

Harmony in Hospitality: A Data-Driven Exploration of Prajapati Caterers and Decorators

Submitted by

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Declaration Statement

I am working on a Project titled “**Harmony in Hospitality: A Data-Driven Exploration of Prajapati Caterers and Decorators**”. I extend my appreciation to **Prajapati Caterers and Decorators**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate: **Kaushal Prajapati**

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Date: **03/02/2024**

1 Executive Summary and Title:

Prajapati Caterers and Decorators, led by **Mr. Bhavy Prajapati**, is located at **Vadodara, Gujarat**. The business is B2C and deals in the segment of catering and decorations for all type of events.

The major business problems that the organization is facing are stagnant growth in revenue and having operational challenges for running it and manpower handling problems. They are also having low margins on their catering business with shrinking profits and by addressing these issues, this project can contribute in overall expansion and growth in business.

The problems will be addressed via analyzing the current operations data using different analytical approaches like root cause analysis, segmentation and targeting, exploratory data analysis focusing on inventory management and manpower utilization to improve in sales, margins and profits in both catering and decorations business. This will also involve customer feedback and preferences for enhancing the overall quality of service.

the project seeks to integrate operational streamlining, data analytics, and strategic marketing using digital marketing as key to help Prajapati Caterers and Decorators. By addressing these aspects comprehensively, the goal is to position the business for sustainable growth, enhanced customer satisfaction, and increased profitability.

2 Organization Background:

Prajapati Caterers and Decorators, owned by Mr. Bhavy Prajapati, is a thriving catering and decoration service provider based in Vadodara, Gujarat. Established initially as a balloon decorations business in 2018 with a modest capital of 20,000 INR, the company has since evolved into a comprehensive catering and decorations enterprise. The company serves a diverse clientele in Vadodara, catering to individuals, corporations, and organizations hosting various events. Prajapati Caterers and Decorators are known for their reliability, creativity, and customer-centric approach. It offers varied menu options, including traditional Gujarati dishes, snacks with expertise in providing catering solution for wide range of events and occasions. They also provide innovating and thematic event decor services like balloon décor, artificial flower decor, natural flower decor etc. tailored to client preferences with creative design as their expertise.

3 Problem Statement:

3.1 Problem: Stagnant Revenue Growth

- **Background:** Despite offering diverse catering menus and decoration options, the business is experiencing almost stagnant revenue growth.
- **Relevance:** Figuring out why revenue isn't growing is vital. It helps the business invest in the right things, offer what customers want, and stay competitive.
- **Objectives:**
 - Identify factors contributing to stagnant revenue.
 - Develop targeted marketing strategies to attract new clients.
 - Analyse customer preferences to align offerings with market demand.

3.2 Problem: Owner's Limited Availability for Order Management

- **Background:** The owner's inability to personally oversee all incoming orders due to time constraints is a significant challenge. This may lead to delays in decision-making and potential order mismanagement.
- **Relevance:** Finding a solution for the owner's limited time is crucial. It helps the business handle more orders smoothly.
- **Objectives:**
 - Implement effective delegation strategies for order management.
 - Explore solutions for remote order supervision.
 - Enhance operational efficiency in the owner's absence via human resource management.

3.3 Problem: Operational Hurdles - Manpower and Inventory

- **Background:** Operational challenges, including manpower unavailability and inventory issues, create hurdles that affect overall efficiency and service quality.
- **Relevance:** Addressing these operational problems is essential for maintaining service quality, fulfilling orders promptly, and minimizing losses which leads to customer satisfaction.
- **Objectives:**
 - Optimize manpower allocation or find alternate options for non-permanent manpower and implement inventory management systems to reduce losses.

3.4 Problem: Systematic Collection and Analysis of Customer Feedback

- **Background:** The business faces challenges in systematically collecting and analysing customer feedback, preferences and areas for improvement.
- **Relevance:** Having a good system to understand what customers think helps improve services, keep customers happy, and make smarter decisions.
- **Objectives:**
 - Implement a structured feedback collection mechanism.
 - Analyse feedback data to identify trends and areas for enhancement.

- Utilize customer insights to make informed business decisions.

4 Background of the Problem:

- The current business model and strategies may not be effectively tapping into new markets or maximizing revenue potential which is resulting in stagnant revenue growth and shrinking margins. This may hinder their overall business expansion in this very cluttered market having too much competition.
- The business is grappling with the challenge of maintaining an optimal balance between catering and decoration services. This imbalance may result from varying demand depending on seasons, resource allocation issues, or a lack of synchronized marketing efforts for both the segments.
- The business is possibly not growing more because it requires physical presence of the owner at each location. Due to this limitation, it is impacting on decision-making speed, order supervision and overall operational efficiency. Hence in the peak season it cannot utilize till its full potential.
- Prajapati caterers and decorators encounter challenges in effectively managing manpower and inventory. Insufficient or inconsistent workforce or ineffective inventory control may lead to operational bottlenecks, affecting service quality and overall customer satisfaction.
- The absence of a structured feedback analysis system deprives the business of valuable insights into customer preferences, satisfaction levels, and areas for improvement. This lack of data-driven decision-making may hinder the enhancement of services and customer experience.

