**ASSIGNMENT 3:**

**OBSERVATION SUMMARY**

**A&W (ALL AMERICAN FOOD)**

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**OBSERVATION SUMMARY: A&W (ALL AMERICAN FOOD)**

**INTRODUCTION**

The A&W location at Stone Road Mall provides a convenient and welcoming dining experience, serving a variety of delicious hamburgers, hot dogs, fries, and other convenience foods. Customers can also enjoy A&W's famous root beer floats and craft beverages. The restaurant is known for its quality ingredients sourced from trusted suppliers, ensuring a satisfying meal every visit. With a warm atmosphere, it is a popular choice for individuals and families.

We conducted a complete business evaluation and observation, we watched for 75 minutes and collected data on various aspects of the business like how they manage the queue and customer service interactions.

**OBSERVATION**

Customers at A&W are satisfied with efficient service and clean dining areas. The staff is friendly and attentive, offering a variety of burgers and root beer options. Despite occasional mistakes during busy times, the restaurant runs smoothly with clear roles and responsibilities, providing a pleasant dining experience.

**Mode of Service:**

There are 3 types of service provided by the restaurant such as:

1. Online Ordering

2. Walk-in customers.

3. Drive - through

**Time to serve customers once they order:**

* The employees addressed the customers within 3 seconds once they entered.
* They were friendly and asked about the well-being of the customers.
* They also paid more attention to the guest when the customer made food choices.
* The employees also monitored phone calls without delay, which clearly shows the multi-tasking work environment.
* The employee's skill in cooking food was very fast and creative.
* On average, as we observed, they usually take 5-7 minutes to serve one (1) customer after taking their orders depending on the order placed, while the online customer orders take just 3 - 5 minutes to pick up the already prepared orders as they maintain pace of other orders like Online Ordering and Take Away orders.

**Time of the observation:**

* 12:30 pm to 1:45 pm.

**Observations date:**

* Wednesday 20, March 2024

**LIMITATIONS:**

Drawing concrete conclusions or making predictions based on 75 minutes of observation is impractical. Instead, implementing ongoing monitoring can address various factors like customer complaints, weekday vs. weekend sales comparisons, and peak hours, providing a more informed understanding.

* **Periodic Line Length Counts:**

For every three (3) to five (5) mins at least (six) 6 people are waiting in line to order. As it is lunchtime, the queue length increases from six (6) to (ten) 10 minutes.

* **Number of employees and their function (manager, cashier, food preparation)**

|  |  |
| --- | --- |
| **Employee** | **Daily Job Description** |
| **Manager** | There was a manager, who was leading the team and managing the restaurant and found he was also recording the data. |

|  |  |
| --- | --- |
| 1 Supervisor | The food preparation team consists of 5 members. All of them seem to be busy in the preparation of food, both online booking and physical order delivery. |

|  |  |
| --- | --- |
| **4 kitchen staff** | The food preparation team consists of 5 members. All of them seem to be busy in the preparation of food, both online booking and physical order delivery. |
| **3 Cashiers** | There was only one (1) main cashier on the desk at the time of this visit, and he assisted the customers in the purchase and management of the orders. |

|  |  |
| --- | --- |
| 1 Cleaner | Cleaning was done just one (1) during our of 75mins by one (1) of the cleaning staff. |

**Number of people ordering large vs small orders.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Processing Time | Online order pick-up | Drive – Through | Walk-in Customer | Periodic line length counts |
| 12 minutes | - | 2 | - | High |
| 5 minutes | - | 1 | - | Low |
| 18 minutes | - | - | 4 | High |
| 15 minutes | 3 | - | - | Medium |
| 3 minutes | 1 | - | - | Low |
| 17 minutes | - | 5 | - | Medium |
| 7 minutes | - | - | 2 | Medium |
| **Total** 75 mins | 4 | 8 | 6 |  |

**Sample data collection for the observation time for 75 Mins**

On a rough calculation, we have found almost 28 orders. The graphical notation below explains the order of data in percentage.

**A & W (All American Food)**

**Ordering and Order Delivery Process for Online, Drive Through, and Walk-in Customers**

**A diagram of a flowchart

Description automatically generated**

**•Surprises/Facts Noticed:**

Surprisingly, despite the high volume of customers during peak hours, the restaurant maintains a clean and organized dining area, reflecting effective cleanliness and sanitation practices.

* **Order mistakes, or customer complaints.**
* Order mistakes and changes in order were accepted before preparation.
* One of the customers came back with the order and as it was wrongly delivered, the restaurant rectified it with respect.
* **Anecdotal Observation**:
* Customers generally express satisfaction with the quality of food and service at A&W. However, some have raised concerns about occasional order inaccuracies and delays during busy periods, highlighting opportunities for improvement in staff training and workflow management.
* **Bottlenecks and Recommendations:**
* **Drive-thru Efficiency:** improving existing technology solutions such as digital menu boards, mobile ordering, and order-ahead options can help streamline the drive-thru process and reduce wait times.
* **Staff Training:** Providing ongoing training to employees on order accuracy, customer service, and efficient workflow management can enhance overall service quality and customer.
* **Queue Management:**
  + Implement queue management systems to monitor and manage customer flow, especially during peak hours.
  + Train staff to efficiently handle customer queues and expedite order processing.
    - Streamline the ordering process to reduce wait times and increase customer satisfaction.
    - Implement self-service kiosks for faster and more accurate order placement.

***Reference:***

Retrieved March 17, 2024, from[**https://web.aw.ca/en/locations/4655/guelph/stone-road-mall**](https://web.aw.ca/en/locations/4655/guelph/stone-road-mall)