementing quality control measures to ensure that every dish served meets the restaurant's standards.</p> <p>Adaptability: Creating a more flexible menu that can adapt to changing customer preferences and dietary restrictions.</p>
2.	Idea/Solution description	<p>Consistently post engaging content on social media platforms. Share high-quality images of your food, the restaurant's ambiance, and behind-the-scenes glimpses to capture your audience's attention. Encourage customers to share their experiences by using a specific hashtag. Repost user-generated content to showcase the positive feedback and experiences at your restaurant.</p> <p>By implementing these solutions, we can increase customer engagement, raise awareness, and</p>

		ultimately drive more customers to our restaurant.
3.	Novelty/ Uniqueness	<p>Unique Beachfront Dining Areas: Set up seating areas on the beach itself, such as cabanas, hammocks, or beachfront tables, for a one-of-a-kind dining experience.</p> <p>Water Sports: Partner with local water sports providers to offer activities like paddleboarding or jet skiing, with dining options afterward.</p>
4.	Social impact / customer satisfaction	<p>Quality Food: Serve fresh, high-quality food with a focus on local seafood and beach-inspired dishes.</p> <p>Special Events: Host special events, like beach parties, themed nights, or wine tastings, to create memorable experiences.</p> <p>Value for Money: Price your menu items reasonably and provide value for the cost.</p>
5.	Business model (Revenue model)	<p>Selecting a prime beachfront location is crucial for attracting customers. Access to the beach, ocean views, and a relaxing atmosphere are key selling points. Determine pricing that aligns with the target market. Beach restaurants can range from casual and affordable to upscale dining experiences.</p> <p>Create a beach-themed ambiance with outdoor seating, beach decor, and live music if possible. The setting should enhance the dining experience.</p>

		Account for off-season periods and plan for special events to attract customers year-round.
6.	Scability of solution	<p>The scalability of a beach restaurant business depends on various factors, and it's important to plan for growth Expanding to additional beachfront locations is a way to scale, but it also comes with real estate and logistical challenges. Implement modern restaurant management and POS systems to handle increased transactions and improve efficiency. Online reservation and ordering systems can also aid scalability. Establish reliable relationships with suppliers to ensure a consistent flow of ingredients and goods, even if you open new locations.</p>