5 Problem Solving Approach:

The challenges faced by Prajapati Caterers and Decorators requires multifaceted problem-solving approach that addresses both the operations and creative dimensions of their business. Here are some comprehensive strategies for overcoming these challenges.

5.1 Data driven Decision making:

- Implementing data analytics to identify trends in their operations, manpower utilization and balancing between their both catering and decorations business.
- Analysis of the available data can increase the revenue and decrease the losses.
- Implementing a feedback system to collect valuable insights from customers.

5.2 Using SWOT analysis:

- SWOT analysis can help in identifying the strengths, weakness, opportunities and possible threats of the business.
- With the help of this analysis the working on the weaknesses and grabbing potential opportunities can increase operations excellence which can eventually leads in lower operational losses.
- SWOT analysis can help creating the marketing strategies via focusing on the strengths.

5.3 Creating systematic customer feedback system:

- Creating systematic customer feedback system can improve quality of operations, services by addressing the concerns, suggestions of the customer.
- The feedback data analysis can help in identifying the trends and area of enhancements.

5.4 Using 5 whys:

- Using 5 whys strategy can identify the problems for manpower handling and operational losses.
- After identifying the problems in this area using first principle thinking, peer analysis and analyzing the sector's normal practices will reduce the losses and can increase the profitability.
- 5 whys can help in solving the challenges due to owner dependency and identify the possible solutions to reduce dependency.
- Investigate how economic factors like profits, operations costs, expenditures, fixed costs might be affecting current challenges and provide solutions.

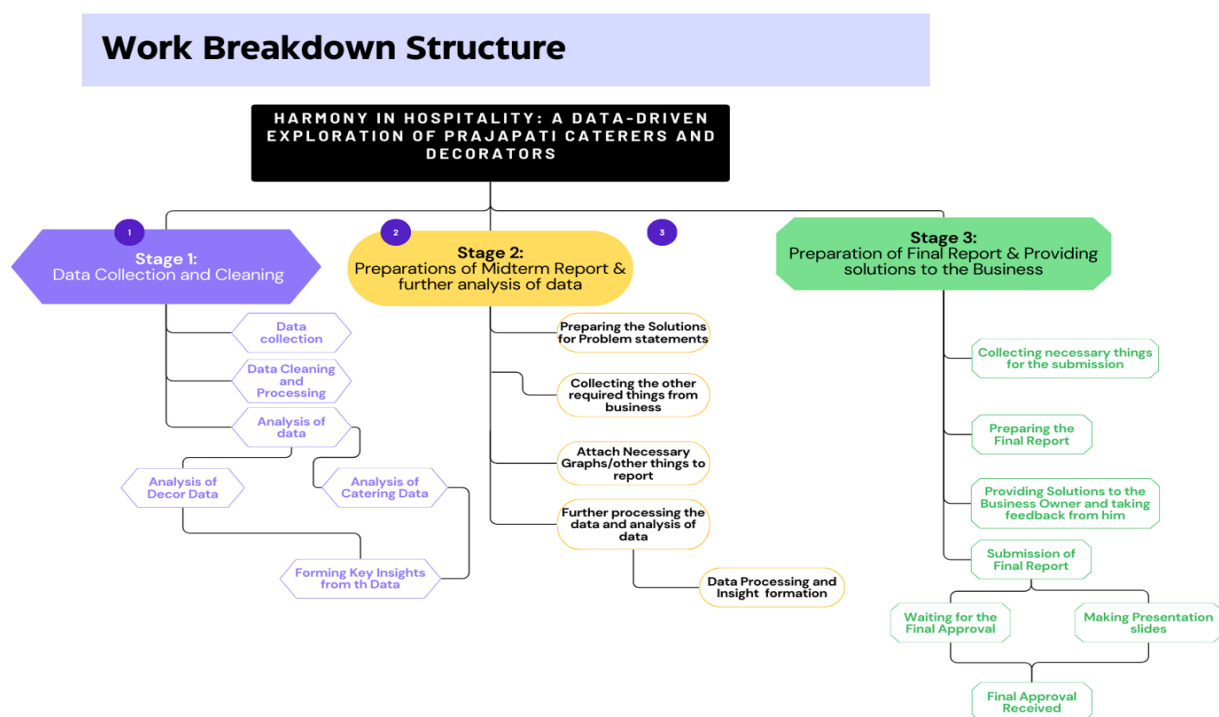
5.5 Operational Streamlining and Sustainability practices:

- Tracking of current inventory, required inventory can eventually reduce the losses and streamline the inventory management.
- Tracking of these things may help in bulk orders which can increase the margins.
- Using collaboration with event managers, small decorators can increase the number of orders and this can increase revenue.
- Searching for good managers can reduce load on the owner and number of orders per day can be increased.
- Using incentive system for repeat customers and customer referrals can increase the orders.

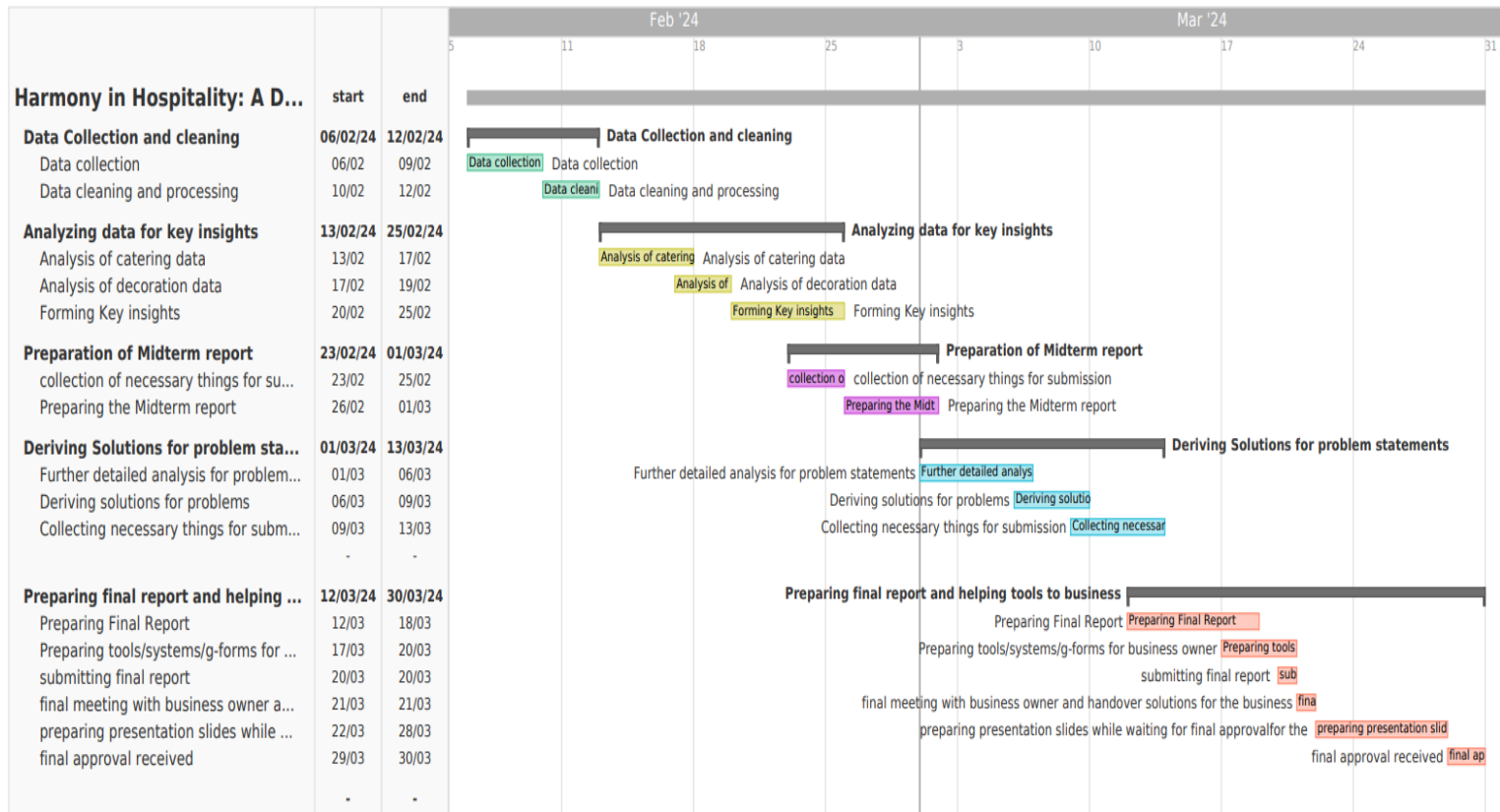
In conclusion, adopting a holistic problem-solving approach that integrates data analysis, SWOT analysis, 5 whys strategy, operational streamlining and sustainability practices will position Prajapati caterers and decorators for success in this competitive industry.

6 Expected Timeline:

6.1 Work Breakdown Structure:



6.2 Gantt chart:



7 Expected Outcome:

- 7.1 Improved revenue growth via implementation of data-driven strategies. These strategies can also increase profit-margins of the business which will eventually lead to expansion of the business.
- 7.2 Optimized business operations by streamlining inventory management, manpower utilization, and overall operational processes which can reduce losses due to inventory mismanagement and extra cost of unutilized manpower.
- 7.3 Balanced service provision between catering and decorations services by addressing peak season issues and optimized resource allocation.
- 7.4 By introduction of a systematic feedback analysis system to address customer preferences, concerns, suggestions will enhance customer satisfaction.
- 7.5 Increased Market presence using strategic marketing initiatives including social media, to expand market visibility and brand recognition.
- 7.6 Efficient inventory management and resource optimization will eventually lead to cost reduction and increased margins.
- 7.7 Establishing sustainable practices like customer feedback, inventory management strategies for long-term success and growth of the business.
- 7.8 Focusing on refining catering manus and decorations to achieve a new standard of excellence will elevate customer experience.